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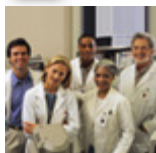
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Wednesday, May 6, 2009



Concentra Sponsors Urgent Care Medical Curriculum Program

Posted by [Alan Ayers](#) in [Urgent Care](#)

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Concentra recently announced it will provide educational sponsorship funding of a new medical curriculum designed specifically for the practice of urgent care medicine. As reported at the 5th Annual Urgent Care Association of America National Conference, the *Core Content in Urgent Care Medicine* program is supported by the Urgent Care Association of America (UCAOA) and will be the only one currently available that focuses on the complex nature of urgent care.

The UCAOA is working with the medical education program developer to bring this syllabus to fruition, with sole funding provided by Concentra. Designed to create consistent practice patterns and advance the role of urgent care physicians, *Core Content in Urgent Care Medicine* will be a 60-hour video curriculum that emphasizes evaluation and management, diagnostics, medical decision-making, and disposition management for urgent care practitioners. The urgent care educational program will also focus on evidence-based medicine and established “best practices” as well as the potentially dangerous or life-threatening signs and symptoms of common presenting problems.

“The practice of urgent care has become an increasingly important sector in the health industry, offering patients quality and convenient medical treatment when traditional primary care may be unavailable and/or the need is urgent but not life-threatening,” said Bill Lewis, M.D., Senior Vice President of Medical Operations for Concentra. “We are proud to provide the educational grant and participate in the effort to make this comprehensive program available to all urgent care providers, and continue to advance the practice of urgent care medicine.”

The *Core Content in Urgent Care Medicine* educational program will consist of 10 different modules, including pediatrics, dermatology, orthopedics, and trauma as well as customer service. Produced exclusively for urgent care practitioners, this continuing medical education curriculum will also benefit physicians, residents, physician assistants, and nurse practitioners practicing in or transitioning to urgent care practice. The comprehensive urgent care education program will be developed by program director Lee Resnick, M.D., Chief Medical Officer for NextCare Urgent Care and President and Chair of Academics for the UCAOA.

In recent years urgent care medicine has grown into a unique and valued specialty of medicine. Due to the unique nature of the practice, urgent care physicians often see patients for the first and only time, requiring a different care strategy and process of treatment. The *Core Content in Urgent Care Medicine* educational program aims to address these issues and create a uniform treatment model for urgent care practices.

“Physicians and providers have been seeking a comprehensive and accredited urgent care curriculum for some time now, and

the UCAOA is delivering on that request with funding provided by Concentra,” said Resnick. “As the Chair of Academics for the UCAOA, I believe this medical education program is an important step for the future success for both independent and managed urgent care practices across the country.”



Alan Ayers

Vice President,  
Strategy and Execution

Alan works closely with our medical center teams on a range of initiatives, including our Urgent Care service, patient feedback programs, and medical center operations.

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