

# We're Getting the Band Back Together

■ LOU ELLEN HORWITZ, MA

This time, we really mean it. But I know how busy things have already gotten (again), so I want to convince you why you should find a way to join us for the UCA Annual Convention in April.

First, you need it. I bet your concept of self-care has completely disappeared in the wake of all you have done since we last saw each other, and I want to help you get it back. *Let us take care of you for just a few days.* We will plan your whole day and your meals and make sure plenty of your friends are around—all you have to do is come and enjoy.

Second, the content is going to be excellent, so you or your boss don't need to worry about the ROI. You will be glad you came.

Our Center Stage features two keynotes and two panel discussions.

Our opener is Kai Kight. Kai was a traditional classical violinist until his mother got cancer, which led him to begin composing his own music. He has spoken for Disney, Coca-Cola, and the Seattle Seahawks among others, and his message on Composing Your World is perfect timing for people like us in the midst of creating urgent care's future. Seeing him and hearing his message will be a uniquely gratifying experience.

Our first panel discussion delves into the Past, Present, and Future of Urgent Care. Our panel will look at how urgentology and urgent care delivery got to where we are today, where it looks like we are going, and how to make sure our path takes us to a place that we want to be.

Our second panel discussion takes on the Impacts of Climate Change on Health and whether urgent care has a role in reducing the increased morbidities resulting from climate change; and if so, what is that role?

Our closer is Paul Epstein. His presentation on Playing Offense seems tailor-made for urgent care. Paul became known as the go-to fixer for the NBA and NFL because he's mastered

the come-from-behind win. He'll send you home thinking about strategies that work universally for achieving victory.

Our Learning Experience Tracks will be different than in years past. We are leaving the basics behind. UCA has plenty of online learning resources if you are new to urgent care—so we are focusing the Convention on the finer points of success in operations and excellence in clinical practice. We will hear new ideas from some recent entries into urgent care, we'll look at thorny issues like unwanted turnover and operations vs clinical, and we'll tease out the sweet spots of performance. Clinically, we're focusing on advanced diagnostics and treatments in orthopedics, cardiology, radiology, OB, dermatology, and many of our more atypical patient presentations so you can further hone your skills.

In addition to "traditional" classes, we'll have two unique Best Practice opportunities through our new mock clinics. The medical mock clinic will let you evaluate, practice, and advance your clinical skills in hands-on work and role-play for difficult situations. The operations mock clinic will be hosted by Accreditation surveyors who will help you see if your center is up to standards and how to improve if it isn't. We'll also feature poster presentations on some of the most interesting clinical studies in urgent care. All Best Practice opportunities are included with Main Convention registration.

If that isn't enough for you, you can come in early and get more in a PreConvention Workshop on Saturday and Sunday which will focus on urgent care's smallest customers and UCA Accreditation preparedness. Our Clinical Workshops will advance your skills in caring for your pediatric patients. Our Operations Workshops will feature leaders from one of the largest pediatric urgent cares, presenting on managing the complexities of customer service that often accompany pediatric patients and their parents or guardians. Our last workshop is for anyone considering Accreditation in the future. Through a "simulated survey" we will take all the mystery out of how to get accredited.

I hope these details take the mystery out of whether you should join us! There's no better way to take care of yourself or your team than investing in your development. You've definitely earned it. ■



**Lou Ellen Horwitz, MA** is the chief executive officer of the Urgent Care Association.