



# With UCAOA, You are ‘Stronger by Association’!

■ P. JOANNE RAY

led by volunteers who spend each day working in the world of urgent care, UCAOA helps to keep you competitive by providing standards, guidelines and other urgent care-specific products and continuing education, specialized expertise, and focused industry benchmarking. By committing resources to help you improve your medical and professional development and practice management skill sets, UCAOA gives you the tools to impact your future and that of your center. UConnect, our online community, offers the opportunity to interact with urgent care colleagues across the nation and exchange topic-specific dialogue to help charge your thinking, solve today’s queries or problems, and keep you connected. And, by offering the perspectives of many to predict, prepare for, and ensure the progress of urgent care, we are THE resource to turn to.

You may have heard of similarly named entities over the past few weeks and months. Please remember, UCAOA is what you make of it and we are here to serve you. There are ample opportunities for you to benefit from your investment and we welcome your involvement. It is certain that, as stewards of your membership and sponsorship dollars, we are responsibly focused on building a strong bottom line for the future. However, it is even more certain that we are making every decision based on what will be best for the industry and for you – our members!

In next month’s column, and in our UC Access e-newsletter, you’ll hear of upcoming efforts focused on health and public policy agenda relative to legislative and regulatory decision makers as well as immediately implementable tools to help you position your urgent care centers in this volatile environment of healthcare reform. At right is the UCAOA Vision Statement, which was approved in April.



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## STRONGER BY ASSOCIATION

UCAOA exists to enrich you and your urgent care centers and staff and help you run efficient and effective businesses while providing the best in urgent care medicine to your patients. Your volunteer leaders are knowledgeable and passionate about the urgent care industry, profession, and specialty and are focused on its growth and yours.

### Vision Statement

*Approved April 2013*

#### The Vision of UCAOA is to be:

- The catalyst for a thriving and respected urgent care specialty deemed essential by all for its role in the delivery of on-demand, cost effective, comprehensive, evidence-based medicine.
- The premier urgent care association recognized for its innovation and unparalleled ability to serve and engage its members.
- The foremost resource for the promotion of urgent care medicine and those involved in it, so that all stakeholders understand its benefits, seek and have ready access to its valued services.
- The preeminent provider of urgent care continuing medical and practice management education and tools, certification and accreditation, as well as industry benchmarking. ■