



Inaugural UCAOA Regional Conference in Philadelphia

■ STEVE P. SELLARS, MBA

It is only appropriate that UCAOA should launch its first Regional Conference in such a historic city as Philadelphia. The goals in choosing this new venue included reaching more members in a smaller setting closer to where they live and work, especially those who cannot take extended time away to attend a national event. In fact, 70% of the attendees in Philadelphia had never been able to attend a UCAOA event previously. This audience was introduced to new content provided by knowledgeable, engaging speakers, many of whom were also local, who addressed issues relevant to our industry. Eighty percent of the attendees indicated that the regional conference helped them increase their knowledge base and discover improvements that they want to implement in certain areas in daily practice, including Lyme disease treatment, referral management, prescribing habits

for antibiotics and pain medications, laboratory controls, telemedicine, revenue cycle best practices, communication with staff, regulatory details, education for patients regarding bites and stings, and transitioning satisfied patients into loyal fans.

More new sessions and speakers are lined up for the Fall Conference in Nashville, Tennessee (September 29 through October 1), to provide pearls of wisdom and takeaways on practice improvements that you can implement in your centers. Sign up today! Watch for more information about next year's Regional Conference in Michigan, as a partnership between UCAOA and the Urgent Care Association of Michigan.

Thank you to our conference sponsors: AtlantiCare, Beebe Healthcare, Doximity, DocuTAP, and Practice Velocity for helping to make this event possible! ■



Mike West, CEO of the Rothman Institute and keynote speaker at the Regional Conference, discussed healthcare market changes and how urgent care centers should consider participating in integrated networks.



Left to right at the reception: Will Gluckman, DO, MBA, FACEP, CPE, CPC (UCAOA Clinical Content Advisor and past board member); Steve Sellars, MBA (UCAOA President); Carla Jamison (UCAOA Director of Education); and Rob Kimball, MD, FCFP (UCAOA Immediate Past President).



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.



Pam Sullivan, MD, MBA, FACP, PT (UCAOA President-Elect, at left), talks with Rona Heublum-Colton, MD, FACP (middle), and another conference attendee in front of the booth of AtlantiCare, sponsor of the reception.