



# National Urgent Care Awareness Month: May 2016

■ P. JOANNE RAY

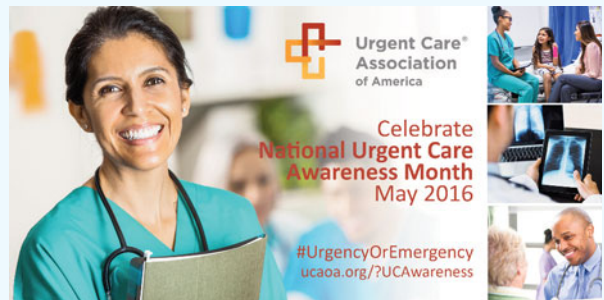
Celebrate National Urgent Care Awareness Month in May by drawing attention to the role of urgent care and helping your community determine where best to go when medical attention is needed. The month's focus is on educating payors, media, and the public on when to seek medical treatment at an urgent care center versus a hospital emergency department, a freestanding emergency department, or a retail center.

UCAOA has created the following resources for you at [www.ucaoa.org/?UCAwareness](http://www.ucaoa.org/?UCAwareness):

- Download the UCAOA members' media toolkit, which contains customizable media materials, helpful talking points, reference guides, outreach materials, and more.
- Customize the UCAOA press release "Urgency or Emergency? The Wrong Answer Could Be Costly" ([www.prweb.com/releases/2016/02/prweb13226182.htm](http://www.prweb.com/releases/2016/02/prweb13226182.htm)). Deploy this information to the resources within your own communities to help reinforce the important role your urgent care center plays in providing the best, most affordable patient care at times most convenient to them and to increase awareness of our vital industry.
- Reinforce the press release with the "Urgency or Emergency?" infographic at [http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/Media/UCAOA-Infographic-UCvsER\\_FIN.pdf](http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/Media/UCAOA-Infographic-UCvsER_FIN.pdf), which helps to explain to patients when to head for an urgent care center for treatment.
- Post this year's flyer ([http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/National\\_Urgent\\_Care\\_Awareness\\_Month\\_/UCAOA-NatlUCAwareness-flyer\\_.pdf](http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/National_Urgent_Care_Awareness_Month_/UCAOA-NatlUCAwareness-flyer_.pdf)) in your urgent care center or repurpose it as an ad to run in local publications.
- Add Urgent Care Awareness banners (<http://www.ucaoa.org/?ucawarenessbanners>) to your website, to your social media pages, and even as an e-signature to your emails.



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[ucaoa.org/?ucawarenessbanners](http://www.ucaoa.org/?ucawarenessbanners)) to your website, to your social media pages, and even as an e-signature to your emails.

- Share "The Healthcare Industry's Urgent Need for Urgent Care" ([http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/Infographics/UCAOA-UrgentCareInfographic\\_.pdf](http://c.ymcdn.com/sites/www.ucaoa.org/resource/resmgr/Infographics/UCAOA-UrgentCareInfographic_.pdf)), an infographic explaining the important role that urgent care centers play in keeping up with the everyday needs of the growing patient base. Distribute this to community groups and schools and ask them to share it with their constituencies.

The month is also a great opportunity to recognize your team members for their contributions. We encourage you to not only offer your thanks but also share valuable educational resources to advance patient care. Look for discounts on featured urgent care webcasts in the UCAOA Online Store in May!

If your center has a group membership, make sure you have provided your roster to the UCAOA so that everyone on your team has access and is aware of all the benefits afforded to them through your membership. If their names are not on file with the UCAOA, they will not be able to use benefits such as our online networking groups, helpful articles, tips in our weekly e-newsletter, and dozens of other online resources. ■