



# Urgent Care Foundation Provides Care During Disasters

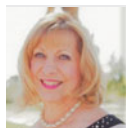
■ LAUREL STOIMENOFF, PT, CHC

As demonstrated in the aftermath of hurricanes Harvey and Irma, urgent care centers play a vital role in communities affected by natural disasters and other emergencies. Contributions to the Urgent Care Foundation's Disaster Relief Fund support your dedicated colleagues who strive to keep their doors open and serve their patients in times of crisis.

## There in Time of Need

When disaster strikes, healthcare organizations became focal points for outreach, care, and distribution of resources as communities look to rebuild. After Hurricane Harvey ravaged south-east Texas and parts of Louisiana this summer, the Urgent Care Foundation reached out to centers in the region to offer help.

Tapping into the fund to subsidize local urgent care operations, the foundation helped coordinate a *Weekend of Service* as local urgent care centers worked to ensure the community had access to affordable healthcare in a time of intense need. Patient needs included routine care, treatment of flood-related illnesses and injuries, and providing needed prescriptions to those who could not get back into their residences. For patients who were without health insurance or were simply unable to pay their portion of the claim, the urgent care centers provided free or discounted services throughout the weekend campaign. Some centers were able to provide immediate treatment, while others burdened with more damage kept their doors open to distribute resources such as food, water, and information to the community—still playing a crucial role in relief efforts. Practice Velocity donated the resources of its marketing department to get the word out so patients could seek care from the many generous centers who offered to participate.



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

*To learn how select urgent care operators respond to disaster, both internally and in the community, read [Disaster Strikes—What's the Plan for Your Urgent Care Center?](#), page 18.*

## Responding to the Call

UCAOA established the Urgent Care Foundation to enhance the role, purpose, and awareness of urgent care medicine by inspiring and contributing to research, education, and clinical and practice management leadership, as well as innovation in new and emerging healthcare delivery models.

Charity is also central to its mission. In the fall of 2016, the foundation Trustees cited the need for a disaster fund following the devastating floods that hit Baton Rouge, LA earlier that year. Lake After Hours and Lake Urgent Care initiated a *We're Here for You* campaign where a volunteer team of administrative and clinical staff joined medical providers in working tirelessly to feed, treat, and comfort displaced residents. Despite some of their locations experiencing significant flooding which also personally affected many employees and providers, the urgent care centers became a hub of support, informing residents on where to access care if they couldn't provide it themselves and simply providing water, comfort, and other necessities.

In contrast to other giving opportunities, the Urgent Care Foundation's Disaster Relief Fund's sole purpose is to ensure access to the affordable same-day care offered by urgent care centers. The Foundation wants to thank our past, present, and future contributors as it aspires to more generously support our affected colleagues in future years when disaster strikes.

The recent response of the urgent care community following this series of hurricanes reminds all of us at UCAOA why we are privileged to serve you.

To donate to the Disaster Relief Fund, please visit the Urgent Care Foundation's page at <http://www.ucaoa.org/GetInvolved>. ■