



FROM THE EXECUTIVE DIRECTOR

Big News at UCAOA This Fall

■ LOU ELLEN HORWITZ, MA

Is it fall already? Fall is always a mixed blessing to me. Love the weather, love that kids are back in school, miss the long summer nights, and miss the semi-calm that seems to permeate the hotter months.

For UCAOA, fall means it is time to hit the road exhibiting, get those remaining new projects launched, prepare for the fall board meeting, and finalize plans for next year's spring convention.

Here's what's been keeping us busy lately:

Policy & Procedure Sample Manual

At long last, this idea will be coming to fruition. As I write this, it's still too early for an official availability date, but this project is well on its way to becoming a 500+ page treasure trove of sample policies written specifically by urgent care centers for urgent care centers.

White Paper on Our Industry

Thanks to the efforts of UCAOA staff and several gracious volunteers, we released our first white paper on urgent care last month. From this paper (which had to take a very "balanced" position), we'll be able to launch many more "pro-urgent care" pieces for both us and you to use to spread the word about the positive impact your centers have on accessibility and affordability of care.

Fall Conference

Another great group will gather in Dallas this month for several new courses, as well as new teaching formats. We are making some of our courses more "experiential"—case studies will be introduced in our clinical classes (not saved for straight lectures), and significant hands-on chart coding will be part of our advanced coding classes. We can't wait to hear your thoughts on this new interactivity.



Lou Ellen Horwitz is Executive Director of the Urgent Care Association of America. She may be contacted at lhorwitz@ucaoa.org.

Spring Convention

In 2012, we are headed back to Caesar's Palace in Las Vegas! We love Las Vegas as a meeting site, and we are in brand new space at Caesar's this time, with only a few steps between the classrooms and the exhibit hall—so no more stairwells for attendees! Be sure to save April 16-19 on next year's calendar.

New Membership Structure

Starting in 2012, no need to worry about who receives member benefits in your centers—*everyone* does. The Board of Directors voted, and Practice Memberships will now have unlimited members included. No more name replacements, no more swapping, no more having to share your log-in information. We are excited to open this up to everyone soon. Watch for more information in November.

2012 Benchmarking Survey

The Benchmarking Committee is already working on questions and improvements for next year's benchmarking survey. If you have submitted new measures you want to see, thank you. Anyone who has ideas but has not passed them on can email me at lhorwitz@ucaoa.org. I'll share them with the committee.

On the Road

September and October are the months we visit our colleagues at the American Academy of Family Physicians and the American College of Emergency Physicians during their Scientific Assemblies. Interesting observations always come out of those trips as we gain a larger perspective on our adjoining industries, and I'll share those once those trips are complete.

Expanding Our Capabilities

UCAOA is raising our vision to focus as much on making our industry successful as we do on making your individual centers successful. To do this, we needed to hire new staff to expand our ability to do new things while making sure our existing programs improve each year. We've welcomed three new full-time staffers since May, so our roster-building is well under way. Some of this work is the product of that expansion, but there is much more to come. Stay tuned. ■