The following 2024 Strategic Plan encompasses the activities of each of these entities and details how all efforts support our common goals.

The Urgent Care Association, College of Urgent Care Medicine and Urgent Care Foundation are the three nonprofit entities that work in concert to support Urgent Care.

The following 2024 Strategic Plan encompasses the activities of each of these entities and details how all efforts support our common goals.
Ensuring the Advancement & Long-Term Success of Urgent Care

Our work to ensure Urgent Care’s **advancement** focuses on empowering best practice in operations. Our work to ensure Urgent Care’s **long-term success** focuses on Advocacy.

**Advancement**
Ensuring our industry advances is accomplished by setting standards for best practice and providing resources to meet those standards.

**Setting Center Scope and Quality Standards:** Elevating organizations with Accreditation, Certification and Commendations

**Providing Resources:** Including learning, vendor solutions and benchmarking data

**Long-Term Success**

**National Congressional Lobbying** by partnering with Washington lobby firm McDermott+ to develop and execute short and long-term strategies to improve reimbursement for Urgent Care

**Raising Awareness**, in partnership with the Urgent Care Foundation, by positively engaging stakeholders in enabling Urgent Care’s viability

**Connecting the Industry** by ensuring all members have representation and partners in regional and state Advocacy efforts

**Operational & Impact Benchmarking:** Sourcing and reporting data as a “go to” resource for industry insights and for reference in strategic planning
Ensuring the Advancement & Long-Term Success of Urgent Care

2024 Advancement Work

New Quality Improvement Tools to assist centers in meeting or exceeding national quality standards and practices
• Laboratory
• Physical Environment
• New QI Resources
• Updated AUC Standards
• Clinical Work from the College of Urgent Care Medicine

Refinement of Accreditation Standards to reflect the evolving environment in which Urgent Care is practiced and administered

Enhancing Content Relevance in response to the varied and expanding needs of our diverse membership
• New advisory Operations Response Committee (ORC)
• Clinical education needs identified by the College of Urgent Care Medicine

Data Insights:
• On-Demand Market Assessments
• Custom Reports and Calculators
• Executive Briefing on Best-In-Class DEI Practices in Urgent Care
• Original Urgent Care Research Reports Funded by the Urgent Care Foundation

2024 Long-Term Success Work

Engaging Congress and CMS to help transform the way Urgent Cares are paid

Growing the Volume and Impact of UCA’s Voice
• Adding Members so UCA represents at least 50% of Urgent Care centers in the U.S.
• Nationwide Grassroots Advocacy to cover every state so UCA members are connected and active in every region
• Multiplying the Number of Certified and Accredited Centers to demonstrate our industry’s commitment to quality
• Raising Funds & Developing a National Public Relations Campaign to launch in 2025 (raising funds through the Urgent Care Foundation Dee Chapman fund)
• Encouraging Original Research funded by the Urgent Care Foundation, to demonstrate our true impact on U.S. healthcare
The Core Purpose of the College of Urgent Care Medicine (CUCM) is to achieve specialty recognition for Urgent Care. Their multi-faceted work toward this goal takes shape in many forms of leading clinical practice excellence in the field.

Defining Clinician Competence
CUCM’s work in this area includes setting competency standards and ensuring that Urgent Care training programs adhere to these standards.

- Maintaining competency standards for all clinicians practicing in Urgent Care
- Partnering on monitoring national Clinical Readiness Assessment results to identify and address training gaps
- Accrediting Urgent Care Fellowships that meet national curriculum and admission requirements
- Specialty Recognition Workgroup

Engaging Clinical Leaders
CUCM’s Clinical Consortium brings together clinical leaders from across the U.S. to address national issues, and oversees CUCM’s committees including:

- Antibiotic Stewardship Committee
- Clinical Response Committee
- Urgent Caring Publication Committee
- Research Committee
- Partnerships with other Medical Societies
Achieving Specialty Recognition for Urgent Care

Promoting Evidence-Based Practice
CUCM promotes evidence-based practice through provider education and establishing research priorities to demonstrate best practice in the field. Provider education efforts include:

• Urgent Caring
• Urgent Updates
• Best Practices in Urgent Care
• Continuing Medical Education
• Partner Education

Recognizing Excellence
CUCM recognizes excellence for physicians, nurse practitioners and physician assistants who have committed to the specialty of Urgent Care as a career. Recognition programs include:

• College of Urgent Care Medicine Fellows
• Annual Clinical Awards
  ▪ Advancing the Specialty
  ▪ Inspiring Excellence
• Cause for Applause
Enabling Urgent Care’s Viability

The Core Purpose of the Urgent Care Foundation is to enable Urgent Care’s viability. UCF works toward this goal by by raising funds to support recognition of Urgent Care achievements, original research, and raising awareness.

**Original Research Grants**
UCF provides research grants to individuals and organizations working in Urgent Care in both administrative and clinical areas. UCF partners with the Urgent Care Association and the College of Urgent Care Medicine to establish priorities each year.

**Clinical Grants** focus on evidence-based practice and patient outcomes. The 2024-2025 clinical priorities include but are not limited to:

- Emergency Preparedness
- Staffing Shortages
- Antibiotic Stewardship
- Primary Care in Urgent Care

**Administrative Grants** focus on operational advancement and long-term success, in alignment with UCA’s core purpose and Advocacy goals. The 2024-2025 administrative priorities include but are not limited to:

- UC vs. ER Utilization and Outcomes
- Industry Reimbursement Trends
- Rural/Medicaid Opportunities
- Ownership Models and Results
Recognition
UCF hosts the annual Foundation Celebration where achievements in the Urgent Care community are recognized. Partnering with the Urgent Care Association and the College of Urgent Care Medicine, individuals and groups are recognized in various areas, including advocacy, quality, humanitarian efforts and clinical practice.

Raising Awareness
UCF and UCA are committed to raising awareness across all Urgent Care stakeholder groups, from patients to payers. Starting in 2025, both entities will support national public relations campaigns to raise awareness of Urgent Care. The Dee Chapman Memorial Fund is exclusively dedicated to supporting campaigns that raise awareness for Urgent Care.

Supporting Special Initiatives
UCF has supported projects to achieve early identification of patients with diabetes, education for providers and patients on proper use of antibiotics, and easy access to care for patients with sexual health concerns.

Fundraising
To accomplish all of the above, UCF engages in ongoing fundraising efforts from within the industry and external sources including:

- **Individuals** - through honoraria donations, specific appeals, the UCF website and Celebration activities
- **Corporate** - through sponsorships, underwriting, Celebration activities and unrestricted donations
- **Government Grants** - such as the Antibiotic Stewardship grant from the Centers for Disease Control
- **Other Foundations and Individual Trusts**
Joint Efforts
The three entities work together to build the foundation for a strong future for Urgent Care.