



# Urgent Care is Essential Care

**URGENT CARE AWARENESS MONTH  
RESOURCE GUIDE**

**May 2023**

Working in Urgent Care, we see every month as Urgent Care Awareness Month. But the fact that there's a whole month dedicated to sharing our story with the rest of the world is the perfect opportunity for us to speak with a unified voice about why Urgent Care is so important.

The work that happens in our centers every day is nothing short of incredible. We deliver timely, affordable, accessible, and convenient healthcare to the patients in our communities who need it most. They trust us with their health and the health of their loved ones, knowing we are there for them, and will continue to be.

For this year's Urgent Care Awareness Month, we have developed this resource guide to make it easy for you to spread the word. While there are many who support Urgent Care, there are still those we need to get on board. This guide includes a news release you can share with your local media, sample social media posts, sample video scripts, and ideas for events you can organize in your own communities to help raise awareness about the benefits of Urgent Care. We encourage you to take advantage of these resources to let as many people know about the important work that we do. Share your efforts by using the hashtags [#UrgentCareAwareness](#) and [#UrgentCareIsEssential](#)

Rallying together for Urgent Care Awareness Month also allows us to showcase our industry to policymakers — raising awareness about the value of Urgent Care, we can help ensure that our services remain accessible to the patients who need them.

I urge you to join us in celebrating Urgent Care Awareness Month this May, and join the unified voice in promoting the importance of Urgent Care.

Sincerely,



Payman Arabzadeh, MD, MBA  
President, Urgent Care Association

## COMMUNITY ENGAGEMENT IDEAS



**Host an Open House:** Invite the community to tour your Urgent Care center and learn about the services you offer.



**Provide Free Health Screenings:** Offer free health screenings such as blood pressure, cholesterol, or blood sugar testing to the public.



**Sponsor a Health Fair:** Collaborate with local health organizations to host a health fair with educational booths, health screenings, and giveaways.



**Donate to a Local Charity:** Make a donation to a local charity that supports healthcare in your community.



**Participate in a Community Event:** Get involved in a local event such as a charity walk or run. Promote the importance of Urgent Care through apparel or distributed materials.



**Offer Giveaways:** Have patients enter to win prizes throughout the month.



**Host a Health Education Workshop:** Organize a workshop to educate the community on topics such as injury prevention, disease management, and healthy living.



**Partner with Local Schools:** Partner with local schools to provide educational presentations on injury prevention, nutrition, and healthy habits.

## SAMPLE SOCIAL MEDIA POSTS



Urgent Care is essential care! Don't hesitate to visit your local Urgent Care center when you need medical attention.

[#UrgentCareAwarenessMonth](#)  
[#UrgentCareIsEssentialCare](#) [#Healthcare](#)



Did you know that Urgent Care centers provide convenient and accessible care for non-life-threatening injuries and illnesses? This Urgent Care Awareness Month, we recognize the importance of Urgent Care centers in our healthcare system.

[#UrgentCare](#) [#Healthcare](#) [#UrgentCareIsEssentialCare](#)



Life is unpredictable. That's why Urgent Care centers are here. With extended hours and convenient walk-in service, Urgent Care centers provide quality medical care for testing and treatment for urgent, but not emergency, situations. [#UrgentCareAwarenessMonth](#) [#Healthcare](#) [#UrgentCareIsEssentialCare](#)

[#UrgentCare](#) [#Healthcare](#) [#UrgentCareIsEssentialCare](#)





Urgent Care centers are an essential part of our healthcare system. They offer affordable, accessible and efficient care for your non-emergencies. This Urgent Care Awareness Month let's appreciate the value of Urgent Care centers in our communities.

[#UrgentCare](#) [#Healthcare](#) [#UrgentCareIsEssentialCare](#)



When you need medical attention, Urgent Care centers are here to help you. With experienced medical staff and fast, efficient care, Urgent Care provides exceptional and unparalleled patient experiences.

[#UrgentCare](#) [#Healthcare](#) [#UrgentCareIsEssentialCare](#)



[Download the Social Media Kit](#)

# PUBLIC SERVICE ANNOUNCEMENTS

Many media outlets will air PSAs for free as they support community health. Create and submit your PSA based on the scripts below. Edit as necessary.



## SCRIPT 1



Wide shot of an Urgent Care center waiting room, with patients sitting in chairs and filling out paperwork. A provider walks over to a patient and asks how she's feeling.

Music: Slowly build upbeat, inspirational music.

Voiceover: "May is Urgent Care Awareness Month."

A physician taking vitals from a patient.

"When you're sick or injured, it's important to have access to quality healthcare that's convenient and affordable."

A patient speaking to a physician.

