

DRIVING **CHANGE 2023**

THE URGENT CARE CONVENTION

UCA URGENT CARE
ASSOCIATION®



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Leadership Lesson Learned From the Military, White House and Urgent Care

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Experity



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Objective

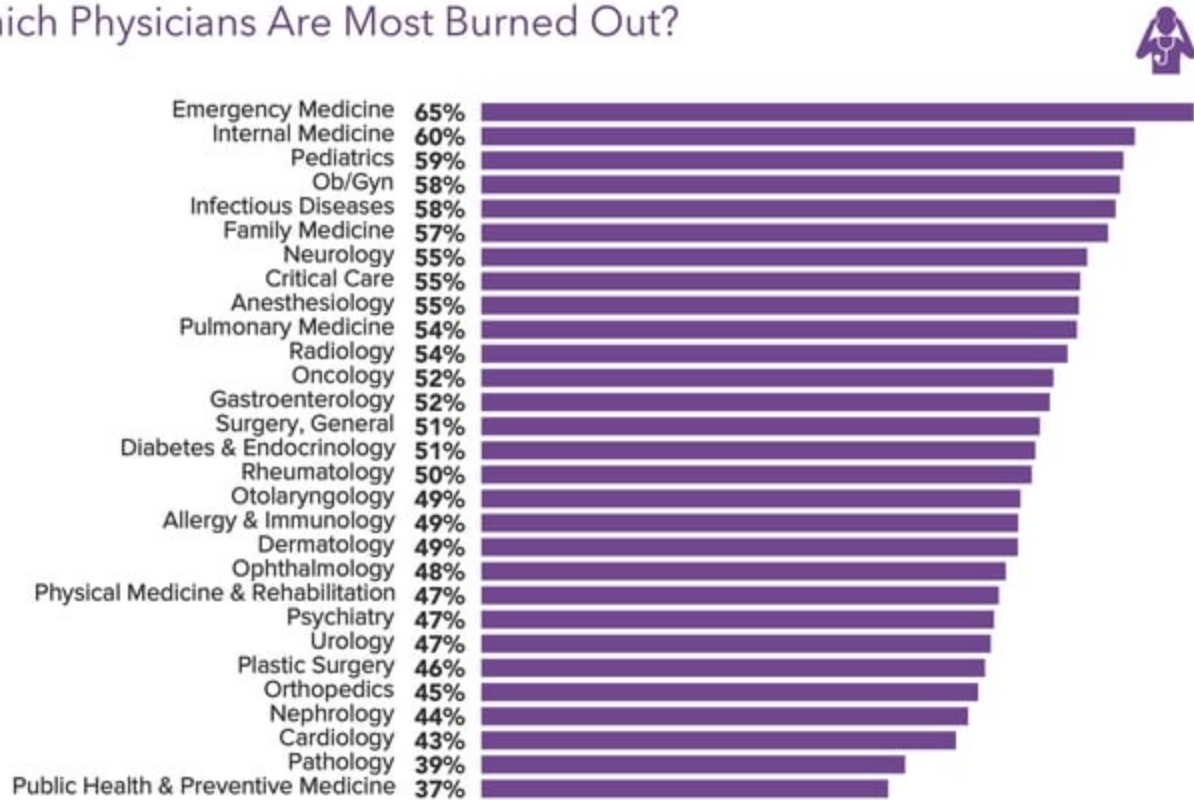
- Discuss how leadership lessons from non urgent care environments can be used to lead urgent care centers.

Why now

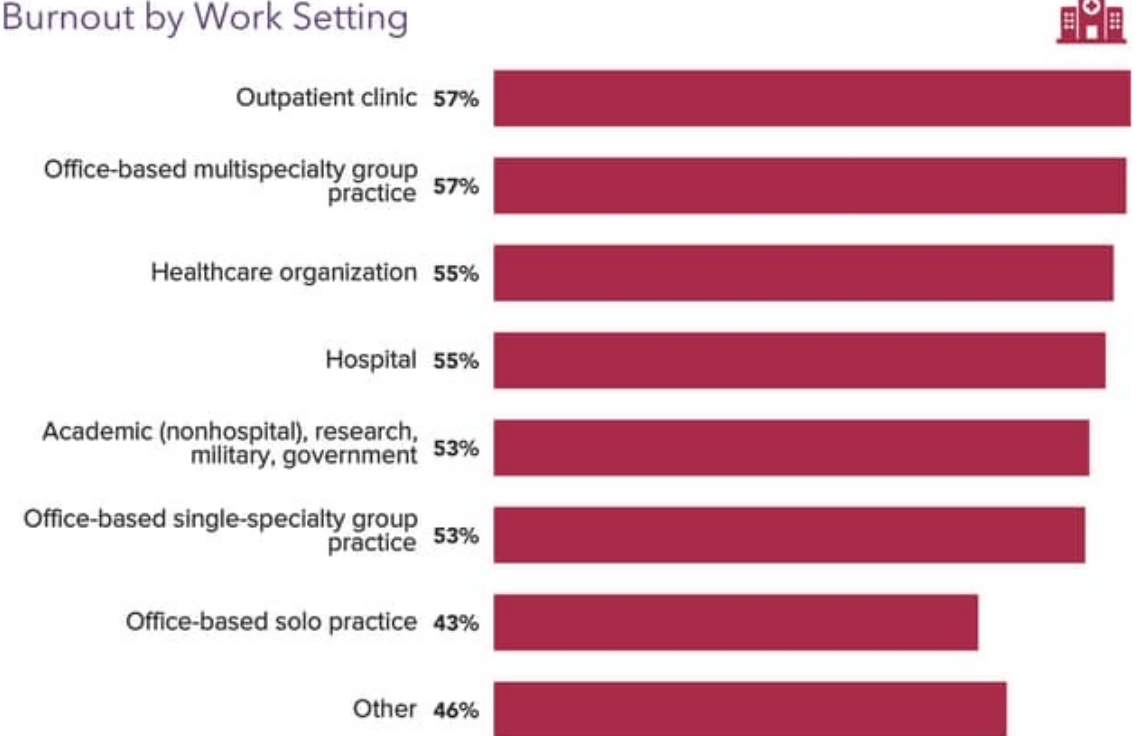
- We have momentum coming out of the COVID-19 pandemic
- Leadership will drive Urgent Care to the next level of long-term success
- We have challenges in front of us that need collaboration across the industry
- Need to transform from focusing on process, to focusing on the why and long-term impact
- Leadership can improve provider burnout

