



# Planning. Adapting. Succeeding. New Strategies for Changing Times.

■ P. JOANNE RAY

Where do you turn to ensure that you and your team are on top of your clinical and practice management game, to share and network with peers on topics relevant to the challenges you face every day, and to find the strategies that will allow your urgent care center to plan, adapt, and succeed in these changing times?

Make plans today to ensure that you and your colleagues are in Chicago April 27–30, 2015, to participate, learn, and grow at the urgent care industry's largest dedicated gathering of urgent care business and clinical professionals and vendor and support services. Your spot is waiting for you. Year in and year out, the 3-plus conference days change attendees' entire perspectives, challenge their thought processes, and reward them with profound knowledge.

The Spring 2015 program has been completely revamped and expanded to offer you more diverse, relevant practice management and clinical sessions than ever before. As I write this, the education committee has just completed its faculty selections from more than 100 phenomenal submissions. We are planning new speakers, new exhibitors, and new topics, and we are very excited about what is in store for you. The 2015 UCAOA National Urgent Care Convention will provide thought-provoking panel discussions, enlightening keynotes, in-depth and interactive presentations, advanced and basic clinical skills sessions, boundless networking and career development opportunities, and an expansive exhibition hall showcasing more than 150 companies that provide the industry's most innovative products, technologies, and services. Look what you can do:

- **Select from three Practice Management Tracks and one all-new Urgent Care at the Crossroads Track.** Go beyond day-to-day operations and understand how to ef-



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fectively strategize, plan, adapt, and connect to the future of urgent care. The educational content presented in these tracks is forward-



looking, engaging, and thought-provoking and will be delivered by influential experts with proven business acumen both inside and outside of the urgent care industry.

- **Gain clinical skills and knowledge through Basic and Advanced Clinical Tracks geared specifically for healthcare practitioners treating the diverse urgent care patient population.** Presenting faculty members work in urgent care medicine, so you will get real-world advice and scenarios that apply to your daily clinical environment.
- **Take advantage of your time away from the urgent care center and register for one of the new Practice Management or Hands-On Clinical Boot Camp Pre-convention Courses to be held April 26 and 27!**
- **Bring your colleagues and your family.** Remember, there are discounts for 4 or more people registering together. Local urgent care representatives are planning organized activities for all interests to experience a bit of what Chicago has to offer.

Visit the official web site of the 2015 Spring Convention [<http://www.eventscribe.com/2015/UCAOA/>] to learn more about the education program, hotel and travel, exhibit hall, special events and networking, and more. You can't afford to miss the 2015 Spring Convention if you're an urgent care owner, physician, nurse practitioner, physician assistant, clinic manager, administrator, director, marketing representative, human resources manager, compliance manager, billing and collections specialist/manager, or coder or vendor.

Register today! Go to <http://www.eventscribe.com/2015/UCAOA/> or call the UCAOA office at 800-698-2262. ■