



# UCAOA Membership: Seize the Opportunities and Resources

■ LAUREL STOIMENOFF, PT, CHC

In a time of change and uncertainty, healthcare leaders are taking advantage of all available resources to help them navigate the complexities of the evolving landscape. Urgent care clinicians, managers, and vendors are looking to improve performance and differentiate their organizations from the competition.

The Urgent Care Association of America is the established voice of the urgent care industry, actively advocating for clinicians and centers at the state and national level, while providing thought leadership to media, the public, and healthcare colleagues. One simple way to rise up in the industry is by joining UCAOA and optimizing all the member benefits offered.

## Why Choose UCAOA?

What sets UCAOA apart from other healthcare organizations is the specific focus on the urgent care industry in all educational programs, professional opportunities, business networks, educational programs, and management resources. As host to two of the most comprehensive and well-attended urgent care conferences each year, UCAOA brings together industry leaders to share research and brainstorm with colleagues on how to advance the industry, as well as the performance of the individual center.

UCAOA helps urgent care professionals stay up-to-date on industry trends and best practices, connect with colleagues and thought leaders, reach key decision-makers, and strengthen their bottom lines. UCAOA continually creates exclusive resources and opportunities to meet the specific needs of the on-demand medical practice.

### *For Clinicians*

Clinician members have access to extensive CME opportunities and education programs—which include both in-person events

and online courses to ensure accessibility for any schedule. Each is designed by both urgent care and specialty leaders for urgent care professionals, providing unique insights that help elevate skills and advance your career.

### *For Centers*

Urgent care center members can learn how to improve negotiations and contracts with payers through a growing library of data and best practices, found on the Payer Relations page of the UCAOA website. Members can review tips on how to demonstrate the value of urgent care to payers. In fact, many payers are calling on centers to achieve urgent care-specific accreditation or certification.

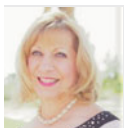
### *For Practice Managers*

Practice manager members can improve their recruitment and retention efforts with a discounted rate for posting job opportunities on the urgent care-specific Job Center. In addition, practice managers can utilize a growing number of free or discounted resources that provide instant assistance in areas such as marketing and staffing. Look for the Policy of the Month and *UC Prac\*Toids* to enhance your center's performance and stay current with the mercurial state of healthcare.

### *For Vendors/Suppliers*

Vendor members enjoy priority access to urgent care centers through sponsorship opportunities at leading industry events. Further, vendors can use the direct list mail rental program to educate the industry by sharing data and resources via mail or email, or showcase the latest products and services designed to enhance urgent care operations. They get their name in front of the targeted audience, which drives efficiency and results.

These are just a few of the benefits enjoyed by UCAOA members. For a complete list, please visit the UCAOA website's Members section: [ucaoa.org/benefits](http://ucaoa.org/benefits). We cannot advocate and advance our important agenda without your support. We do our work, so you can focus on yours! ■



**Laurel Stoimenoff, PT, CHC**, is Chief Executive Officer of the Urgent Care Association of America.