

URGENT CARE ACCESS

News from the Urgent Care Association of America



Complimentary Industry White Paper

UCAOA recently made available its new white paper, "**The Case for Urgent Care.**" The paper was developed to bring together the results of national and regional studies to fully illustrate the role urgent care centers are currently playing in improving access to - and lowering costs of - healthcare. The study also reviews future potential roles for urgent care centers, and highlights the need to include centers in healthcare delivery reform solutions.

To **download your complimentary copy** of the white paper please [click here](#).

Important AMA Census

All physicians should have received a 2011 census from the AMA; there is an **urgent care medicine specialty code (UCM)** that can identify our industry providers. You do not need to be an AMA member to participate.

[Click here](#) to access the census, or call 800-262-3211. Our recorded numbers matter immensely!

Ten Ideas for Getting Your Website Noticed

[In his latest article](#), Alan Ayers, UCAOA's Practice Management Content Advisor, provides invaluable steps for **improving the visibility of your center's website**. While a lot of attention has been placed on the role of Social Media in an integrated marketing plan - ultimately, many consumers find urgent care centers through the major search engines.



[Read the article](#) for tips on how to raise your center's website profile.

October Issue

[Industry White Paper](#)

[AMA Census](#)

[Get Your Website Noticed](#)

[Clinical Consult: PANDA](#)

[Medicare Revalidation](#)



The non-profit organization Parents of Kids with Infectious Diseases (PKIDs) has made available **downloadable materials** that may be used by anyone to promote flu vaccination and other flu-prevention habits. [Click here](#) to access the materials from PKIDs' Flu's Gonna Lose campaign!

Advertisement

tranzon BANKRUPTCY
AUCTION
Tues. Nov. 15 • 11AM
3-Story Medical/Office Bldg
wired for ER & MRI Centers
Houston, TX TX AUC# 11818
877.824.7653
www.tranzon.com

Clinical Consult: What is a PANDA?

[This month's feature](#) from Dr. Phillip Disraeli, UCCOP's Director of Clinical Programs, examines the case of an 11 y.o. male brought into the urgent care center with fever, sore throat, and swollen glands.

[Read the article](#) to learn more about this case - and about **Pediatric Autoimmune Neuropsychiatric Disorder** following a Strep infection.



Medicare Provider Enrollment Revalidation

Due to healthcare reform (PPACA), CMS is requiring all providers and suppliers who enrolled in the Medicare program prior to Friday, March 25, 2011 to **revalidate their enrollment under new risk screening criteria required by the Affordable Care Act** (section 6401a). Providers/suppliers who enrolled on or after Friday, March 25, 2011 have already been subject to this screening.

For more information about provider revalidation, review the Medicare Learning Networks [Special Edition Article](#), titled "Further Details on the Revalidation of Provider Enrollment Information."



Fall Urgent Care Conference

October 20-22

4 days left to register
(closes October 17)

Limited spots left!
Clinic Startup is SOLD OUT

[See you in Dallas!](#)

Join Our Mailing List!

Urgent Care Association of America
(877) 698-2262
www.ucaoa.org