

# URGENT CARE ACCESS

News from the Urgent Care Association of America



## New Corporate Support Partners

UCAOA is delighted to recognize **Gebauer and MeMD** as new Platinum Corporate Support Partners!



As we strive to supply urgent care professionals with education, services, and programs that improve the quality of care and raise the level of standards for this industry, their financial support and contributions are an integral part in enabling us to accomplish these goals.

**Please join us in welcoming Gebauer and MeMD ...** and thanking all our [Corporate Support Partners](#) for their ongoing support!

## UCAOA Board Nominations

**New Directors of the UCAOA Board** are elected by you, the members, at the Annual Members Meeting during the Spring Convention in May.

The Nomination Period is **open through March 14th**.

If you are interested in nominating someone (or self-nominating), please complete and return the [Nomination Form](#) by Monday!

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**Register Now!**



**2011 National Urgent Care Convention**

May 10-13 in Chicago

Register [Online](#)

or

Call 877-698-2262

**Already Registered?**

Reserve your room!

Call: 888-421-1442

## Make Yours A Powerful Brand

In his [latest article](#), Alan Ayers, UCAOA's Practice Management Content Advisor, poses the critical question, "**What is the 'brand' of your urgent care center?**"



Are you simply contributing to your center's image, or are you truly building a powerful brand?

Check out the [article](#) to learn what 4 things brand is *always* a reflection of ... and see how your center stacks up!

## Clinical Consult: Trigeminal Neuralgia

This month's [feature](#) from Dr. Phillip Disraeli, UCAOA's Director of Clinical Programs, examines the case of a 41 y.o. female presenting with a history of sharp ear pain, then takes a close look at **Trigeminal Neuralgia**.



Treatment of this condition presents a unique challenge in urgent care - [read](#) the piece for tips from the field.

## URI Guidelines Update

Have you read the **latest recommendations** in the practice of urgent care medicine for Upper Respiratory Infections? We recently updated the clinical practice guidelines for **URI-Adults and Pediatrics**, found on the UCAOA website.

Visit [www.ucaoa.org](http://www.ucaoa.org) and select "Guidelines" under the Resources tab to view the [new information](#)!

## Convention Highlight: General Sessions

**Opening General Session: Planning for Health Reform**  
Wednesday, May 11 at 8:00 am

Pharmaceuticals

**SAVE**  
on All Your  
Medical Supplies  
| more info |

New Webinar

ONLINE  
EDUCATION

Budgeting to Improve  
Cash Flow

Presenter: Candy Bigham

Thursday, March 17

[Register Today!](#)

Join Our Mailing List!

Get new insight into the healthcare reform discussion! Attendees will leave this session better prepared to evaluate their organization's readiness for health reform impacts, aware of preparations being made by other organizations, armed with a global understanding of approaches to the new patient population that reform may create, and aware of likely implications to the payer system.

Panelists:

- Tine Hansen-Turton, Executive Director, Convenient Care Association
- Jim Woodburn, MD, Chief Medical Director, Applied Pathways
- Jason North, Executive Director, After Hours Pediatric Urgent Care

**Closing General Session: Why the Future is So Bright**

*Friday, May 13 at 8:00 am*

Get a 5,000 foot view of the future of our industry! This panel discussion is designed to equip attendees with information on why investors are interested in urgent care, insight on why centers are accepting investor involvement in their growth, and perspective on overall growth trends-and how they relate to individual practice growth.

Panelists:

- Jordan Rice, President and CEO, Immediate MedCare, LLC
- Zach Wooldridge, Founding Partner, Elm Creek Partners
- Tom Charland, CEO, Merchant Medicine, LLC

Interested in seeing what else the Spring Convention has to offer? Download an **electronic copy** of the brochure:

[www.ucaoa.org/convention](http://www.ucaoa.org/convention)

*See you in Chicago!*