

## Urgent Care Association of America



**Jimmy Hoppers, MD**

I am a 1979 graduate of the University of Tennessee College of Medicine and have been working in urgent care since 1992. I am married (my wife is also a physician), have five children and, like most of us in urgent care, am an entrepreneur. I am an admitted “gadget-freak,” love to fly, and to spend time just hanging out with family and old friends.

I was raised in radio and television and through the years have developed a good eye for marketing and an ability to take the “public pulse.” Since we opened in 2008, I have found myself spending less and less time actually seeing patients and more time attempting to “brand” our practice, marketing it and positioning it as the local leader.

I am absolutely committed to success, not just for our own urgent care, but for UCAOA in general and for each of our members in particular. I believe “we’ve always done it that way” often stifles creativity and keeps us from assuming our rightful position as local experts in the delivery of acute care medicine.