

Resources

■ LOU ELLEN HORWITZ, MA

If you have come to ucaoa.org looking for a resource and had a hard time finding it, you are not alone. We have a lot of great stuff, but it has not been as accessible as we'd like. That is about to change.

If you've read our Strategic Plan for 2022-23, you'll know that "upgrading our experience" is a top priority. That commitment has led to significant investments in our technology.

There are two big elements in the works: a new "association management system" that will manage all of your member data and Resource access, and a newly improved website that will improve almost everything you do with UCA. The full release is scheduled for Q4 of this year.

However...we are rolling out one thing ahead of schedule!

Over the past year, we've developed an entirely new way to access all of the Resources UCA has. Our wonderful Creative Director Todd Windley has designed and written original software that will house and deliver all of our Resources in an easily searchable format.

For this to work well, our wonderful Learning Experience team—Director Melodie Turk and Program Manager Katie Holzkopf—has spent the last year reviewing, evaluating, and categorizing *all* of the content we have at UCA. They ended up with about 400 pieces of content.

We quietly launched the beta test of the new Resources platform in early April with about 20 pieces of content, so if you want a sneak peek at where we are heading, go check it out on ucaoa.org under Resources. The remaining 380+ pieces will be added over the rest of the year and will be refreshed and added to on an ongoing basis as we continually develop and share best-practice learning and examples.

Much of this content is free to UCA/CUCM members—and it will encompass both medical and operational topics. We hope that as it grows you will enjoy much-improved awareness of and access to all of the Resources that UCA and the College of

Urgent Care Medicine have created or curated for you.

And speaking of resources...let me update you on our Advocacy Strategy and how you can support it.

We have finalized our strategy for the next several years—at the federal/national level. It includes three focus areas: Educating Congress and Regulatory Agencies on the Urgent Care Industry, Advocacy for Fair Payment and Inclusion in Future Emergency Planning, and Addressing Healthcare Disparities.

Do we still need to educate on what urgent care does and how we fit in? I'm afraid so. We were in Washington, DC in March to spend a day on the Hill with Congressional leaders and staff, and found their understanding of urgent care is still lacking. For 2022 we are focusing education on urgent care's capacity: size and geography of the industry, scope of services, and the role you played in the pandemic.

This education feeds into advocacy for fair payment and future emergency planning. For 2022 we are focusing on defining urgent care with national standards—starting with Urgent Care Center Certification. As we start to advocate for fair payment based on the broad scope of services you provide, certification is the only way to ensure a center can deliver on that scope (and therefore should be paid fairly for it!). Each subsequent year of advocacy builds upon this foundation of certification.

Addressing Healthcare Disparities is new and important territory for urgent care. Throughout the pandemic we received requests from the CDC and others interested in how our industry was serving communities with healthcare disparities. In 2022 we are focusing on gathering data to measure how we are currently doing as an industry, and we will build from there—led by our new Commission on Diversity, Equity, and Inclusion.

There's much more to our advocacy strategy, so we are publishing a detailed report; look for that in your email and on the website.

However, a strategy is only that; execution is entirely different. If we are going to reach our goals, we need everyone to support our efforts—in both time and dollars. If you want these dreams to come true, you must be a part of achieving them. Learn more about how you can volunteer or donate funds. We'll make good use of both as we pursue the best future for all of urgent care. ■



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