

A young child with short, dark hair is sitting and looking to the right with a wide, happy smile. A healthcare professional's hand is visible, holding a stethoscope against the child's chest. The background is a blurred clinical setting with a computer monitor and some papers. A large, curved orange graphic element is positioned behind the child and the stethoscope.

Communities Need Urgent Care

URGENT CARE AWARENESS MONTH
RESOURCE GUIDE
MAY 2024

INTRODUCTION

We're at the point in the history of Urgent Care where we're really starting to gain some traction and recognition, especially at the legislative level. It's up to all of us to ensure we keep that momentum and keep shouting from the rooftops how communities need Urgent Care.

Urgent Care centers are staples in the cities and towns we serve; where else will residents bring their sick kid in the evening, or avoid an hours-long wait for a laceration or burn? It's these cases and so many others that illustrate why Urgent Care is essential and needs to be around in the long term.

So, this Urgent Care Awareness month, plan a community event, host a fundraiser, offer free screenings and/or up your marketing presence. Whatever you can do will aid not only in elevating your voice, but our collective voice. The more our patients understand and see our message, the easier it will be to eventually mobilize them in supporting us in our Advocacy work.

I don't need to tell you that the work we do is special. You know that. **We need to make sure everyone knows it.**

So, get loud! And then share your stories to get featured with UCA.

Thank you as always.

Sincerely,



A handwritten signature in black ink, appearing to read 'S. Prysi, MD'.

Scott Prysi, MD

President, Urgent Care Association

COMMUNITY ENGAGEMENT IDEAS



Source Patient Stories:

Send an email to patients celebrating Urgent Care Awareness month, reminding them you are there to support their health and request they share their positive experiences with your center. Consider a “share your story to win a gift card” or similar incentive. Then use these stories in your own marketing to illustrate the impact you have on your community.



Provide Free Health Screenings:

Offer free health screenings such as blood pressure, cholesterol, or blood sugar testing to the public.



Host an Open House:

Invite the community to tour your Urgent Care center and learn about the services you offer.



Sponsor a Health Fair:

Collaborate with local health organizations to host a health fair with educational booths, health screenings, and giveaways.



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.



Donate to a Local Charity:

Make a donation to a local charity that supports healthcare in your community.



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



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

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



Urgent Care is essential to the health of our communities. Leave the true emergencies to the ER, and visit Urgent Care for the other, pressing health concerns.

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



Life is unpredictable. That's why we're 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.

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



Urgent Care centers provide access. Where else will go you in the middle of the night with your health concerns? This Urgent Care Awareness Month let's appreciate the value of Urgent Care centers in our communities.

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



[DOWNLOAD THE SOCIAL MEDIA KITS](#)

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 Highlights Vital Role in Community Health

May is Urgent Care Awareness Month, a time to acknowledge the crucial role Urgent Care centers play in providing accessible and high-quality medical care for urgent, non-life-threatening situations. Urgent Care centers serve as a vital resource, bridging the gap between primary care and emergency services, ensuring individuals receive prompt attention when needed most.

Statistics indicate that Urgent Care centers prevent approximately 24.5 million emergency room visits annually, significantly alleviating the strain on emergency departments while saving patients and the healthcare system valuable time and resources. This data underscores the importance of Urgent Care centers in managing non-emergent cases effectively and underscores their essential status within the healthcare system.

"Urgent Care is fundamental care," stated [Name], [Title] at [Organization]. "It is a cornerstone of patient-centered healthcare delivery."

Urgent Care centers operate outside traditional business hours, including weekends and holidays when primary care facilities may be closed, providing patients with convenient access to medical attention. Moreover, Urgent Care centers typically offer extended hours, accommodating individuals seeking care after work or school hours without the need for appointments.

The specialized expertise of Urgent Care clinicians enable them to diagnose and treat a diverse array of acute medical conditions, including cuts, sprains, fractures, infections, and respiratory illnesses, ensuring patients receive appropriate and timely care. With a focus on efficiency and effectiveness, Urgent Care providers swiftly assess patients' conditions and deliver tailored treatment plans.

Patient satisfaction remains high within the Urgent Care setting, with individuals receiving personalized care and experiencing minimal wait times, often seeing a healthcare provider within 30 minutes of arrival.

"Urgent Care Awareness Month underscores the critical role Urgent Care plays in our communities, providing accessible and efficient healthcare services," remarked [Name], [Title] at [Organization]. "We are committed to ensuring everyone understands the value Urgent Care brings to meeting their healthcare needs promptly and effectively."

About [Organization Name]
[Insert boilerplate]



URGENT CARE

AWARENESS MONTH

Urgent Care clinicians are trained to tackle a wide range of acute medical conditions 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 is there to diagnose and treat patients day in and day out. Communities need Urgent Care!

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