



UCAOA Members: The Rising Tide

■ LAUREL STOIMENOFF, PT, CHC

I recently attended a conference of the Northeast Regional Urgent Care Association (NERUCA), a chapter of UCAOA, to meet and network with our mutual members and participate in its leadership education track. Shaun Ginter, CEO of CareWell Urgent Care and a UCAOA director, presented “Creating a Culture of Service,” during which he shared personal experiences of what works and what doesn’t work in his organization, and how CareWell measures service success. Following his presentation, gratitude was expressed for Shaun’s complete transparency in the information shared with a group that included potential competitors. John Kulin, DO, president of NERUCA, commented that too often all urgent care centers are painted with the same brush and a patient experience is a reflection on *all* centers. As an oft-misunderstood industry, elevating that experience and openly sharing successes and failures is a necessity. Dr. Kulin summarized his comments by stating, “*A rising tide raises all ships.*”

A Gift from Our Members to Urgent Care

UCAOA members have a history of sharing and supporting one another. As a result, urgent care medicine has gained greater credibility from the perspective of patients, payers, the medical community, and employers. Additionally, member support through dues, purchases, and conference and convention attendance has allowed UCAOA to do the work we do on your behalf. We work diligently and thoughtfully to provide support to individual and organizational members. But, we never forget what our members and vendors *do for us* through their support. In the spirit of the season, it is truly a gift to passionately serve you and your centers.

Members Matter Through Support and Volunteerism

UCAOA was able to achieve a myriad of accomplishments in 2017—spanning industry advancement, education, outreach, and growth—thanks to the support and volunteerism of our members. Here are some highlights from the past year:



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■ Leadership @ Advocacy

In May, UCAOA participated in a Day on the Hill, advocating on behalf of urgent care centers across the country. UCAOA also provided the resources and expertise to publish a state-of-the-industry whitepaper, as well as the annual Benchmarking Report—which is arguably the most-quoted resource on the industry.

■ Education

UCAOA’s Education Committee worked tirelessly to offer the most relevant educational experiences for urgent care physicians, advanced practice clinicians, operators, and administrators. The College of Urgent Care Medicine (CUCM) advanced its strategic agenda, produced a clinical newsletter, and expanded its influence by welcoming NPs and PAs into the College alongside the many esteemed physicians it already serves.

■ Support

The Urgent Care Foundation raised funds through the support of attendees at the Annual Foundation Celebration, as well as sponsored grants to provide research, including antibiotic stewardship. The funds also facilitated a scientific symposium on concussion care in the urgent care setting, convened a thought leaders’ forum on the future of urgent care, and established a disaster-relief fund to assist urgent care center recovery.

■ Expansion

UCAOA launched Pediatric, Telemedicine, and Hospital and Health System sections for members, with more of these special interest groups in the planning stages. The California Urgent Care Association (CALUCA) joined UCAOA as a chapter—further expanding the organization’s reach and membership—and a consulting arm was created to better assist urgent care centers interested in pursuing accreditation. Looking ahead, the UCAOA Board drafted a 3-year strategic plan for future growth.

UCAOA turned 13 in 2017, and while we have the energy and passion of a teenager, we could not do our work without the rising tide that is provided by our members and industry supporters. Thank you to all who collectively “raise the ships” so they may continue to deliver high-value, quality care to patients everywhere. ■