



FROM THE EXECUTIVE DIRECTOR

Announcing the First Certification Program for Urgent Care Management

■ LOU ELLEN HORWITZ, MA

It's time for Announcement Number Three of 2011. January saw the launch of our new website for patients and the public (www.urgentcarecenter.org). February brought the results of our revealing new Benchmarking Survey. And last month we were able to launch our newest initiative: the Urgent Care Management Certificate (UCMC) program.

The UCMC program is, first, an educational program and, second, a certificate program. Its 40-hour curriculum is designed to build and improve proficiency in all the core skills required to manage an urgent care center successfully, and to acknowledge excellence with UCAOA-endorsed certification.

The curriculum was designed, tweaked, tested, and evaluated by our staff, board, and faculty, as well as your urgent care peers, over the past 17 months. We are thrilled to see their work finally come to fruition. We are equally happy that a mechanism now exists for recognizing all the hard-working managers and administrators in our field. Lastly, we hope that UCMC will provide an opportunity for professional advancement for your newer staff, and we encourage you to support their efforts.

To that end, we have established a special website where you can find full details about the UCMC program and apply: www.ucaoa.org/ucmc. The program accepts credit for some past coursework, and we will help you track your progress and quiz results. (Yes, there are tests!) When you are done, we will be pleased to recognize your achievement.

Have questions? If you will be in Chicago this month, come

to the Information Session we're having on Wednesday, May 11, at 4:30 pm. If you are not able to attend the convention, please visit the UCAOA website (www.ucaoa.org/ucmc), call us (877-698-2262), or send us an email (ucmc@ucaoa.org).

What a Long, Wonderful Trip It Has Been

While thinking about this announcement and the others that are coming in the next few months, I've been reflecting on the extended time horizons of our projects, now that we have been

around for a little while. Combined with the announcement in Dr. Resnick's column this month, you can see that there are, and have been, many long-

term projects percolating in the background of our industry that are just coming to fruition. I wonder whether many of you are starting to notice a similar phenomenon in your centers:

In the early days, it seemed like you had a new project starting about every five minutes. Everything was new! Getting your organization off the ground and your doors open was an accomplishment in itself, and things moved very quickly after that.

Over years of operation, though, something changes. You begin to tackle more complex projects with higher stakes that require more stakeholder input. Such ambitious initiatives require more testing, involvement, re-invention, re-testing, and thinking through. That instant gratification from your early years is hard to give up!

Yet when the time finally comes to shatter the figurative champagne bottle against the prow of your ship, and you look back to the day when you first drew up the plans, you are in awe of how long it has been. It is then that you really begin to appreciate the building process, and all those who helped you to build, grow, and achieve success. ■



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