



# Moving Forward With UCAOA

■ NATHAN NEWMAN, MD, FAAFP

The coming months will be a challenging yet key time to truly understand how the Affordable Care Act will specifically affect urgent care and what the opportunities are for urgent care providers. That will be true whether you own or work in a 1- or 2-center owned urgent care or a corporate-owned multisite urgent care organization. How will the insurance exchanges, which open October 1<sup>st</sup>, operate and how will that affect you as a provider and as an employer? Should you participate and how do you do that? Are there differences between the private- and government-owned exchanges? What do the 30 million-plus newly insured patients mean to you and your center? What's up with the SGR? If it's replaced, will we get a full dose of Accountable Care Organizations (ACOs), bundled payments, or value-based programs? Who are the players? What's the risk of participating—or not?

UCAOA is launching a series of tools and resources to help you and your team answer these and other questions and navigate the eventual change. Our HealthCare Reform Educational Resource Program is operational. The first articles and tools became available in August and we'll continue rolling them out as the ACA is more fully implemented.

The Fall Conference in Glendale, AZ, is not like previous such events! We have dedicated a convenient one-day track to take urgent care organization representatives through all aspects of health care reform. We are bringing in DGA Partners—a consulting firm experienced in navigating health care reform—as our personal guide! I am sure you will come away with a better understanding of ACA and how your organization can make the most of the opportunities it represents. It is a unique opportunity to learn everything you NEED to know about health care reform and how it may affect urgent care. Check out the schedule and register at [www.ucaoa.org/fall](http://www.ucaoa.org/fall).

The variety of this year's Fall Conference offers an opportunity to spend one day focusing on clinical skills, and a second day increasing your understanding of how important it is to im-

prove patient experience and capture repeat visits. This is a can't-miss event for you, your leadership, and your managers!

Our Board of Directors recently approved a reorganized and enhanced committee structure to ensure efficiency and collaboration within UCAOA and with external agencies and organizations. This new organizational infrastructure will meet the needs of our growing and dynamic industry, association, members, and centers and support ongoing focused projects—and YOU are the key to its success. The newly revised Member Engagement Committee will help recruit, identify, and match members who want use their interests and talents at the committee level to improve the urgent care industry. A call for volunteers has been distributed and all are invited to submit their names for consideration. To apply, please send a note to our CEO at [jray@ucaoa.org](mailto:jray@ucaoa.org).

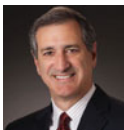
We have also engaged a health care association consulting group in Washington, DC—Summit Health—to advance our “urgent care message” to our legislators and Capitol Hill advisors. We want to advocate for CMS to more formally recognize urgent care centers as a site of service and to influence federal policies and initiatives to support the delivery of health care services by urgent care centers.

Finally, Reputations Partners, a renowned public relations firm that has worked with many national medical organizations, has begun working with us to design internal and external marketing programs to enhance our urgent care message by updating our website and communications with the general public, patients, vendors and other physicians and medical organizations.

Many teams at UCAOA are focused on delivering great urgent care industry information for you. I look forward to seeing you at our Fall Conference. Register today while there is still space available.

Thanks for your support. ■

Nathan Newman, MD, FAAFP  
President, Urgent Care Association of America



**Nathan Newman** is president of the Urgent Care Association of America. He may be contacted at [info@ucaoa.org](mailto:info@ucaoa.org).