



# Prioritize spending face-to-face time with colleagues!

■ P. JOANNE RAY

**U**CAOA has heard your feedback, once again, and we have created a face-to-face meeting with new content, more time and opportunities to network with colleagues and exhibitors. At the Urgent Care Fall Conference, you will also have the option of attending sessions across multiple tracks and topics versus focusing on a single-topic class for the 2½-day meeting. Registration opened July 1<sup>st</sup> and discounted fees continue through July 24<sup>th</sup> — so act now!

The Fall Conference is second only to the UCAOA Spring Convention in drawing together the largest group of multidisciplinary professionals for dedicated urgent care-specific continuing education.

From October 9 to 11, the Hyatt Regency in Denver, CO will be the host for more new content and new faculty than ever before. You can choose those courses most relevant to your needs between four “open” tracks and one dedicated clinical hands-on boot camp track amounting to a total of 44 sessions. The courses are reflective of your suggestions and feedback.

Consider this event as a solution center of techniques, strategies, products, and services. The topics addressed are directly driven by your requests and feedback.

- Identify solutions to your struggles with recruitment, retention, and contracting with the right providers or the need to evaluate possible terminations.
- Get the right answers from a renewed series of clinic startup courses to those focused on positioning your centers from growth and developing scalable, repeatable processes, to valuation of your existing centers.
- Refresh your promotional approach and learn how to leverage digital, social, and mobile marketing and create



partnerships with primary care, specialists and hospitals to position yourself well within your communities.

- Explore ways to expand your services and focus your outreach on “weekend warrior,” injuries, splinting and casting, joint injections, and advanced suturing.
- Hear from a panel of experts about how to select a new EMR or improve the efficiency of the one you already have.

- Review relevant clinical case studies and discuss specific problem-solving-based education and share experiences and knowledge from urgent care leaders across the country and providers and managers from every model of urgent care.
- Learn about how to become certified to offer DOT physicals.
- Schedule one-on-one meetings with exhibitors for dedicated discussions and in-person product demonstrations.

Why should you prioritize time for you and your team to attend the conference? As an example, the clinical boot camp alone could provide training for your staff that would enable expansion of your services to include new suturing, joint injections, and splinting and casting procedures. Implementing these into your cadre of services will easily pay for your attendance in just a few patients! As one attendee last year remarked, “We spend our days focused on hours of patient care and center management. All too often, we fall into the habit of interacting with only our immediate center colleagues. These meetings offer my team the potential to gain insights from multidisciplinary attendees supporting team-based care. Even finding out from others that our problems are not unique is valuable.”

The UCAOA Urgent Care Fall Conference offers you the most effective, varied, and focused urgent care-specific learning and networking opportunities you can find in a 2½-day conference. Visit <http://events.ucaoa.org/Fall2014> or call the UCAOA office at 877-MYUCAOA (877-698-2262) for more details and to register today! ■



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