

Urgent Care Awareness Week

November 14-20, 2011

Brought to you by UCAOA



Urgent Care Awareness Week: Act Locally

Join a nationwide effort to increase public awareness of our industry during the fourth annual Urgent Care Awareness Week. Mark your calendars for November 14-20!

Urgent Care Awareness Week is our week to **collectively "step up" our efforts** to educate the public about the role urgent care can play in our health care. In years past we have encouraged you to do a campaign in your area by offering your expertise to the media, adding some signage in your centers, including a notation on your website, etc.

Awareness Week 2011

This year, in addition to what you'll be doing individually in your local markets, we're encouraging you to join us in taking a new step forward - and to a new audience. This year we've put together a turnkey "kit" designed to **build awareness about urgent care with your local legislators.**

Participating is as easy as using this kit to help spread the word in your community. You can do this by:

1. Customizing [this press release](#) and sending it with the industry white paper ["The Case for Urgent Care"](#) to your **local media** and other contacts.
2. Contacting your **legislators** by using this [customizable letter](#) and including the [industry white paper](#).
* Don't know your legislators? Use this link to look them up: <http://www.usa.gov/Contact.shtml>
3. Directing people to the website www.urgentcarecenter.org
4. Displaying the graphic below in your email signature, on your website, etc.



UrgentCareCenter
Efficient, Effective, Episodic Care.

www.urgentcarecenter.org

Join Our Mailing List!

In conjunction with your efforts, UCAOA will be distributing a national press release and the industry white paper, highlighting the week on our own website, encouraging patients to get to know their neighborhood urgent care clinic, and more.

What happens November 21 and beyond?

We know it's important for awareness efforts to expand far beyond one week. In January we launched www.urgentcarecenter.org to help inform the public about urgent care year round. In 2012, a key focus for UCAOA will be grassroots and national awareness about urgent care - and we'll need your help to build local roots.

Together our voice is louder, reaches further, and has infinitely more influence.

Urgent Care Association of America
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