



**Urgent Care
Association
of America**



Lou Ellen Horwitz, MA

Lou Ellen Horwitz is the director of staff development and communications for Retail Health and Community-based Care for MultiCare Health System in Tacoma, WA.

Prior to MultiCare she was director of organizational development for Immediate Clinic in Seattle, led franchisee orientation at Doctors Express, was the executive director at the Urgent Care Association of America; director of onsite professional programs at the American Academy of Physician Leadership (AAPL); and public relations coordinator at Emory

Hospital.

Lou Ellen also participated in the creation of the Urgent Care College of Physicians and the Urgent Care Foundation.

Lou Ellen served as UCAOA's inaugural executive director for seven years, leading the organization in partnership with the board through its growth into the premier urgent care association in the nation. In this role, she helped to build organizational infrastructure, professional staff, education and recognition programs, benchmarking reports, national media presence, and brand awareness. She contributed to the industry through writing numerous columns and articles, speaking with the media and at industry events, representing urgent care to state and federal government officials, outreach and meetings to related clinical associations (AAFP, ACEP, etc.), and discussing the industry and its opportunities/realities with individuals and organizations looking to invest in urgent care.

At AAPL she created custom education programs in physician leadership for hospitals, health systems and large group practices.

In her current role she is responsible for the continuous improvement of divisional capacity in retail health and community-based care. She oversees leadership and clinical training programs, internal communications, operational design, and participates in divisional strategy.

Lou Ellen has a bachelor's in Creative Writing from Vanderbilt University and a Masters in Organizational Management from the University of Phoenix.

Lou Ellen presently serves on the UCAOA Awards, Publications, Foundation Gala and Spring Agenda Committees, and on the board of the Urgent Care Services Corporation.

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