



UCAOA Resources Help You Celebrate National Urgent Care Awareness Month

■ P. JOANNE RAY

May is National Urgent Care Awareness Month. Let your community know about the importance and convenience of urgent care by hosting center events and staff activities throughout the month but especially during the week of May 18–22, 2015.

Through UCAOA-created resources and suggestions, promote the convenient, high-quality, affordable medical services that you and your team provide to your community every day. Showcase your center's commitment to patient care and the growing, vital industry of urgent care.

Visit www.ucaoa.org/?UCAwareness for ideas such as these:



Sponsor a local health fair: Engage your community with fun games and interactive exhibits to provide them with tools and resources to understand, trust, and utilize your center's offerings.



Host Q&A sessions for your patients: Provide opportunities for your patients to address their health-related concerns and problems. This is a golden opportunity for you to build stronger rapport with your patients and their families.



Staff volunteer projects: Service to the community is a vital activity for any urgent care center. Get your staff involved in efforts that can truly benefit your community.



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“Use talking points available on the UCAOA website and the perfect opportunity of National Urgent Care Awareness Month to talk to local radio stations and newspapers about how urgent care medicine is vital to the health care of your community.”



Host an event for children and families:

Participate in a library reading hour that emphasizes good health, host a fitness activity or help with one that is already planned, or speak at a school career day. Wear uniforms that bear your logo to promote your urgent care brand.



Talk to your local media:

Use talking points available on the UCAOA website (at www.ucaoa.org/?UCAwareness) and the perfect opportunity of National Urgent Care Awareness Month to talk to local radio stations and newspapers about how urgent care medicine is vital to the health care of your community. Post links to your article or interviews on your social media pages.

Share your center's activities with UCAOA by emailing them to me at jray@ucaoa.org or via Facebook (www.facebook.com/ucaoa), Twitter (@UCAOA; <https://twitter.com/UCAOA>) and LinkedIn (<https://linkedin.com/company/urgent-care-association-of-america>). ■