



## FROM THE EXECUTIVE DIRECTOR

# Stepping Up

■ LOU ELLEN HORWITZ, MA

Doing the right thing is often so much harder than doing the wrong thing—or doing nothing at all. It's called “the easy way out” for a reason: it's easier! It's easier to sit back and let the status quo continue, to let others do the heavy lifting, to leave “well enough” alone.

I have four discussion areas this month that relate to this theme.

1. The first is the announcement of the opening of the *nomination* period for candidates for the UCAOA Board of Directors. If you are interested in “stepping up” in this way and working closely with other leaders to help direct the future of your association, you should consider running for the Board of Directors. Nomination forms are on the website now ([www.ucaoa.org](http://www.ucaoa.org)) in the Membership section, and require nomination support from 10 other UCAOA members.

The official nomination period closes on March 14, 2011.

2. The second is about the *election* itself. The election happens live via secret ballot at the annual UCAOA Members Meeting in Chicago on May 12, 2011, during the Spring Convention. If you are going to the Convention, you can vote onsite during that meeting.

If you are not, don't let your opportunity to vote go to waste; “step up” and designate a proxy so that your voice can be heard. Proxy forms are available now on the website in the Membership section, and are due to us by May 6.

The business of setting the future direction of UCAOA and the oversight of our success or failure is not something to be taken lightly. We hope that our programs and resources are benefitting you, your clinics, and the



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*The new patient/public website ([www.urgentcarecenter.org](http://www.urgentcarecenter.org)) is our way of stepping up.*

industry as a whole. But none of that happens in a vacuum; we very much need input, guidance, opinions and leadership from our members via elected leaders if we are going to continue to be able to meet your needs and exceed your expectations in the future.

3. The third is about *benchmarking* data. The 2010 Benchmarking Survey Results are ready to be published, and we hope that you are both informed and impressed with the new information we are able to present to the industry.

And can anyone guess how all that was possible? Of course, it's by centers just like yours “stepping up” when we asked for participation in the survey. On behalf of all of us, an enormous “Thank you!” to those centers. You are a model for the industry.

4. The last is about the new patient/public website ([www.urgentcarecenter.org](http://www.urgentcarecenter.org)) that we debuted to the industry in late January—and will be launching to the general public this month.

This website is our way of “stepping up” our responsibility for advocating on your behalf.

Over the years, we have launched smaller initiatives, such as an annual Urgent Care Awareness Week in November, but it was time to have a place that both you and we could send patients, the media, and other stakeholders that would be just for them, and that could showcase the benefits of urgent care from the public's point of view. We look forward to hearing about the positive impact this will have on all of your centers as it continues to raise awareness of our industry.

It's just one more “step” we are taking toward achieving UCAOA's vision of being “the catalyst for the recognition of urgent care as an essential part of the healthcare system.” ■