



NORTH EAST REGIONAL URGENT CARE ASSOCIATION

NERUCA Partners With J Strategies Inc.

We recently announced our partnership with Danielle Secor and Secor Strategies, LLC. Over the past few weeks, Danielle has decided to take her talents over to J Strategies Inc, as the Director of Public Affairs. We're thrilled to announce that we will now be working with J Strategies Inc, a government relations service agency operating primarily in New York, New Jersey, Massachusetts, New Hampshire, and Connecticut offering services ranging from lobbying and media relations with a large focus in healthcare. Danielle and J Strategies will work on continuing to lay the groundwork for many of the issues we have been working on over the last few months and build NERUCA's presence throughout the north east region.

Danielle Secor started her work with NERUCA on the Government Affairs Committee during her time with member organization +MEDRITE. Since then, NERUCA has worked with Danielle to build out our presence across member states and form partnerships with necessary stakeholders. Danielle has her Masters in Public Administration and International Relations from Seton Hall University in New Jersey. She previously spent 8 years in New York State and City governments and spent time working on New Jersey campaigns early in her career.

We will also welcome Maurita Jeffery, who will support Danielle on administrative work for NERUCA and help to continue building the infrastructure we have been working on over the past year. Maurita holds a Bachelor of Arts in Communications from Marist College and has been working at J Strategies for over a year, where she is a Public Affairs Coordinator.

We are excited for this partnership with Danielle, Maurita, and the J Strategies team and look forward to the many successes we will have through this partnership in the future!

About J Strategies Inc.

J Strategies is an innovative firm that combines traditional and digital media strategies with ally development and government affairs. They pride themselves on their ability to tailor their services to match client needs. J Strategies has extensive experience in advocacy campaigns within New York, New Jersey, Massachusetts, New Hampshire, and Connecticut, educating and cultivating allies from the grassroots to the grassstops. Their work spans many issue areas, servicing clients in a variety of industries such as health care, energy, tech, and more. For more information visit their website - <https://jstrategiesinc.com/>.

About NERUCA

The Northeast Regional Urgent Care Association (NERUCA) was founded in 2013 to represent the interests of urgent care practice and policy in the Northeast region of the United States. At inception, the association consisted of seven member practices in two states. At present, NERUCA membership includes participants in Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont, representing well over 1800 regional offices. In 2017, NERUCA joined forces with the national Urgent Care Association (UCA) as the UCA's first formally recognized regional chapter. Though it continues as a wholly independent entity, NERUCA enjoys affiliate chapter status with the UCA, allowing NERUCA members access to a nationwide organization's partnership, resources, and advocacy. For more information visit our website - <https://neruca.org/>