

Urgent Care Association of America



Alan Ayers, MBA, MAcc

Alan Ayers is Vice President of Strategy, Execution and Product Management for Concentra Urgent Care, where he leads initiatives focused on growing top-line revenue of clinic-based urgent care, occupational health, and medical specialist services treating over 25,000 patients per day. Areas of responsibility include provider, operations, and marketing integration of core occupational health and urgent care services; market planning, capital budgeting and real estate site selection; programs focused on measuring and improving the patient experience; targeted marketing campaigns and grassroots promotions; channel alignment and optimization of the field sales force; and development and implementation of annual operating plans affecting 300 freestanding medical facilities in 40 states.

As Practice Management Content Advisor to the Urgent Care Association of America (UCAOA), Ayers is viewed as an industry thought leader who keeps UCAOA connected to its member base by providing expertise and guidance on issues related to operations, marketing, human resources, finance and billing/reimbursement; identifying market and regulatory trends; defining content, identifying speakers, and making presentations at industry conferences; and writing regular columns for UCAOA publications including the Journal of Urgent Care Medicine.

Ayers is co-author of Consumer Driven Health Care, has served as President and Chief Operating Officer of a hospital-affiliated urgent care network, and has extensive experience in the retail consulting industry with clients such as Wal-Mart, McDonalds, Bank of America, Hilton Hotels and Verizon Wireless. He graduated Phi Beta Kappa from the University of North Carolina, has an MBA from the University of Mississippi, and a Masters of Accounting from the Ohio State University where he graduated first in his class. Ayers is also an FAA-licensed commercial pilot and resides outside of Dallas, Texas.

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