



UCAOA – Members Working for You!

To better meet the needs of our members and industry, UCAOA has created a new committee structure, welcoming many new volunteers. We would like to highlight several committees and their recent activities over the next few issues of *JUCM*. Please visit www.ucaoa.org/?Committees for more in-depth coverage and information.

The **Health & Public Policy Committee** has drafted UCAOA position statements that have successfully defended the urgent care industry at state and federal legislative and regulatory agencies, which focus on critical urgent care issues such as limiting patient access to urgent care centers, restrictions on urgent care center scope, and urgent care center mandates for care provision. This committee also communicated to the Centers for Medicare and Medicaid Service about potential barriers to successful participation in Medicare's Physician Quality Reporting Program and physician Value-Based Modifier Program to prevent potential penalties to urgent care providers. Recently, Committee Chair Laurel Stoimenoff addressed more than 200 attendees representing 18 states at the National Conference of State Legislatures' Legislative Summit, sharing how urgent care centers can be an integral part of the health-care reform solution and should be recognized as a key component of "network adequacy."

The **Education Committee** is finalizing plans for our Fall Conference in Denver. The practice management and clinical sessions offer focused courses to aide all members' practice of urgent care. The keynote speaker, Mr. Scott Friedman, will discuss, *Connecting with Customers* and *The Best Way to Predict the Future is to Create It*. Also, due to increasing demand, we are evaluating conducting regional meetings in between our conference and convention.

The **Accreditation/Certification Committee** reports there are now more than 750 UCAOA-Certified Urgent Care Centers. And, with the recent rollout of the UCAOA Accreditation Program, eight organizations have been designated UCAOA Accredited and on-site surveys for 10 additional organizations are scheduled. Also, informational letters were sent to over

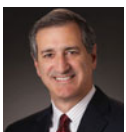
"There are now more than 750 UCAOA-Certified Urgent Care Centers. And, with the recent rollout of the UCAOA Accreditation Program, eight organizations have been designated UCAOA Accredited."

600 third party payors announcing the Accreditation Program. UCAOA has renewed its partnership with The Joint Commission, which continues to serve as an option for UCAOA members.

The **Strategic Development Partnerships Committee** has developed a subcommittee, the Exhibitor Advisory Committee, composed of diverse members from our exhibiting vendors and Corporate Support Partners. This committee reviews opportunities to enhance the experience for the Spring Convention and Fall Conference exhibitors and attendees. At the Fall Conference, we will be introducing private appointments in the exhibit hall (when the hall is otherwise closed) to ensure that attendees and vendors have quality time together. Watch your pre-conference emails to learn how you can make an appointment. Also new from this committee, opportunities for vendors now include educational grants for courses allowing businesses to align their names with related topics as well as a new Diamond Level Corporate Support Partner option offering increased visibility and communications opportunities.

We are also partnering with allied organizations. I was invited to address the AAFP Board of Directors, discussing key opportunities for integration and reviewing urgent care support for the Patient Centered Medical Home model.

Thank you to all of the hard-working members of these committees. ■



Nathan Newman is president of the Urgent Care Association of America. He may be contacted at info@ucaoa.org.