



2023 Sexual Health Sponsorships

New Partnership Initiative

Engage with the top medical leaders in Urgent Care to discuss topics around sexually transmitted infections (STIs) and the critical role Urgent Care centers play in their diagnosis and treatment.

STIs are the second leading reason why patients visit Urgent Care centers. Patients often choose Urgent Care to protect their anonymity, or in many cases, because they do not have a permanent primary care provider. In recent years there has been an increase in sexually transmitted infections such as HIV, chlamydia, gonorrhea, and syphilis, and this has resulted in a significant upsurge in volume for patients seeking diagnosis and treatment at Urgent Care centers.

Sponsorship

\$25,000

- Brand Recognition: Signage & logo in the Quality Program Center (QPC) at the 2023 Urgent Care Convention (April 2-4, 2023)
- Product Placement: Showcase product(s) in the Accreditation Survey Prep area located inside the Quality Program Center, and provide educational materials during Convention
- Marketing: One targeted email showcasing your product
- Two focus groups in calendar year 2023
 - Targeted audience: UCA Chief Medical Officers and Clinical Leaders
- Creating a Sexual Health Toolkit that includes:
 - Public health resource guidelines
 - Educational resources on expertise
 - Sexual health best practices
 - Responsible prescribing practices

Toolkit will reside on the UCF Strategic Initiative web page

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.

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