

URGENT CARE ACCESS

News from the Urgent Care Association of America



Spring 2011 Course Recordings

Did you miss the 2011 National Urgent Care Convention in Chicago? Never fear - the session recordings (and materials) are now just a click away! Visit UCAOA's [Online Education](#) site to access the **new clinical and practice management courses**.

Convention Attendees

Keep your eyes on your email, you will receive a message shortly with instructions on how to access your **free recordings!**

Save the Date

Mark your calendars for October 20-22, 2011! Join the best and brightest in our industry at UCAOA's Fall Urgent Care Conference, held at the Hyatt Regency DFW in Dallas, TX.

All courses are 2 days, choose from the following tracks:

- Improved Coding for Experienced Coders - **NEW!**
- Coding Fundamentals for the Non-Coders - **NEW!**
- Comprehensive Clinic Startup
- Clinical Masterclasses - **NEW TOPICS!**
- Recruitment to Retention and Everything in Between



[Registration](#) opens July 1 ... see you in Dallas!

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Lights, Camera ... RECAP!

And now, the world premiere(!) of our behind-the-scenes video:

[2011 National Urgent Care Convention Recap](#)

*It isn't long, it isn't fancy,
it's a real look at some of the
Convention action!*

Managing Impressions of the Brand Called "You"

In his [latest article](#), Alan Ayers, UCAOA's Practice Management Content Advisor, addresses the **impact of provider and staff appearance on patient perceptions** of an urgent care center.



If you think attire is the most important item to focus on, think again! Learn what's most important to patients ... then gauge for yourself how well your center is managing the "brand called you!"

Clinical Consult: Pearls from Chicago

[This month's feature](#) from Dr. Phillip Disraeli, UCAOA's Director of Clinical Programs, provides 15 pearls from a sampling of the 2011 National Urgent Care Convention's clinical lectures.



Don't miss this opportunity to get an insider look at **key clinical topics!**

UCAOA Approved for NQF Membership

As you may know, UCAOA will be joining the **National Quality Forum (NQF) and participating in the Health Professional Council immediately**. We look forward to working with NQF to fulfill their mission of setting national priorities and goals, setting consensus standards, and continuing education and outreach - especially to the urgent care community.

UCAOA will leverage its NQF membership to **help ensure urgent care is well represented** in key healthcare quality improvement discussions.

More information about the National Quality Forum may be found [here](#).

UCAOA Responds to CMS's Proposed ACO Regulations

[Read](#) UCAOA's President's letter to Dr. Berwick commenting on the proposed regulations for participating in **Accountable Care Organizations** on behalf of the urgent care industry.

Thank You to our 5 Year Exhibitors!

[Join Our Mailing List!](#)

UCAOA's continued growth and success is due in no small part to the support of so many of you. Today we recognize our **loyal and generous 5 Year Exhibitors ...** these companies help our organization continue to fulfill its mission and vision, and ensure continued growth of the urgent care industry.

The following companies have earned a spot on our distinguished 5 Year Exhibitor list:

- [Carestream Health Inc.](#)
- [The Journal of Urgent Care Medicine](#)
- [Norstar Marketing Group](#)
- [Radical Radiology](#)

A big thank you to all 22 companies on our 5 Year Exhibitor (and beyond) list! We sincerely appreciate your ongoing support.

Information about exhibiting at UCAOA's meetings may be found [here](#).

Urgent Care Association of America
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