



Headlines

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Celebrating Urgent Care Awareness Week

How did you participate in Urgent Care Awareness Week? We've noticed a definite increase in buzz this week - a true testament to your efforts and the strength of our collective voice.

If you haven't already joined the nationwide effort to increase awareness about our industry **take action today**:

- Educate your community with this [customizable press release](#)
- Offer your expertise to the media
- Send [this release](#) to your insurance contracts
- Do some signage in your centers
- Add a notation on your website

Fall Conference Wrap Up

Thanks to everyone that attended the Fall Urgent Care Conference and contributed to its success. It's always impressive to see our dynamic community of colleagues, exhibitors, faculty, and supporters in action!

- **Fall Conference recordings are now available!** Attendees receive complementary access to their course. Missed the Conference? Login to UCAOA's new [Online Education Library](#) to purchase sessions.

**Exhibitor
Registration Open for
Spring Convention in
Chicago**

UCAOA's Spring Convention is the largest annual gathering of urgent care professionals and the industry's premier event.

Our exhibit halls sell out months in advance
[sign up today!](#)

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- **Congratulations to the winners** of the Gold Rush Drawing and Exhibit Hall Giveaways:
 1. UCAOA Gold Rush (Tuition to 2011 Fall Conference) - Dr. Navin Patel
 2. VIP Billing iPad drawing - Dr. Darius Davis
 3. Martin Gottlieb & Associates \$100 gift card drawing - Dr. Michael Rothwell

Now on to the Spring Convention!

Posted vs. Actual Operating Hours

Alan Ayers, UCAOA's Practice Management Content Advisor, examines the delicate balancing act of [overtime pay versus customer service](#) ... and provides **concrete implementation steps** to help assure your center is available when patients need it.

Clinical Consult: Phoenix Highlights

This month's feature from Dr. Phillip Disraeli, UCAOA's Director of Clinical Programs, provides [pearls from the Fall Conference's Clinical Masterclass](#). This article is an **excellent synopsis** for those that attended this popular course - and a great behind-the-scenes peek for future attendees!

New iTriage Features for UCAOA Members

All UCAOA member centers receive a basic listing on the iTriage application for smartphones at no charge, and a discount on premier listings. **Premier listings now have two new functions** - publishing your wait times and a pre-registration option. Premier listings also recognize Certified and/or Accredited centers.

Not sure your listing is up to date? Check it on www.itriagehealth.com or contact iTriage [here](#).
