



FROM THE EXECUTIVE DIRECTOR

Get Set...Go!

■ LOU ELLEN HORWITZ, MA

By the time you read this, our Industry Awareness Campaign will be out of the starting gate.

If you haven't already done so, go to the campaign website—ucaoa.org/rhyme—and forward 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 you can download and use:

- A Toolkit to tell you how to use everything, with a guide to terminology and technical specs;
- A marketing calendar of ideas for marketing targets and techniques; and
- Art files for you and your printer to use (websites, posters, emails, giveaways—anything!)



NOTE: All of these resources are CUSTOMIZABLE to your center— your name, your address, your logo.

The more centers, employers, and payors that participate, the better, so please share the resources with anyone you like. While you are doing that, UCAOA is reaching out directly to all of our media, legislative, and payor contacts, and anyone else we can think of to involve. It's going to take some time for the message to start getting out there, so every little bit helps.

Soon we'll have a gallery for examples from participating centers, so if you want to send us photos of what you've done with the campaign in your community, we'll be sure to get it on our website and Facebook pages.

To the right you'll see our Board of Directors for 2012-2013—we are pleased to welcome back Drs. Gluckman and Newman for a second term. We are honored to have these industry leaders representing our organization! Coming next month...UCAOA's new logo! ■



Lou Ellen Horwitz is Executive Director of the Urgent Care Association of America. She may be contacted at lhorwitz@ucaoa.org.

Announcing the 2012-2013 UCAOA Board of Directors



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