

Theme

Focus Area

POLICY – *Shaping the Rules that Shape Us*

Track/respond to legislation/regulation (BillTrack50 logins will be provided!)

PEOPLE – *Powering the Workforce Behind Urgent Care*

Workforce & credentialing challenges

VOICE – *Mobilizing and Engaging the Grassroots*

Site visits, proclamations, storytelling, and volunteer engagement -basically, the art of getting loud in the right ways.

FUTURE – *Driving Innovation and Long-Term Impact*

Advocacy using data, outcomes, and forward-looking strategy to anticipate trends before they hit us.