



## FROM THE EXECUTIVE DIRECTOR

# Convention Closes, Industry Awareness Campaign Website Opens

■ LOU ELLEN HORWITZ, MA

**A**s I write this, we leave for the Convention in Las Vegas in about 24 hours! Participation has passed our all-time record (for both attendees and exhibitors) and we couldn't be more excited to see everyone and get that show on the road. But, by the time you read this, all that will be behind us and it will be time to move on to what's next.

If you were unable to come to the Convention this year, we hope you enjoyed some of the special communications we sent out while we were there to give you a small glimpse of what you missed. Remember, we record almost all of the sessions during the meetings, so while it's not nearly the same as being there, you can still get access to the lecture content via our Online Education in a few weeks. We'll make an announcement when the recordings are ready. *If you did attend the Main Convention, remember that you, too, get access to the recordings for free as part of your tuition!*

So...what IS next? The Industry Awareness Campaign!

The buzz about our industry awareness campaign has already started—and spread beyond the confines of just urgent care centers. We've heard from commercial payors, state health departments, and others who want to use the campaign materials to educate their patients on using urgent care centers—and we haven't even launched it yet.

That's great news on many fronts. First, we have distribution points for our awareness messages that we have never had access to or interest from before. Second, we know we are not alone in wanting to educate patients about using urgent care. Third, we'll be able to leverage all these different distribution points and do even more than

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we thought we could with every center in the country participating...the possibilities are really quite huge!

So—it's time to get ready. In the past couple of weeks, you've seen UCAOA doing the "See One" we talked about in last month's column, so the rhyme idea should be familiar to you already. Now, it's your turn.

The campaign resources website—[ucaoa.org/rhyme](http://ucaoa.org/rhyme)—goes up May 15<sup>th</sup> for you to explore and you can forward the URL to anyone you know who may want to help spread the word about urgent care. On that site, you'll find all the pieces for the summer campaign that starts in June (next month) that you can download and use:

- Art files for use electronically and in print (websites, posters, giveaways—anything!)
- Email templates for your patient e-messages
- Ideas for marketing and PR strategies, techniques & targets for June/July/August
- Plus a guide to PR terminology and technical details for using the artwork files

**NOTE: All of these resources are CUSTOMIZABLE for your center**—your name, your address, your logo. That said, remember that a high tide raises all boats...so all of you will be helping each other, too.

**On June 1<sup>st</sup>**, there will be a press release from UCAOA announcing the campaign, and that's your starting gun to begin using the materials publicly as much as you are able. On your mark... ■



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