



FROM THE EXECUTIVE DIRECTOR

What Happens in Vegas

■ LOU ELLEN HORWITZ, MA

You probably know by now that we are having our Convention in April. We're going back to Las Vegas, but there are many new things you'll see and experience, so I thought I'd give you a little preview this month.

The first new experience will be on our PreCon day, when we typically have 1-day courses on different topics, plus the first day of Clinic Startup. We're still doing that, but we've added both morning and afternoon "half day" courses so you can get a little education and have the afternoon off to play in Las Vegas, or you can sleep in and just do a course in the afternoon. Or, you can combine them and have a full day just as usual.

Our most unusual new full-day PreCon is "What if ____ Ran Your Urgent Care?" For this Convention, we're filling in that blank with Southwest Airlines, Zappos, and Caesars Palace. We're hoping this can turn into a regular series that will bring in different companies every year to help you think out of the box about how you run your center. The last surprise for the PreCon day is an offsite tour to the headquarters of Zappos to spend a few extra hours with their leadership and staff.

Because the exhibit hall opens the evening of the PreCon, let's talk about that, too. We're opening it a little early that afternoon, which is a good thing because it's bigger than it has ever been, so you'll need plenty of time to see everything. We have many, many new companies this year, and you can check them all out ahead of time online and in the Exhibit Hall guide we'll mail out before you come. We will have a little something extra happening in the Hall off and on during the Convention, but you'll have to wait and see what those "extras" turn out to be!

We are keeping our opening and closing general sessions in the panelist format so you can hear from experts with many different perspectives, instead of just one keynote speaker. Our opening session brings in leaders from differ-

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ent areas of healthcare delivery to discuss what they see as the future for urgent care. Our panelists include someone from the telemedicine industry, an accountable care organization (ACO) expert, a payor's medical director, an industry "watcher," a private equity professional, and someone representing urgent care itself. I can't wait to hear the perspectives of these different leaders, given everything that is happening in our industry.

The closing general session will be something a little different as well. Before and during the meeting we'll be mining your thoughts about urgent care success. Beyond having a good location and good contracts, there are additional critical factors that make some centers wildly successful, while others struggle. For the closing session, we'll tap into those results and the experiences and observations of our three panelists, who are each very experienced consultants in the industry. We hope you'll take home more than one new way of thinking about what drives your center's success.

In there somewhere we'll have about 40 other sessions to help you build great urgent care centers. It will be a full week in Vegas! You should have a brochure by now with all the details, and you can visit our website (ucaoa.org) or just give us a call. I didn't even have room here to go into our new ways for you to network with each other. It's crystal clear to me—you need to be there! See you in April. ■



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