



Allury Arora Lal, MD

Co-Founder & Chief Medical Officer
Urgent Care for Children
Alabama

Organization Description:

Urgent Care for Children is a physician-owned pediatric Urgent Care provider with clinics across the Southeast. Our licensed, on-site pediatricians and pediatric nurse practitioners offer acute diagnostics and care for children with non-life-threatening needs during the day, after hours and weekends, 365 days a year. We're not here to replace your child's pediatrician – we are here to offer immediate care when you need us! When your child is sick, you don't want to spend hours in a waiting room. You want quick answers, and you need help fast. At Urgent Care for Children, we understand this reality. We constantly strive to serve every patient with compassionate, quality care that is affordable and accessible.

Education:

University of South Alabama

Previous Involvement with Boards:

Urgent Care for Children

Contributions to UCA and Urgent Care Industry:

A member of UCA since 2017. Founder of the first physician-founded pediatric Urgent Care in Alabama and now the second largest pediatric Urgent Care chain in the USA. The first sensory-inclusive Urgent Care in the country to serve the sensory population. Worked on Accreditation and Certification of all 20 locations. Led the QI initiatives and Antibiotic Stewardship. Working closely with academic universities and community colleges to train mid-level and healthcare workforce, specifically for the Urgent Care industry.

Awards, Honors, Community Involvement:

- 2018, 2019, and 2020 Birmingham Parents Top Doctor Award
- 2020 Birmingham Business Journal's Top 40 Under 40
- 2020 Birmingham's 12 Emerging Influencers to Know 2021, 2022 Who's Who in Healthcare
- 2022 Women Who Shape the State Honoree
- 2023 Leadership Birmingham
- Involved in the local community through the Birmingham Museum of Art, Hindu temple, Leadership Birmingham

Vision for the Future of Urgent Care and Core Purpose for UCA for the next 3-5 Years:

Emphasis of specialty Urgent Care centers especially for the fragile pediatric population. Offering

continuum of care to primary care offices and more affordable alternatives to ERs – working in sync rather than as competition. The core purpose should be improvements in the quality of clinical services offered, negotiate better reimbursements from insurance companies and changing the landscape of workplace culture for healthcare professionals to enjoy flexible, rewarding and fulfilling careers.

Brief Biography:

Allury Arora Lal, MD, a healthcare executive, is the founder, and Chief Medical Officer at Urgent Care for Children (UC4C). She received her medical degree in 2007 followed by healthcare management training and Pediatric residency training. Prior to co-founding UC4C, Allury worked as faculty at two top-notch university hospitals - at UT Southwestern, Dallas, Texas, and the University of Alabama, Birmingham.

UC4C is the second-largest Pediatric Urgent Care chain in the US and is headquartered in Birmingham, AL. The company bridges the gap of care between emergency rooms and pediatrician offices, in Alabama, Tennessee, and Louisiana. UC4C maintains continuity of care for children seeking quality after-hours care by ensuring the patient's medical home is kept in the loop. In collaboration with KultureCity Dr. Arora Lal spearheaded the launching of UC4C as the first sensory-inclusive Urgent Care center in the nation in 2019. She envisions that UC4C will be the leader in offering pediatric-focused Urgent Care in the nation in the near future. As a physician executive, she ensures that the company practices up-to-date with evidence-based medicine and an emphasis on ongoing learning. She fosters a culture of dependability, flexibility, adaptability, and a family-centric work environment in both her medical and corporate teams. In the face of the COVID-19 pandemic, the UC4C team was one of the first to bring coronavirus testing to the local communities, a tough feat conquered without compromising quality and convenient care for the children.

As a wife to a busy physician-scientist entrepreneur, mother to 8-year-old twins, and two German Shepherds, Dr. Arora Lal is surely a perfect example of a woman navigating the balance of professional and personal growth. Her strengths include the wellness of the people that she surrounds, being a community-conscious person, having a highly diverse and inclusive mindset, and being a positive futuristic thinker.

Some of her accomplishments in recent years include Birmingham Parents Top Doctor awards in 2018, 2109, and 2020, Birmingham Business Journal's Top 40 under 40 in 2020, Birmingham's 12 Emerging Influencers to know 2020, Who's Who in Healthcare in 2021 and 2022, Women who shape the state honoree 2022 and Leadership Birmingham class of 2023.

Disclosures:

none