"Urgent Care centers provide non-emergency medical treatment and testing for a range of conditions, from broken bones to infections to allergies."

A physician conducting a patient exam.

"Urgent Care centers are on the front lines of community care. We are here for you and your family when you need us most."

A group of Urgent Care staff smiling/waving to the camera.

"So this Urgent Care Awareness Month, we want to thank our patients and community for trusting us and knowing that Urgent Care is essential care."

Fade to Urgent Care center logo.

"We're here for you."

Fade to black

Music: Fade out



## SCRIPT 2



Opening shot of a busy Urgent Care center.  
People are walking in and out.



Music: Slowly build upbeat music

Voiceover: "Life is unpredictable. One moment you're enjoying the day, and the next, you're dealing with an injury or medical concern. Thankfully, Urgent Care is there."

\_\_\_\_\_  
Patient being seen by physician.

\_\_\_\_\_  
"Urgent Care is essential care. It is a specialized practice that is essential for non-life-threatening illnesses and injuries, keeping true emergencies out of the ER."

\_\_\_\_\_  
Cut to a happy patient being discharged from the center.

\_\_\_\_\_  
"We offer walk-ins and extended hours, making it easy for you to get the care you need, when you need it."

\_\_\_\_\_  
Shot of happy family in the center.

\_\_\_\_\_  
"This Urgent Care Awareness Month, spread the word - Urgent Care is essential."

\_\_\_\_\_  
Center staff waving goodbye.

\_\_\_\_\_  
"We're here when you need us. Don't hesitate to stop in."

\_\_\_\_\_  
Fade to Urgent Care center logo.

\_\_\_\_\_  
"We're here for you."

\_\_\_\_\_  
Fade to black

\_\_\_\_\_  
Music: Fade out

# SAMPLE NEWS RELEASE

[Organization Name]

News Release  
FOR IMMEDIATE RELEASE  
[DATE]

FOR MORE INFORMATION, CONTACT:  
[Name, Title]  
[Email]  
[Phone]

## Urgent Care Awareness Month Sheds Light on the Essential Nature of Urgent Care in Our Healthcare System

May is Urgent Care Awareness Month, a time to highlight the vital role Urgent Care centers play in providing convenient, efficient, and high-quality medical care for urgent, but not emergency, situations. Urgent Care centers bridge the gap between primary care and emergency care, offering a crucial resource for individuals in need of immediate attention.

It is estimated that Urgent Care centers prevent around 24.5 million emergency room visits annually, which not only reduces the burden on emergency rooms but also saves patients and the healthcare system valuable time and money. This data emphasizes the importance of Urgent Care centers having the capacity to keep non-emergent patients out of the emergency room and shines a light on Urgent Care as an essential part of the healthcare system, especially for those who need immediate medical attention but don't require emergency services.

"Urgent Care is essential care," said [Name], [Title] at [Organization Name]. "It is a requirement of a patient-centered healthcare ecosystem."

Urgent Care centers are typically open on weekends and holidays when primary care offices may be closed. Urgent Care centers also offer extended hours, making it easier for patients to seek medical attention after work or school hours. The ability to receive immediate medical care without scheduling an appointment is another key advantage of Urgent Care.

The specialized practice of Urgent Care medicine makes it an essential part of the healthcare system, as Urgent Care providers are trained to diagnose and treat a wide range of acute medical conditions, including cuts, sprains, fractures, infections, and respiratory illnesses. They are trained to handle a variety of medical emergencies and quickly assess the severity of a patient's condition and provide the appropriate level of care.

Patients love Urgent Care because it provides exceptional and unparalleled healthcare experiences. They receive personalized attention and are typically seen by a healthcare provider within 30 minutes of arrival.

"Urgent Care Awareness Month recognizes just how important Urgent Care is, and we want to keep sharing that message so everybody knows what a great option we are when they need healthcare" said [Name], [Title] at [Center Name]. "When you or someone in your family has a non-life threatening injury or illness, or one of many other medical needs, Urgent Care will be here for you."

About [Organization Name]  
[Insert boilerplate]

[Download the Sample News Release](#)





# Urgent Care is Essential Care

Urgent Care providers are trained to tackle a wide range of acute medical conditions, handle medical emergencies like a pro, and quickly assess a patient's condition to provide the right level of care. Urgent Care swoops in to save the day every day, providing much-needed relief for communities. Whether it's a broken bone, a sudden illness, or an unexpected injury, Urgent Care providers are there to diagnose and treat patients day in and day out. Urgent Care is essential care for all communities!

**UCA** URGENT CARE  
ASSOCIATION®

[www.urgentcareassociation.org](http://www.urgentcareassociation.org)