



FROM THE EXECUTIVE DIRECTOR

Announcing the Urgent Care Association of America Foundation

■ LOU ELLEN HORWITZ, MA

When we hear the word “foundation,” it brings to mind solidity, support, and something you can build upon. It is “the basis on which a thing stands; underlying support,” according to my *American Heritage Dictionary*.

As UCAOA is officially a trade association, our main “customer” is the urgent care industry: all of you. But we also understand that urgent care is part of a much larger continuum: the entire healthcare delivery system and the patients it serves. Their concerns are our concerns, too.

A little over a year ago, the leadership of UCAOA started discussing how we could address some of those larger concerns and support the efforts of others who wanted to do research, outreach, training and education, and even humanitarian efforts. All the projects we discussed were in alignment with what we think of as “urgent care values”: accessible, affordable, efficient, effective healthcare.

The natural solution was the establishment of an Urgent Care Association of America Foundation.

The next step was identification of the founding board members, who are now known as Trustees. These individuals would need to represent many different aspects of the healthcare delivery system while still having a connection with urgent care. A few months later, the new Board of Trustees was in place, all of the appropriate paperwork was filed, and a mission and bylaws were developed.

During those same months, UCAOA put some resources toward building the initial public “face” for the Foundation. If you have looked closely at the Urgent Care Center website for patients and other external audiences (www.urgentcarecenter.org), you may have noticed that it was “brought to you by the UCAOA Foundation.” Our Board of Directors also voted to provide the Founda-

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ation with a small startup grant, and some other members who were connected to the founding pooled their resources to provide another small grant. The Foundation was officially on its way.

That said, it’s not really “official” until it is formally introduced, so I am pleased to now publicly announce the creation of the Urgent Care Association of America Foundation. The founding Trustees are: Dr. Jeff Collins (Chairman), Dr. Natasha Cruz (Secretary), Dr. Mallika Marshall, Dr. Bruce McIntosh, Dr. Lee Resnick, Dr. Elizabeth Scheufele, Dr. John Shufeldt, and David Wood. Our thanks go out to the Trustees, the UCAOA Directors, and the other members who have supported this effort so far.

In the coming months, we will be launching the Foundation’s direct website and providing more information about the different kinds of projects the Foundation is looking to fund—as well as ways you can help to support those efforts. We can’t do it without your contributions, input, and assistance in spreading the word.

With the combination of all our efforts, we can do some great things by taking our collective power to new places and by contributing to the healthcare industry in ways we are just beginning to imagine. We hope you will join the Foundation on that journey.

P.S. By the time you read this, the 2011 convention will have come and gone—and we will already be thinking about 2012 in Las Vegas! We want to thank everyone who came to the event: attendees, exhibitors, and instructors. We hope you had a wonderful time and left with much more than you had when you arrived! ■



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