



UCAOA: A Review of Accomplishments and Benefits in 2014

■ P. JOANNE RAY

On behalf of the UCAOA board of directors and staff, it is my pleasure to share with you some of our accomplishments in 2014. Our dynamically robust growth, commitment, service, and vision demonstrates why your involvement is vital.

UCAOA leaders and managers view these accomplishments not as summits reached but as destinations on a dynamic path to the future of urgent care.

These are some of the highlights driven by UCAOA volunteer and staff leaders for you in 2014:

- Educational and networking meetings:
 - Record-breaking Spring Convention and Fall Conference meeting attendance
 - Initiation of a mobile application extending connectivity and resource access at meetings
 - Establishment of one-on-one appointments, enhancing exhibitor–attendee interaction
 - Clinical hands-on courses offering beginning and advanced skill work
 - Enhanced online library (254 hours available; 230 with continuing medical education credit)
 - Discounted offering of education and testing for U.S. Department of Transportation medical examiners
- Accreditation and certification:
 - Accreditation Program and Standards, launched in March—14 organizations and 127 urgent care centers accredited by UCAOA
 - Growing numbers of Certified Urgent Care Centers (CUC)—775 urgent care centers certified by UCAOA
- Strategic discussions and partnerships for health and public-policy advocacy:
 - Centers for Medicare & Medicaid Services (CMS)
 - DOT



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- Consumer Product Safety Commission (CPSC)
- National Association of Insurance Commissioners (NAIC)
- National Committee for Quality Assurance (NCQA)
- CMS and the Physician Quality Reporting System (PQRS) and the Physician Feedback/Value-Based Payment Modifier Program
- Federal legislators
- Corporate support and exhibitor resources:
 - Diamond-level corporate support partners (unrestricted support) launched with DocuTAP and Practice Velocity as first diamond partners
 - Record number of exhibitors, including new products and services showcased
 - Online virtual exhibit hall providing year-round access
 - Classified listings for real estate and equipment
- Communications:
 - Updated and integrated website
 - Increased presence, driving enhanced interest, traffic, and visibility at American Academy of Family Physicians and American College of Emergency Physicians meetings
 - Increased social media presence
 - National inclusion in Ebola coverage and enhanced presence in mainstream major media
 - *JUCM* awards
- Grassroots member involvement:
 - Launched committee structure for grassroots member involvement
 - Initiated state and regional chapter discussions
 - Set up online elections that invite *all* members to vote (versus only those in attendance at UCAOA meetings)
 - Enhanced organizational member benefits
- Industry benchmarking and member feedback:
 - Benchmarking—online platform allowing filtering to truly compare quartiles and “like” characteristics
 - UCAccess Surveys

Details about these highlights can be found on the UCAOA website (www.ucaoa.org). ■