



If Not Us — Who?

■ P. JOANNE RAY

UCAOA depends on the involvement of many volunteer subject matter experts, facilitators, communicators, and leaders. As a health care association representing urgent care centers, we must also depend on our connections to and partnership with “sister” organizations to create impact, accomplish mutual goals, and extend our reach. It is our collective wisdom — across lines of specialty, institution, organization, and geography — and collegial relationships that lead us to successful outcomes.

Please consider how you'll contribute to our collective voice. Ask yourself what you seek in return and what you are willing to contribute.

As the new Chief Executive Officer (CEO) of UCAOA, I am working daily to learn the nuances of the association, what the key priorities are for urgent care, and how we can best serve your needs. Together with the Board of Directors and your national headquarters staff, we are already identifying ways to make UCAOA stronger, to create new and enhance existing programs and services, and to evaluate and shift our approach to be as efficient and effective as possible. As we announce the new 2012 Urgent Care Benchmarking Survey Results, we'll identify ways to highlight strengths to build industry awareness and address issues to improve our footprint. I look forward to learning from industry experts and finding new ways to partner with others to bring about change and progress that will serve our industry and our members (and ultimately the patients we serve) for a bright future.



P. Joanne Ray is chief executive officer of the Urgent Care Association of America. She may be contacted at jray@ucaoa.org.

Where do you fit in?

There are opportunities to lend your expertise and assistance as a volunteer, and we welcome your enthusiasm and input! Can't make conference calls during working hours? There are even opportunities that you can fulfill on your own time. Think about the new connections you can make, what you'll learn from each other, and how YOU can make a difference.

Our collective reach depends on you and the strength we possess together. Please consider how you'll contribute to our collective voice. Ask yourself what you seek in return and what you are willing to contribute. Is it primarily access to policies and procedures, educational offerings and conference opportunities? Compare your UCAOA motivation to the characteristics that make your patients' experience successful, and apply some of the same approaches. You and your colleagues and centers are there when they need you. Your patients turn to you for answers, relief, pain management, and healthy outcomes. That is the goal of UCAOA as well!

Your patients must invest somewhat in their own health outcomes. Beyond your day-to-day operations, you must invest in the overall industry to gain the most fulfilling return on your UCAOA membership.

For more information on how you can bring your energy to the mix, please e-mail me at jray@ucaoa.org. Indicate “If not us – Who?” in the subject line, and we'll gladly help you identify the best ways for you to get involved.

For more information on how you can bring your energy to the mix, please e-mail me at jray@ucaoa.org. Indicate “If not us – Who?” in the subject line, and we'll gladly help you identify the best ways for you to get involved. Again, I look forward to learning from you and continuing to guide our association to one that we are all proud to be a part of! ■