



UCAOA: The Power of One— Standing Together, Standing Strong!

■ P. JOANNE RAY

We often hear about the power of one. The urgent care industry is a multidisciplinary group of one, and UCAOA offers the greatest opportunity to combine your personal power and the power of your urgent care center or company with the power of the most comprehensive group of thousands of others. We are strongest when individuals come together as one. In the UCAOA, we become one—a catalyst, a change agent, a rallying cry.

As we continue to grow UCAOA membership, educational meetings, analyses, products, services, and other resources, we are constantly listening for what is important to you and your team. Most recently, we have changed educational agendas at the last few meetings in response to your feedback. Exhibitors and attendees alike asked for more time to network and to learn from the vendor companies, and so the Fall Conference offered vendor-hosted sessions and brunch with the exhibitors to encourage more interaction.

Formalized interviews, focus groups, and survey outreach to elicit your feedback have informed the UCAOA Board of Directors' focus toward our association's strategic plan. Next month's column will highlight these plans.

Being a part of UCAOA through your individual (physician, nonphysician, or student), clinic, or vendor membership brings you the power of one in many ways. Lifting your voice and becoming actively involved will help you to personalize your experience. You bring the enthusiasm, and UCAOA will help to

- Enrich our lives and practices and improve our skills to serve our patients through
 - Bringing together the brightest minds, leading experts, and partners in lifelong learning for the most comprehensive, high-quality continuing medical education and practice-management education
 - Serving as the conduit to best practices through urgent



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- care operational policies, procedures, and clinical guidelines
- Facilitating the largest meetings of multidisciplinary urgent care clinical and practice-management professionals and the vendors providing products and services so necessary to our everyday practice
- Keep us competitive by
 - Setting standards for quality and safety that are specific to urgent care and recognizing those urgent care centers who meet and exceed these standards
 - Defining and promoting the value and role of urgent care
 - Gathering industry-specific metrics and benchmarking
- Affect our future by
 - Increasing national awareness of urgent care and the unique role we play in the health-care continuum and providing tools and resources to help us do the same locally
 - Providing position statements and talking points to help educate and convince regulatory and legislative bodies, third-party payors, the media, and others
- Fuel our passion and commitment by
 - Creating opportunities for volunteerism toward improving the world we work in and networking with our peers
 - Facilitating communities, publications, and opportunities to share our experience and knowledge with each other
- Gather the power and collective knowledge of thousands who are passionate about our industry and even more passionate about providing high-quality, accessible, affordable health care. ■