



FROM THE EXECUTIVE DIRECTOR

Exciting Times

■ LOU ELLEN HORWITZ, MA

My very first message in this column back in October 2006 started with “It is an exciting time to be in urgent care!” Almost 6 years later, that statement is just as true.

That inaugural column was focused on what a busy year it had already been, and what was coming soon including our toll-free number, a new website, new benchmarking survey, and new members-only area. In addition, both UCAOA and our industry are still “ever-growing and ever-changing” just as we were then. It is STILL an exciting time to be in urgent care – and that’s a very good thing!

As you know, for the past year or so we’ve been working toward the launch of several major initiatives that are now “out of the barn”: the new “unlimited” membership structure, the nationwide industry awareness campaign, and the 2012 Benchmarking Survey. In that year we also helped launch the Urgent Care College of Physicians and the Urgent Care Foundation.

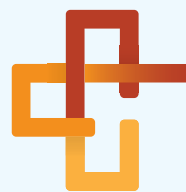
So, even though in many ways we are the same, dynamic organization we were in 2006, a lot has happened since then!

Also during the past year, we’ve been taking a look at our organizational identity and we realized a few things. First, we are not just made up of physician members as the caduceus in our logo would indicate. We’re absolutely medical, but UCAOA is made up of other clinicians too, plus thousands of non-clinical administrative professionals. Our identity needs to reflect that it takes a lot of interconnected individuals – both clinical and administrative – to deliver urgent care. Second, we’re not just in America anymore. We have members in several other countries, and our current identity (based on the American flag) was *really* tied to the USA.

The tipper for us was that we wanted our identity to reflect the organization we have become, and the organization we will be in the future. We wanted something that was really different than the typical medical association logo (because urgent care is *NOT* a typical medical practice!) that would stand out in

a crowd – but still be tied to medicine, urgency, and the links that we all share.

So! After months of design crunching and soul searching and opinion gathering and arguments and revisions and discussions and votes — we would like to introduce you to our new logo that you’ll start to see rolling out this month.



Urgent Care Association of America

Here’s what we want you to “see” when you look at it:

- It’s in the shape of a cross – sticking with our medical “roots”
- It’s made up of a linking “u” (on the bottom), “c” (on the left side) and “a” (on the top) for **U**rgent **C**are **A**ssociation
- The bright colors not only stand out, but they tie in with the “condition orange” that equals urgent but not emergency care

Over the next month, you’ll start seeing the website change (we’re doing a complete redesign this summer — making it MUCH easier for you to find what you are looking for), and seeing it on all our materials. We’ll be making it available electronically too, and via new clinic stickers for members. We hope you like it and agree that it’s a more updated reflection of who UCAOA has become.

And with that...adieu.

It’s a little weird to be announcing our new logo and doing my farewell column in the same issue, but in many ways it’s also fitting.

My history with UCAOA started in April 2006 with a meeting at the Orlando Airport Hyatt, where I first met Becky Burress, Dan Konow and Bill Meadows to interview for the Executive Director position. Like UCAOA, I’ve experienced a lot of



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I am so proud of our organization and all that it's accomplished — and all that it will accomplish in the years to come.

changes since that first fateful meeting.

100% of those changes are attributable to those of you reading this column. From members, to past and current Directors, to vendors and partners, to our fantastic staff, my UCAOA experience has been the sum of my interactions with you. I've been educated, entertained, tested, challenged, delighted, surprised, and overwhelmed with the talent and generosity of spirit that I've encountered in this role. I never ceased to be amazed by the degree of inquisitiveness and demand for excellence that's coupled with a very human understanding which all of you have brought to our relationships – and your relationships with UCAOA.

While it was time for a change for me, I am so proud of our organization and all that it's accomplished — and all that it **will** accomplish in the years to come. I am humbled to have been able to be a part of it, and send love out to all of you who have helped me along in my journey to this place. It will be strange not to be sitting in this chair anymore, but know that I will remain a strong supporter of UCAOA from my new desk, and rest assured that the organization's foundation is a secure one and that you are in the best of hands for an exciting future. I can't wait to watch it continue to unfold.

Speaking of, I better go. I need to go turn in my membership application.

All best wishes. ■



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**Social Media
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Urgent Care
Providers**

Use of social media is fast becoming one of the most vital tools in patient decision-making about providers. Urgent care providers without a social media presence may potentially be losing patients, but how do you launch an effective social media marketing campaign? This month's *JUCM* web-exclusive article—based on a popular session at the recent UCAOA conference—explores the evolving social media landscape and gives urgent care providers the information and tools they need to start their own effective social media campaigns. Learn the rules of the Internet road for blogs, Facebook, Twitter, and other social media outlets by visiting <http://jucm.com/read/casereport.php?casereport=31>, online only.