



Knowledge Abounds at UCAOA Annual Convention

■ P. JOANNE RAY

"The great trouble with most men is that those who have been educated become uneducated just as soon as they stop inquiring and investigating life and its problems for themselves."

– Newton Diehl Baker

Whether you are a physician, nurse, physician assistant or office manager, both your urgent care center's patients and your fellow staff members rely on you to keep learning and striving to improve your professional skills and knowledge. Fortunately, UCAOA provides urgent care-specific clinical and practice management continuing education opportunities for you. The 2013 UCAOA Spring Convention is right around the corner! It is being held at the Walt Disney World Dolphin Hotel in Orlando during what some recognize as spring break, so travel arrangements should be made early. PreConvention events are April 7-8 and the Main Convention runs April 9-11 with a kick-off reception in the exhibit hall the evening of April 8.

The UCAOA Spring Convention is the premier event devoted solely to those practicing urgent care medicine and managing urgent care centers. So, why should YOU attend?

- **Connections:** The UCAOA Spring Convention is a great place for networking. Urgent Care is a dynamic profession with outstanding practitioners, managers, and educators. Hear about all the great work being done, meet people with the same interests and make invaluable professional connections while you renew friendships and make new ones.
- **Education:** Get the latest clinical and evidence-based information. Bring your team to expand their knowledge about reimbursement strategies, clinical topics, ways to grow your center and improve patient satisfaction, strategies for compensation and staff performance, and dozens more urgent care-focused topics.



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- **Leadership:** You will learn from the experts. Take the time to meet them, share a conversation, and discover how you might become a leader in UCAOA.
- **Fun:** Get recharged at the UCAOA Spring Convention and energize your passion.
- **Information:** Learn about best practices. Take home tangible, implementable ideas to grow your program and optimize outcomes for your patients. Meet industry vendors and learn about the latest tools and products to improve your center.
- **CME:** Up to 14 AMA PRA Category 1™ credits plus an additional 6 credits for attending a Pre-Convention course on Monday, April 8 and 11 credits if you attend Clinic Startup (April 7-8).
- **Keynote:** Molly Fletcher, the "female Jerry McGuire," will be kicking off the Main Convention with an inspiring talk on **Unleashing Your Potential**.

Make plans now to participate in this "can't miss" professional, educational and networking opportunity! Brochures were mailed out mid-January and you can find the full curriculum online at www.ucaoa.org/spring. Plan early so your center can arrange coverage. I look forward to seeing you in Orlando! ■