



# Urgent Care in Light of Healthcare Reform

■ P. JOANNE RAY

**W**hat changes are you prepared to make to position yourself and your urgent care center(s) for greater success in light of the (albeit not yet fully known) impending realities of healthcare reform?

UCAOA's diverse segments and types of providers, owner/operators and support personnel face significant change due to healthcare reform and resulting market changes, including Accountable Care Organizations (ACOs), health information exchanges, a shift toward value-based payments, and healthcare industry consolidation. In the coming months, UCAOA will provide a series of resources, tools, educational sessions, and talking points to help you navigate the landscape and position your center for success.

We began our work with a panel and leadership forum in Orlando in April focused on personalizing this discussion to the industry, practice, and management of urgent care medicine. The dialogue and information exchange was thought- and action-provoking and highlighted some of the issues many of our members and your centers will need to grapple with as this environment unfolds. The future role of urgent care, the effects of a changing healthcare delivery system and provider strategies, the importance of proactively and strategically reaching out to our customers and healthcare colleagues in our communities, and the role UCAOA should play in assisting members in doing so were all discussed. As our new president, Dr. Nate Newman, noted in this column space in the May issue of *JUCM*, there are many questions still to be answered.

Since Orlando, we have developed a work plan that will be rolled out in the coming months, including:

- Assessment tools to determine our individual members' and member centers' needs;



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- Talking points and "how-to" guides to create or strengthen partnerships in your communities;
- Dedicated 1-day course at the Urgent Care Fall Conference;
- Webinars;
- Outreach to payors to increase industry understanding and awareness; and
- A series of "what does this mean for us" messages to help you understand the implications for you and your centers both as providers and as employers.

We recognize that there is a swirling plethora of information in the trade and mainstream news regarding ACOs, health insurance exchanges, and other reform tactics. It is our goal to translate this information in a way that makes it relevant and personalized to urgent care. ■