

# What Next?

■ LOU ELLEN HORWITZ, MA

In search of: a good crystal ball repairperson. It's a tough time to be a soothsayer, but here's what I do know: there's a ton of experimentation happening out there in urgent care, and it's starting to look pretty interesting.

Every urgent care owner or provider I talk to is in the midst of doing something a little different. The visit chase is going down new paths, press releases about this deal or that deal (all of which seem to be uniquely structured) are filling LinkedIn feeds, and everyone is trying to figure out what's next. What I love about this group, though, is how you are not trying to figure it out in your heads—you are figuring it out in real time and space. That takes a unique combination of smarts and guts. Are urgent care people amazing or what?

We're also seeing ongoing invention in our vendor members. The rapid rollout of new tools and programs and resources has actually kept up with the rapid pivots of urgent care itself, and that's pretty impressive. So I'd like to give a shout-out to all of our vendor members and corporate support partners for their entrepreneurialism, free webinars hosted throughout COVID to help everyone stay informed, and strong support of UCA's advocacy work.

## Annual Convention

Ordinarily, you and I would be having this conversation face to face at UCA's Annual *Spring* Convention (cue the dream sequence). We're not, but things are currently looking good for us to be *together* for UCA2021 in New Orleans October 9-13. We started working in March on what that gathering will be, so I wanted to share what we know so far:

1. The education will be at an advanced level. We have other ways to educate on the fundamentals (Urgent Care Bootcamp for providers and UCBX for managers) so we are going to focus the Convention on advanced content only.
2. We will take advantage of the face-to-face format more fully, with mock clinics as learning environments, shared

problem-kicking (solving?), shared experimentation results (see above) and opportunities for serendipity.

3. We are going to talk about the things that scare us...like "What next?"
4. Registering is going to be easier than ever before.
5. It's going to be serious, and it's going to be fun.

By the time you read this we'll know more, and we'll open registration soon thereafter. We're already pretty excited and hope you are, too.

## Closing the Tent Flaps

It's been a year since UCA threw our doors wide open and provided pretty much everything we were doing to anyone who needed it. I hope every one of you found something of value to help you navigate through the pandemic operationally, medically, and legislatively. It was truly a massive partnership and continues to reap long-term benefits for the industry.

It was also the right thing to do, but it's time for us to close the tent flaps and for you to choose to be inside the tent or outside the tent—meaning that we are returning the majority of our resources to be for members-only. After all, membership needs to truly mean something tangible, and we want to honor your support and investment in us as members.

If you read UCAccess (and you should) you've seen that we've been adding to those resources, and will continue to do so. There are not only discounts that you can't get anywhere else on some pretty neat programs, but also free education, member-to-member listservs, samples and checklists and toolkits and references. We're also about midway in transforming our website to make it easier to find all this great stuff. It's a good time to be a UCA member.

If you aren't a member—if you've been looking from the outside in—just come on in already! We're really nice, we'll work hard to make it worth your while, we'll use your dues directly for your benefit, and I can tell you firsthand that the company can't be beat. Didn't I already mention how amazing urgent care people are? UCA members are even better, because they have committed to each other, and to making our industry the best it can be. What's not to love about that? ([www.ucaoa.org](http://www.ucaoa.org)) in case you didn't know. ■



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