



# Channeling Vince

■ LAUREL STOIMENOFF, PT, CHC

Vince Lombardi was an inspirational football coach. His intolerance of losing is legendary, but he also had an expectation for mindful preparedness that was evident when he said, “Winning isn’t everything, but wanting to win is.”

I’d like to go on record stating that I want to win. I want to win for those of you who show up at work during a horrific flu season knowing it’s going to be a day where you may not have time to eat, nor do you have any idea what time your shift will end. I want to win for all of those who support the moments leading up to and after the physician, PA, or NP walk into that room and the healing begins. And I want to win for the consumer who is ill, injured, or fearful who finds solace knowing that there is easy access to a competent and caring medical professional at a local urgent care center.

Our responsibility at UCAOA is to raise our heads up every day and think strategically on how we can ensure the ongoing success of urgent care medicine. That also means understanding our limitations. We are a staff of 18 passionate individuals armed with a vision that could easily command a team twice that size. The administrative team supports the advancement of not only the Urgent Care Association of America, but the strategic initiatives of the College of Urgent Care Medicine, the Urgent Care Foundation, and the newly formed Urgent Care Services Corporation.

## Making Connections

Recognizing that we cannot accomplish our vision without collaboration, the UCAOA Board of Directors has stressed the importance of *connections* over the past year. We are forging relationships with other associations and stakeholders in the world of on-demand, consumer-driven healthcare and identifying areas of common interest. According to the Kaiser Family Foundation, as of October 2017, there were 456,389 professionally active primary care physicians in the U.S.<sup>1</sup> Assuming



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the association’s database of 8,223 urgent care centers each employed 2.5 physicians, urgent care’s voice would pale as a percentage. But we know we can amplify that voice through our connections and collaborative efforts.

Our Annual Convention & Expo brings together thought leaders from other sectors of the on-demand healthcare industry to celebrate our diversity and identify those areas where we can capitalize on our common ground. While our dialogue is in its nascent stages, it is apparent that the strategic direction of these organizations is also about inclusiveness and outreach. And just as the annual Convention & Expo acts as a connector between a diverse group of clinicians, operators, vendors, and speakers, the association strives to make connections on behalf of our members through online resources, specialty sections, advocacy efforts, education, and networking opportunities.

Vince Lombardi also said, “In all my years of coaching, I have never been successful using somebody else’s play.” The wisdom there is not to simply replicate what someone else has done, but improve upon it. I’m confident Vince studied the plays of others, but subsequently reinvented them. And then those who followed studied what Vince did, and the game was better because of it.

We will continue to build upon the burgeoning platform of consumer-driven healthcare. There will be challenges along the road to success, but we don’t *get bitter*. We will use them to *get better*. And win. You deserve that. ■

## Reference

1. Kaiser Family Foundation. Professionally active physicians. Available at: <https://www.kff.org/other/state-indicator/total-active-physicians>. Accessed March 26, 2018.