



UCAOA celebrates 10th Anniversary: Stronger Together

■ P. JOANNE RAY

2014 marks the 10th anniversary year of YOUR Urgent Care Association of America (UCAOA)! From a fledgling organization in 2004, the reach and power of today's UCAOA is evident — and a testimony to strong leadership. Over the years, an idea from a small group of visionaries has grown into an effective organization providing numerous valuable services and resources to those involved in every aspect of urgent care. UCAOA's early leaders set out to empower the urgent care industry, creating practice management and clinical professional development, increasing awareness and marketability, and providing urgent care-specific resources for start-up and "mature" urgent care centers and their multidisciplinary teams.

If urgent care owners, operators, supplier companies, and providers are going to compete successfully in today's health care environment and further establish the niche urgent care fills in providing convenient, quality care, they must embrace the need for professional innovation, member engagement, continued growth of professional knowledge, and a collective voice, and they must do so quickly.

This spring's National Urgent Care Convention represents an outstanding opportunity for us to celebrate as a family and as an industry. Each of you should find a way to attend and to encourage your colleagues to join you. Registration is open now. Go to the UCAOA web page (www.ucaoa.org) to access course agendas and details and plan to join us in Las Vegas, March 17-20.

Our new benchmarking study launched this month and will provide interactive, dynamic results and comparisons for participants. An updated Policy & Procedure Manual and a new accreditation program (marrying the recognition of quality and scope in the same process) will be launched. New courses,



even better access to archived educational resources, and practice management tools will be introduced. State organizations are forming and UCAOA is creating partnerships to add national recordkeeping and logistics resources to help facilitate the formation of local communities. As state issues arise with potential national impact, UCAOA is walking hand-in-hand with local leadership to create a strong voice. A focused advocacy agenda is being implemented addressing legislative and regulatory issues at the federal level. More than 40 new volunteers have been added to a new committee structure, expanding the outreach and input to programs and activities. There is room for you — please call the office if you are interested in joining us as a volunteer.

The offerings and accomplishments listed above are unique to urgent care and we will continue to develop new programs and services in response to member feedback and needs! The UCAOA Board of Directors will gather in late January to critically look at our Association today, to clarify priorities, and to create a road map for the next few years. We'll report back to you in a future issue of *JUCM*.

To ensure that all those eligible take full advantage of what UCAOA has planned this year and of the resources and opportunities created, it is more important than ever that you spread the word. If you have a practice or vendor membership, make sure all of your staff team are registered with UCAOA. If you know of others in your community, or previous leaders and members, invite them to join and share in this 10th anniversary celebration of learning and community. ■



P. Joanne Ray is chief executive officer of the Urgent Care Association of America. She may be contacted at jray@ucaoa.org.