



Urgent Care in Transition

■ STEVE P. SELLARS, MBA

All is here! As seasons go, this is one of my favorites. It's a time for appreciating the miracle of nature as one season transitions to the next. It's a time when we as a country take stock and give thanks for our many blessings. It's also an opportunity to look back at the year that has passed and make sure we're on the right track to achieve our long-term goals.

It's no secret to urgent care clinicians and business professionals that our industry is in a period of unprecedented change. As president of UCAOA, I want you to know UCAOA leadership is aware of that change and has never been more committed to position our industry to successfully navigate those changes.

The good news is that the staff at UCAOA have forged a strong foundation from which to build. We have created a robust organizational infrastructure, the kind needed to support one of the fastest-growing segments of U.S. health care. I'm proud of our accomplishments, including these:

- Very successful annual gatherings for members
- Robust industry benchmarking reports distributed annually
- An increase in the number of certified and accredited urgent care centers
- Ongoing advocacy efforts on both the national and state levels
- Easily accessible training and opportunities for continuing medical education

Despite the progress that has been made, the UCAOA board firmly believes that our association must continue to grow and evolve if it is to maintain its place as the preeminent voice of the urgent care industry. Going forward, that will require being intentional in our efforts at reaching out to include a broad cross-section of groups. As I've said before, we must look for opportunities to engage physician organizations, health systems, payors, and other associations. We must be open to invit-



Steve P. Sellars, MBA, serves as president of the Urgent Care Association of America through 2017. He is Chief Executive Officer of Premier Health, Baton Rouge, Louisiana.

"We must look for opportunities to engage physician organizations, health systems, payors, and other associations. We must be open to inviting new players that emerge in the retail medicine space. . . . We must work to find common ground with organizations that share our association's concerns on issues ranging from shrinking reimbursements to increased government regulations."

ing new players that emerge in the retail medicine space. You've heard the old saying "There's power in numbers." It's true. When possible, we must work to find common ground with organizations that share our association's concerns on issues ranging from shrinking reimbursements to increased government regulations. By joining forces, we only enhance the likelihood of creating positive outcomes in both the examination room and our boardrooms. In a value-based continuum of care where there will be multiple health-care delivery models for nonemergency conditions, the UCAOA board is committed to building relationships that will position our industry to thrive in this new world of health care.

As we appreciate the transition in seasons from summer to fall, I want to once again express my excitement about and enthusiasm for the great things I believe are in store for our association and our industry. I especially want to thank so many of you who've offered valuable input and guidance over the last year as the UCAOA board has sought to create a new road map for the future. Your continued feedback and participation will be key to the association's long-term success.

As UCAOA president, I once again pledge to work hard every day to be a good steward and promise to stay true to the vision of our founders while delivering on promises of today's UCAOA. ■