

# UCA 2019 Annual Convention & Expo—*Reinvented. Elevated. Unprecedented.*

■ LAUREL STOIMENOFF, PT, CHC

In the last quarter of 2018, UCA announced its intent to move from two annual conferences to a single mega-event—the 2019 Annual Convention & Expo, “*Oceans of Opportunity*” will take place in West Palm Beach, FL, April 7–10. This event also marks UCA’s 15<sup>th</sup> anniversary, as we celebrate our past and map our future. Whether you are a single center operator, a clinician, CMO, or CEO, there is valuable educational content coupled with opportunities to network with your peers and rub elbows with a faculty sought out by not only those in the urgent care and on-demand industry, but the entire healthcare sector.

This year’s event is replete with activities, upgraded educational sessions, and elevated faculty. The experience includes:

**Additional General Sessions:** Owing to the unique nature of this year’s faculty, there are additional unopposed sessions. Presenters or panelists include **Chet Robson, DO, MHCDS, FAAFP**, medical director, clinical programs & quality for **Walgreens**; **Jeff Alter**, the former CEO at **United Healthcare**; **Paul Smolke**, senior director of worldwide health, **Microsoft Corporation**; and **Mitch Perry**, CFO, **BCBS of NC**, just to name a few. Discussion of their envisioned future, including opportunities and potential perils, will be worthy of your attendance.

**Skills to Scale Track:** This track is for anyone wanting to make the leap from operating a few centers to overseeing a region and more. Just as there must be a leap in sophistication for any organization entering the multisite and/or multistate stage of its evolution, the same need for new skills and expertise exists for the operators who run them.

**Clinical Education:** Whether a physician, physician assistant, or nurse practitioner, there is educational content ranging

from the essentials to advanced, cutting-edge concepts. Get your CME or NP CEUs while learning about antibiotic stewardship, pediatric care nuances, medical marijuana, radiography in urgent care, medical emergencies, and so much more.

**Pre-Conference Courses:** UCA will once again offer its popular Clinic Start-up Pre-Con, as well as a hands-on suturing session. With UCA’s most recent Benchmarking Report revealing that 73% of urgent care centers offer occupational medicine, and with 9% of UCA Certification applicants offering telemedicine, we will offer Advanced Occupational Medicine and Advanced Telemedicine Pre-Cons. Elevate your programs or enter new markets with this “beyond the basics” curriculum.

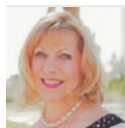
**CUCMP Track:** The Certified Urgent Care Management Professional applicant pool continues to grow. UCA will provide pre-conference coursework, as well as relevant education throughout the convention, in order to provide greater value for attendees. This practice management content is advanced, and this track is not exclusive to those pursuing the CUCMP designation.

**The Foundation Celebration:** An evening of celebration and recognition, this event honoring the 2019 award winners will take place at the gorgeous Breakers Resort. This is the Urgent Care Foundation’s primary fundraiser, allowing us to continue to advance the industry through research and philanthropic activities. I guarantee it will be an evening to remember—and a sellout.

**UCAPAC:** Hear from UCA’s lobbyist, Camille Bonta, and mingle with politicians at a special UCA Political Action Committee event on offensive and defensive advocacy efforts.

**Not enough?** Participate in Section Meetings, State Chapter Meetings, join us for the Annual Member’s Luncheon, elect new Board members, and promenade through the 2019 exhibit hall to engage with the vendors and learn what’s new and exciting in the world of urgent care.

We’re excited to venture into a convention center as we celebrate our 15<sup>th</sup> anniversary. Trust me, you won’t be disappointed. For more information, go to: [www.ucaoa.org/UCA19](http://www.ucaoa.org/UCA19). ■



Laurel Stoimenoff, PT, CHC is Chief Executive Officer of the Urgent Care Association.