



Network with Colleagues, Improve Your Skills, and Increase Your Centers' Operational Growth

■ P. JOANNE RAY

Be the best you can be! Every day, we face the increasing pressure of competition, setting ourselves apart from other healthcare providers, improving our own skills and bringing about the operational growth that will make our centers successful, ensuring quality and safety for staff members and patients, and ensuring customer and patient satisfaction. Finding the right path to resources that can assist you, your centers, and your businesses to be the best possible in urgent care can be difficult. We know there are many options out there. There are none, however, more focused, more volunteer-driven (by urgent care experts), more comprehensive, or more ready to represent you than the Urgent Care Association of America (UCAOA).

Have you made plans to join your colleagues in New Orleans September 24–26 for the Fall Urgent Care Conference? Its scope is surpassed only by that of the UCAOA Spring National Urgent Care Convention. You will find no other concentrated gatherings of this many urgent care owners, operators, ancillary staff members, and businesses who serve the industry that offer such a high-quality and comprehensive program specific to urgent care. The clinical and practice management components of the Fall Conference have again been expanded and enhanced on the basis of the direct feedback from participants of past conferences. We'll have new speakers, new exhibitors, expanded hands-on sessions, and even more options and time for networking and for visiting exhibitors. The dedicated, conscientious Conference Planning Committee spends months preparing this unique conference for you.

Turn to UCAOA for resources to optimize your urgent care center operations and improve practice outcomes, quality, and

safety. Count on UCAOA to represent the industry in helping to increase awareness of urgent care in the media and public eye, as well as to educate legislative and regulatory agencies and leaders and the payer audience about what urgent care is and, more importantly, what it is not. At this year's conference, you'll



have the opportunity to do the following:

- Preview the updated *Urgent Care Policy and Procedures Sample Manual*
- See demonstrations of the newest Benchmarking Study results based on 2014 data
- Hear directly from U.S. Senator Bill Cassidy of Louisiana regarding key legislative issues on the national health-care agenda
- Explore the opportunities to become involved and work with other volunteers to create and guide the programs and activities of UCAOA
- Become a state liaison and learn how UCAOA is monitoring state regulatory and legislative issues
- Learn how your center can measure itself against UCAOA accreditation standards
- Attend 12.5 hours of continuing education. Choose the most relevant topics for you and your team from 10 retooled Clinic StartUp sessions, 30 forward-thinking practice management sessions, 5 hands-on clinical courses, and 2 clinical tracks dedicated to urgent care for adults and children
- Seek information from company representatives on the latest in products and services for the urgent care market ■



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