

December Newsletter

December 9, 2009



Headlines

- **Core Content Program in Urgent Care Medicine Now Available**
- **New Member Benefit: iTriage application and website**
- **New Column: Clinical Consult**
- **Top 10 Article: Marketing Activities**
- **New Corporate Support Partners**
- **Spring "Hard Hat" Registration Open thru December 31**

"Core Content in Urgent Care Medicine" Program Now Available

Created by the Institute of Urgent Care Medicine in collaboration with UCAOA, the Core Content program is the first and only of its kind: a 66-hour CME program focusing exclusively on standardized training and continuing education of healthcare professionals in urgent care medicine.

Developed by Lee Resnick, MD, Past President of UCAOA, it is the first comprehensive self-study program covering all of the most relevant core competencies for urgent care practice. **UCAOA members receive a special \$100 discount off the program price.**

Full details and ordering information can be found at the Institute for Urgent Care Medicine website at www.UrgentCareCME.com.

New Member Benefit: iTriage

UCAOA has partnered with Healthagen, Inc. (creator of the iTriage application for the iPhone, BlackBerry and more) to provide **three new benefits to UCAOA members and the urgent care industry.**

The iTriage application (www.itriagehealth.com) provides guidance for prospective patients on where their illness or injury is best treated, helping direct non-emergency patients to urgent care centers. It is in the top 10% of all apps downloaded and has connected over 45,000 patients and "facility finds" in the past 7 months. **Benefits to UCAOA Members:**

- UCAOA Member centers automatically included in iTriage's listing of centers for patients
- Certified and/or Accredited member centers automatically receive special icons
- UCAOA Members receive discounts on listing upgrades ([click here](#))
- UCAOA expert advisors on iTriage Advisory Board to ensure ongoing accuracy of clinical algorithms directing patients to appropriate care.

UCAOA is pleased to recognize Healthagen as a new Copper Partner and provide this new way of reaching patients to our members!

New Column: Clinical Consult

This month we launch a new newsletter feature for urgent care clinicians - "Clinical Consult". Dr. Phillip Disraeli, UCAOA's Director of Clinical Programs, will provide information and insight on clinically related happenings in urgent care medicine.

This month: [Changes in Assessing Atherosclerotic Risk.](#)

Many of our [clinical guidelines](#) have also just been

updated - stay current!

This Month's Top 10: Marketing

Alan Ayers, UCAOA's Practice Management Content Advisor, provides recommendations on developing a true marketing program for your clinics.

[December Top 10: Marketing](#)

New Corporate Support Partner - CodoniX

UCAOA's activities are possible only through the support of our members and our Corporate Support Partners. In addition to Healthagen (Copper Partner), this month we are pleased to welcome and thank:

[CodoniX, Inc.](#) - **Gold Partner** - CodoniXnotes EMR for urgent care is an integrated practice management and Electronic Medical Records solution. We encourage you to learn more about CodoniX and thank them for their support!

"Hard Hat" Registration Open for Spring Convention in Orlando

The final touches are still "under construction", but you can visit www.ucaoa.org/convention for the **2010 Urgent Care Convention Preview** and to register by December 31st for early tuition discounts!

Vendors: [click here](#) for exhibit hall registration.

Hope everyone has a healthy and happy holiday season! Please note: UCAOA offices will be closed 12/24-25 and 1/1/10.

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