JOIN UCA IN CELEBRATING NATIONAL URGENT CARE AWARENESS MONTH THIS MAY

National Urgent Care Awareness Month is held each May to celebrate the exceptional contributions of clinicians and professionals in urgent care and on-demand medicine, and to bring awareness to our vital industry. There has never been a more important time to ensure our communities understand the benefits and services that we provide. Urgent care organizations can access the Urgent Care Awareness Month Press Release Template and social media images through the Public Relations Toolkit (UCA Members can log in to access additional materials).

Urgent Care Industry Facts

- According to the UCA 2019 Benchmarking Report, there are more than 9,600 urgent care centers nationwide.
- Over 14,000 patient visits occur in EACH urgent care center every year.
- Urgent care centers are an ideal choice for non-life-threatening medical situations that require immediate attention, such as sprains, broken bones, the flu, colds and other common illnesses. Many urgent care centers are also able to offer testing for the COVID-19 virus.
- Additional statistics can be found in the 2019 Benchmarking Infographic and by downloading the UCA 2019 White Paper or purchasing the 2019 Benchmarking Report.

Community/Center Ideas to Promote Urgent Care Awareness Month

Sponsor a virtual health fair:
Engage your community with a virtual health fair that can provide them with tools and resources to understand, trust, and utilize your center's offerings. Clinicians can provide helpful health and safety tips, and even offer a virtual tour of your center. You may want to co-sponsor this event with a larger institution such as a hospital, health club or community center.

Host a virtual Q&A session for your patients:
Open the floor for your community to address their health-related concerns and questions. This is a golden opportunity to build a stronger rapport with your patients and make them loyal to your services. You can share information about your triage process, sanitizing procedures, and answer any other questions they might have to assure them that their health & safety is always your top concern.

Staff Volunteer Projects:
Service is a vital component to any urgent care. Get your staff involved in efforts that can truly benefit your community. This is especially important during the challenging times that many communities are facing as a result of the global coronavirus pandemic.

Host a fun activity for children:
Participate in a library reading hour that emphasizes good health and hygiene or host a fitness activity, either of which can be done remotely if needed. For older children consider speaking about the diversity of working in an urgent care or on-demand environment.

Talk to your local media:
National Urgent Care Awareness month is a perfect time to talk to your local media about highlighting how urgent care medicine is vital to the healthcare continuum. Don't forget to use social media to get your message across as well.