



Looking Forward to the Next 10 Years

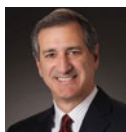
■ NATHAN NEWMAN, MD, FAAFP

The 10th National Urgent Care Convention in Las Vegas is now in our rearview mirror. This year's event attracted more than 1,100 attendees—one of the largest showings ever—and the sold-out Exhibit Hall surpassed previous years' records with 148 exhibiting companies – of which 60 were new to our annual event!

Our Spring Convention continued the 2013 Fall Conference's enhanced program of brand new clinical, practice management and Health Care Reform information that all members can readily use in their urgent care centers today. Also well attended was the Department of Transportation (DOT) Medical Examiner Training Course and testing program supporting new regulations requiring certification of all urgent care clinicians offering DOT physical examinations. If you were unable to attend, most of the main convention courses remain available through the UCAOA Online Education portal.

The UCAOA Health and Public Policy Committee continues to represent our industry, submitting a letter to Centers for Medicare & Medicaid Services (CMS) refining proposed health insurer requirements in the Affordable Care Act, which stated that "adequate access" must include alternatives to cost-effective health care other than the emergency department. The committee is also responding to CMS to address the inappropriateness of PQRS (Physician Quality Reporting System) incentives in the urgent care/episodic care setting as well as working to convey a definition of urgent care relative to Place of Service (POS) 20 at the specific request of CMS Chief Medical Officer Patrick Conway, MD, MSc.

The Consumer Product Safety Commission (CPSC) requested the assistance of UCAOA in communicating how we might play a stronger role in consumer and patient health and safety. We are being asked to help educate our members to report injuries related to products (toys, cribs, etc.) via saferproducts.gov. Our participation is voluntary, but the fact that CPSC recognizes urgent care centers as a key part of the national "safety net" underscores the growing awareness of urgent care and recognition of our role in the continuum of care.



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

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Thanks so much for your interest in our new Accreditation Program! More and more federal and state agencies as well as payors are requesting evidence of quality and safety in the urgent care industry. We expect this trend to continue. UCAOA offers the only existing urgent care accreditation that not only recognizes the more traditional processes associated with quality and safety, but also the scope of services provided. Our program was developed to fit your budget and guide your staff through the Accreditation process based on an understanding of the nuances of the urgent care industry.

Finally, remember to participate in the UCAOA 2014 Urgent Care Benchmarking Survey. It will provide you with national information and metrics to compare your staffing, compensation, billing, technology, marketing and much more as well as educate others outside our industry about urgent care and how we continue to be the fastest growing segment of health care.

Let's all remember the good ol' days of the past 10 years while looking forward to the tremendous promise that the next 10 years have for urgent care. Get involved and help us make it happen! ■