



FROM THE CHIEF EXECUTIVE OFFICER

A rising tide lifts all the boats.

Be the change you want to see.



Founded by visionaries who understood the need for a dedicated association to serve the unique interests and needs of urgent care, the Urgent Care Association of America (UCAOA) is now nearing the end of its 11th year. Leading the organization is a blend of new yet highly committed, multidisciplinary health-care providers, urgent care center owners, center operators, and industry leaders. These volunteers have driven incredible growth and change. Yet there is a feeling that we must continually reassess and reinvent who we are and how we can deliver the resources and services that you need.

It is the voice of many, the strength of numbers, and the vision of the elected and appointed ranks of volunteers who lead and create the direction UCAOA will take. How is your voice being heard? If you have views that may be complimentary to or distinctly different from what you see happening today, have you stepped up? The theory behind "A rising tide lifts all the boats" for UCAOA depends upon the willingness of a committed few leaders and a cadre of energetic and diversified volunteers who represent the multitude of models of urgent care, health-care providers at all levels, and industry representatives to be part of the rising tide, not anchors.



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

Take the first step by being a part of our virtual planning team to weigh in on the priorities and direction for the future of UCAOA. This process will require your input electronically and via phone over a 2-month period (November and December) and will help to gather strong member-driven feedback that we will carry into the UCAOA board planning process in 2016 as we expand upon our current strategic initiatives. Your input will ensure that your voice is heard and that the needs of your team are highlighted. If you would like to take a more active role as a volunteer, the oar is extended. We welcome your energy to help lift the tide for all of urgent care. To join the virtual planning team or discuss the volunteer opportunities that best meet your skill sets and interests, please send an email to me at jray@ucaa.org with the subject line "Planning Team." A call for team members will also be sent out through UCAccess in October. You are important to this process, whether you are new to the industry or have been involved since the very beginning. ■

We salute the founders of UCAOA: Don Kilgore, Dr. John Koehl, Dan Konow, Dr. William Meadows, Dr. Lee Resnick, Marge Simat, and Dr. David Stern. We also salute the individuals who have served as board members over the past 11 years: Dr. Jeff Collins, Kathy Crampton (deceased), Dr. Don Dillahunt, Dr. William Gluckman, Jim Gore, Dr. Jimmy Hoppers, J. Dale Key, Dr. Peter Lamelas, Cindi Lang, Ken Palestrant, Kevin Ralofsky, Dr. Marc Salzberg, Laurel Stoimenoff, and Amy Tecosky. The current board includes Dr. Robert Kimball (President), Steve Sellars (President-Elect), Dr. Roger Hicks (Treasurer), Dr. John Kulin (Secretary), Dr. Sean McNeeley (Treasure-Elect), Dr. Nathan Newman (Immediate Past President), Alan Ayers, Logan McCall, Barb McKee, Dr. Pamela Sullivan, Damaris Medina, and Jeanne Zucker.