



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

Contact: Mary Velan
L.C. Williams & Associates
312-565-4611
mvelan@lcwa.com

UCA: Your Gateway to Better On-Demand Care

Urgent Care Association Launches New Brand Identity to Mirror Industry Changes

WARRENVILLE, Ill., May 7, 2018 – The Urgent Care Association of America is becoming the Urgent Care Association (UCA) and expanding the scope of its offerings to include new providers and technologies that are critical to the delivery of high-quality, on-demand care. The UCA's new tagline, "gateway to better," reflects its ability to offer the most comprehensive resources for members to ensure they grow and succeed in the fast-paced, consumer-driven healthcare industry.

"The urgent care model was founded on providing patient-centered care when and where they need it most, and this model is expanding to include more services and providers – such as telemedicine, occupational health and more," said Laurel Stoimenoff, PT, CHC, CEO of UCA. "In response, the UCA is also broadening its reach to encompass the vast array of providers and technologies working together to deliver the highest quality on-demand healthcare. This is a culmination of the tremendous thought and energy the association's board has invested in strategic planning over the past 18 months. The industry is evolving and we need to evolve alongside it."

Stoimenoff revealed the association's new brand identity today at the Members Lunch during its Convention & Expo in Las Vegas. She also unveiled the organization's refreshed mission:

The UCA is an organization of leaders, providers and suppliers in the field of on-demand, consumer-focused healthcare that advances the industry and supports success through advocacy, education, research, collaboration and high standards of excellence.

The Connector for On-Demand Providers

In an ever-changing healthcare landscape, urgent care takes many forms and many urgent care providers and operators are expanding their services using their expertise in on-demand patient focused care as the foundation. Fueled by consumer demands for more convenient, affordable and high-quality care, urgent care is no longer a place, but has evolved into the delivery of care administered when and how a patient wants it.

Because of this, the definition of “urgent care” has broadened and the market is expanding to encompass more “on-demand,” patient-focused options.

Today’s UCA will be a connector for on-demand care providers – from urgent care center managers and advanced care providers to telemedicine professionals and others employed to provide acute, episodic care. Professionals in the on-demand healthcare environment have very specific needs for education, networking, advocacy and support. The UCA has the history and expertise to meet these needs and enhance collaboration through tailored education, sections and expert resources.

“With expanded reach, the UCA connects those in urgent care and other on-demand fields to the leadership, education and quality standards to stay on the forefront of trends throughout the healthcare industry,” said Pam Sullivan, MD, FACP, MBA, BS, UCA Board Chair. “Urgent care providers have taken pride in their services often being a *gateway* for patients to enter the healthcare system. UCA’s new tagline, aa ‘*gateway to better*’ is intended to extend beyond the patient experience to these innovative on-demand providers and operators seeking better education, advocacy, resources and tools that will support their ongoing growth and success.”

To learn how UCA is a “gateway to better,” please visit www.gateway2better.org.

The Urgent Care Association (UCA) is a membership association of leaders, providers and suppliers in the field of on-demand, consumer-focused healthcare. UCA advances the industry and supports member success through advocacy, research, education, collaboration and high standards of care. The association maintains an active online presence and member community for daily exchange of best practices. For more information visit www.ucaoa.org.

#