We can reverse the burn out trend

Which Physicians Are Most Burned Out?



Burnout by Work Setting



Leslie Kane, MA, January 27, 2023 'I Cry but No One Cares': Physician Burnout & Depression Report 2023. <https://www.medscape.com/slideshow/2023-lifestyle-burnout-6016058#1>

My background



#1 Great leaders connect with purpose



#2 Great leaders guide others

“Leadership is solving problems.

The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care.

Either case is a failure of leadership.”

- Colin Powell

#3 Hire a complete and cohesive team



#4 Train for excellence



#5 Train to build comradery



#6 Live your organizational values

The graphic features a background image of Air Force personnel in a mountainous, overcast setting. The text is overlaid in white on a dark grey background.

CORE VALUES

The common bond that unifies us all. We live and serve with a commitment to three core values.

<p>INTEGRITY FIRST</p> <p>An Airman is a person of integrity, courage and conviction. They must be willing to control their impulses and exercise courage, honesty and accountability in order to do what is right even when no one is looking.</p>	<p>SERVICE BEFORE SELF</p> <p>An Airman's professional duties take precedence over personal desires. Every Airman is expected to have the discipline to follow rules, exhibit self-control and possess respect for the beliefs, authority and worth of others.</p>	<p>EXCELLENCE IN ALL WE DO</p> <p>An Airman strives for continual improvement in self and service in order to propel the Air Force further and to achieve greater accomplishment and performance for themselves and their community.</p>
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(<https://www.airforce.com/vision>)

Translating to urgent care

- #1 Leaders connect with purpose
 - Frequent meaningful interactions with your clinical teams
- #2 Great leaders guide others
 - Develop leaders in a purposeful way
 - What will set your centers up to provider care for decades
- #3 Hire a complete and cohesive team
 - Hire people that fit into your mission and values
 - Hire a diverse scope of skills, then spread the knowledge



Translating to urgent care

- #4 Train for excellence

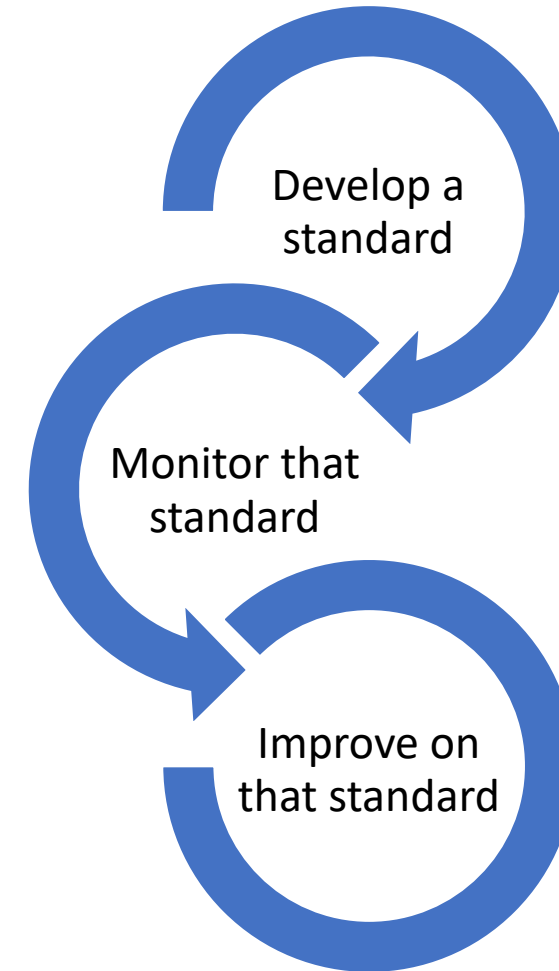
- Train to overcome the hard moments/surge
- Cultivate a culture of motivation and caring for patients with honor

- #5 Train to build comradery

- Take time to have team meeting and recognize your high performers and innovators

- #6 Live your organizational values

- Who is your Chief Vision Officer
- Every leaders display these daily, no exception



Go and crush burn out

- Give your providers the feeling their work has value and makes a difference beyond volume and profits
- Foster a team mentality so your providers feel secure and valued
- Generate profits and openly use those profits to advance the care you give, the security of your people, and reach your vision

Go and crush your goals

- Urgent Care centers can improve the health and well being of every community we serve, changing the nation's health trajectory
- Urgent Care organizations can solve provider burnout through great leadership
- Together we are an unstoppable force



Session Evaluation

- Your feedback is valuable, take a moment to complete the survey for this session.
- To claim CME, you must complete a separate survey available after the convention.

* How likely are you to recommend this **content** to a colleague?

Not likely at all Neutral Extremely likely

0 1 2 3 4 5 6 7 8 9 10

What did you find most valuable about this **content**?

What would have made this **content** better?