



## FROM THE EXECUTIVE DIRECTOR

# Raising Awareness About Urgent Care: It's Coming

■ LOU ELLEN HORWITZ, MA

If you were at the 2011 Members Meeting in Chicago, or if you are a regular column reader, you know that one of the major Urgent Care Association of America (UCAOA) initiatives for 2012 is for us to put significant resources toward raising industry awareness. When it comes down to it, this is the root of our industry issues – lack of awareness and true understanding among patients, payors, employers and the government. So, this is the year we do something about that – TOGETHER – starting in June.

Here's what UCAOA has done so far:

- Engaged a national healthcare public relations and branding firm in Chicago to develop a year-long urgent care awareness campaign ([remedychicago.com](http://remedychicago.com)).
- Created a series of quarterly (seasonal themes) campaign messages and graphics that we will be using nationally and providing to you FOR FREE.

We're unveiling the campaign themes, messages and graphics for the first time in Las Vegas at the 2012 convention. It's based around a series of very short rhymes, so they really stick in your head.

### How the Campaign Will Work

In late April/early May, we'll launch a campaign web page through which we'll provide original artwork for ads, direct mail pieces, website graphics, html templates for emails and more—all in easy-to-use templates that you can download and customize with your own center information.

We'll also provide a "campaign toolkit" with a schedule, tips, and all kinds of other goodies in it.

In June, July, and August ALL OF US will launch the campaign together. UCAOA will roll it out nationally to payors, employers

and the government, and you will roll it out locally to your patients, media, referral sources – and anyone else who will listen!

We'll all be saying the same thing—all across the country – all at the same time—in lots of different ways. Whether you are big or small, you can (and must!) participate. If we do this right, it will be amazing.

*"Are you a Vendor? Investor? Insurer?  
We'd love to have you participate, too.  
Make sure you are on the UCAOA  
email list and we'll make sure you  
get access to everything. The more  
publicity the better."*

Come September, October, and November we'll do it all again—with a new rhyme and new free resources. In December, January, and February, we'll do it a third time, then again in March, April, and May.

By this time next year, it should be a whole new ballgame. We may all be rhyming in our sleep, but people WILL UNDERSTAND URGENT CARE!

### What Comes Next

Later this month, we'll start showing you how it's done—in the vein of "See One, Do One, Teach One"—so next you'll See One—then in June you'll Do One. We'll keep it simple, and easy, and doable.

For today, just start looking at your marketing budget with an eye toward setting aside a portion to take advantage of all the creative materials that UCAOA will provide. We've done the design work for you and all you need to do is use the materials—whether that's in email, on your website, or as part of your advertising.

Together, we can do this. ■



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