

# URGENT CARE ACCESS

News from the Urgent Care Association of America



## Member Contest Winner

And the **winner of the contest is ... Dr. Thomas Pascuzzi!** Congratulations on submitting the winning newsletter name, *Urgent Care Access*, and winning the prize - one free webinar of his choice!

## New Patient Website Launches

You may remember in November, during Urgent Care Awareness Week, we hinted about a project that would help **expand awareness efforts for our industry.**

**UrgentCareCenter**

*Efficient, Effective, Episodic Care.*

Today, we are pleased to announce the official launch of [UrgentCareCenter.org](http://UrgentCareCenter.org). This patient-directed website is dedicated to shaping public understanding of urgent care through education and awareness efforts. Patients can **evaluate their symptoms, find a local urgent care provider, learn about common illnesses and injuries, and much more.** Visit [UrgentCareCenter.org](http://UrgentCareCenter.org) to see the site for yourself.

**Interested in becoming a site sponsor?** [Check out](#) the available options and contact us today!

## Spring Convention Early Registration Open

Planning on joining us for the Spring Convention in Chicago May 10-13? While the brochure isn't quite ready yet (coming soon!) **details about the meeting and a course list** have been available on our [website](#) for a few weeks.

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UCAOA Members



Nominate an individual (or self-nominate) to represent urgent care centers on our **Board of Directors.**

New Directors of the UCAOA Board are elected in May at the Annual Members Meeting during the Spring Convention.

The nomination period is scheduled to open in the next few weeks, **watch your email or the UCAOA website** for an announcement!

We encourage you to [register now](#) in order to take advantage of the Early Registration pricing ... **this special insider rate expires January 28!**

## Neuromarketing Applied to the UC Center

In his [latest article](#), Alan Ayers, UCAOA's Practice Management Content Advisor, relates concepts found in popular marketing book *Neuromarketing* to urgent care.



Interesting takeaway: consumers are disinterested in the operational factors that a physician feels differentiates a center. Read the article to discover the **real key to marketing success!**

## Clinical Consult: HCG Injections

This month's [feature](#) from Dr. Phillip Disraeli, UCAOA's Director of Clinical Programs, takes a close look the history and evidence of human chorionic gonadotropin (HCG).

Get informed about the **latest fad for rapid weight loss**, and draw your own conclusions about its safety.



## Obama Signs Red-flags Bill

*Modern Healthcare* recently reported on President Obama signing "red flags" legislation on December 18, making doctors practices **exempt** from the anti-identity theft requirements and safeguards that banks and other creditors must follow.

### New Webinar



Physician Recruitment  
Insights:  
*How to Hire and Integrate  
New Providers*

Presenter: Lee Resnick, MD

**Thursday, January 20  
1:00 pm CDT**

[Register Today!](#)

### Urgent Care Standards book



Didn't get a **Joint  
Commission Urgent Care  
Standards book** for the  
holidays?

UCAOA has a **limited number  
of the 2010 books available**  
to centers who are  
interested in preparing for  
accreditation.

[Contact us](#) to express your  
interest.

[Join Our Mailing List!](#)

## New Online Publication

One of our member centers, HealthCARE Express, has a new online publication that is free to UCAOA members-and teeming with their **insights and observations on urgent care.**

Check out [Urgent Care Monthly](#) here, and thanks to them for sharing this with their fellow urgent care centers.

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