



FROM THE UCAOA PRESIDENT

Making Urgent Care Part of the Solution to Healthcare Access

■ STEVE P. SELLARS, MBA

It's a great honor to serve as board president of the Urgent Care Association of America. I have some very big shoes to fill. Over the last year, Dr. Rob Kimball has done a stellar job of leading UCAOA as president. Before him were Dr. Nate Newman and several other fantastic leaders.

Thanks to the vision of UCAOA leadership, starting with its founders and on through all of its past presidents, board members, and staff members, UCAOA is better positioned today than at any time in its history to meet the challenges of a healthcare environment that is constantly changing. Now more than ever, I believe urgent care has a vital role to play as we work together to secure its place in this country's new value-based continuum of care, one that strives to ensure that patients with minor medical conditions get the right care in the right place and at the right time.

I look forward to working together, in the coming months, with everyone involved with the preeminent urgent care association to ensure that urgent care is seen as part of the solution to the nation's problems regarding access to health care. We need to strengthen our membership base to make sure that there is a positive return on investment and to build positive relationships with other organizations, including physician groups, health systems, payors, and other healthcare associations—relationships that build on common interests. We should also proactively adapt to new challenges facing the urgent care industry in areas ranging from shrinking reimbursement to the push for new government regulation. In addition, we should explore strategies for constructive engagement with newcomers to retail health, like telemedicine and health systems looking to enter the urgent care space.

I'm proud of what UCAOA has achieved over the years, and I believe that the future is brighter than it has ever been.



Steve P. Sellars, MBA, serves as president of the Urgent Care Association of America through 2017. He is Chief Executive Officer of Premier Health, Baton Rouge, Louisiana.

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As president, I pledge to work hard every day to be a good steward, and I promise to stay true to the vision of our founders while delivering on promises of today's UCAOA and the urgent care industry as a whole. I say all of this knowing that none of what I've mentioned here will be possible without your support, active involvement, and commitment to move beyond any past differences.

I will be reaching out to many of you for your thoughts on how UCAOA can live up to the challenges that lie ahead. If you don't hear from me, please feel free to contact me directly at any time. I want to hear what you have to say.

The future is never certain, but I believe this to be true: Together, we can move forward to create an even better UCAOA. Let's get started! ■