

Urgent Care Association, Your Gateway to Better

■ DR. PAMELA SULLIVAN, IMMEDIATE PAST-PRESIDENT

Atop of the line sports car. A rocket with cutting-edge design and technology. On-demand healthcare. Your business. The Urgent care industry. What do these things have in common? They are all advancing quickly and striving to be the best in class. The Urgent Care Association of America (UCAOA) has heard your message. We strive to be the best, so we can support the industry and help drive your success. The Board of Directors and staff of UCAOA have spent the last year gauging the needs of our members and reviewing our strategic plan. Our goal is to broaden our scope of services and outreach, ensuring we are anticipating and exceeding the needs of the urgent care and on-demand industry. The Urgent Care Association of America (UCAOA) is now the Urgent Care Association (UCA) – **your gateway to better.**

UCA connects the on-demand healthcare industry to better:

- Education
- Accreditation
- Tools
- Resources
- Vendor partners
- Training
- Networking
- Data
- Support
- Billing
- Recruiting
- Career opportunities
- Advocacy
- Telemedicine

Attendees at the Evolution 2.0 Urgent Care Convention & Expo last month received a first look at the association's own "evolution" to UCA during the member appreciation lunch. Those at the convention were also able to take advantage of the inaugural VIP (Value in Participation) program, which gave every attendee the chance to take home up to \$5,000 in free products and services from UCA and program vendors, ensuring that event attendance pays for itself. If you missed it, don't snooze on registering for the 2018 Urgent Care Fall Conference in Houston October 12–14! The VIP program will continue there, so you too can walk away from the event with up to \$5,000 in free products and serv-



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ices from the industry's best solution providers.

The VIP program is just one of many amazing resources and benefits that the association provides. I am in awe of the work accomplished by Laurel Stoimenoff, CEO and the UCA staff in my time as president of the board. The following is a *partial* list of those achievements:

- Specialty sections created as a free member benefit, including Pediatrics, Occupational Medicine, Telemedicine/eHealth, and Hospitals/Health Systems
- Addition of the Northeast Regional Urgent Care Association (NERUCA) and California Urgent Care Association (CalUCA) as state chapters
- 401k MEP (Multiple Employer Plan) member benefit
- Members-only payer and reimbursement toolkit available on UCA website
- Advocacy efforts including "Day on the Hill" and Veterans' Affairs bill
- Released *The Essential Role of the Urgent Care Center in Population Health* white paper
- 750 centers earning Accreditation, and 1,300 centers qualifying for Certification
- New certification types, including Rural, Seasonal, Orthopedic, Occupational Medicine / Health, and Pediatrics After-Hours
- College of Urgent Care Medicine (CUCM) restructured to welcome physician assistants and nurse practitioners
- Collaborated with Antibiotic Resistance Action Center (ARAC) at George Washington University on antibiotic stewardship
- Funded care for the uninsured offered by urgent care centers following hurricanes in Texas and Louisiana through the Urgent Care Foundation

As I reflect on my tenure as UCA president, I know that we will continue to strive to support you, our members, every day. I am humbled that I was given the opportunity to serve as your president. I wish success, happiness and good health to all of you. ■