



2023 Antibiotic Stewardship Sponsorships

The Initiative You Support

Engage with the most rapidly growing healthcare market - Urgent Care centers and professionals treat more than 160 million patients each year.

Urgent Care centers are estimated to be responsible for the highest percentage of antibiotic prescriptions in ambulatory settings. However, they also treat a higher percentage of patients with conditions that may lead to antibiotics, and clinician prescribing decisions are multifactorial considering quality and safety, and patient experience. The proper education, training and resources are important to support the appropriate prescribing of antibiotics.

Sponsorship
\$25,000

Brand Recognition

- Prominent listing on the UCA Antibiotic Stewardship Learning Center page as an ABS Commitment Partner, logo and link to provided URL

Recognition during national ABS Week (November 2023)

- Recognition in UCAccess article as UCA ABS Commitment Partner
- Exclusive recognition in LinkedIn post during ABS week, tagged as part of worldwide campaign (among industry leaders such as the CDC, WHO and more)
 - UCF and sponsor to coordinate on topic and post

Positioning as industry thought leader providing ABS Educational Resources

- Inclusion of (1) survey question to 55 center participants in the CDC|UCA Antibiotic Stewardship Quality Improvement project (end of project survey, September 2023)
 - Question cannot mention product name, subject to UCA review/edit, Eg. How often do you recommend OTC products as part of 'Watch and Wait' protocol?
- Opportunity to post (2) complimentary resources in the UCA Learning Center
 - Posted under Antibiotic Stewardship Resources in the UCA Learning Center, tagged as 'Sponsored Content'
 - Opportunity to request (1) of provided resources to be a "Featured" article for one week, listed on the Resources homepage (subject to availability)
 - Content must be educational (not commercial in nature); for example, sharing industry data on proven ABS strategies

Thank You

These sponsorships allow us to fortify our efforts to provide members with resources and education specific to Urgent Care, moving this important industry forward.

Contact:

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Thank you, always, for your support of the long-term success of our industry.