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| Keeping You Informed | **[Enter Hospital Name]** |
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| What’s Happening?   * **The [Enter your district] Division of Family Practice, in collaboration with Fraser Health,** has launched a public education campaign about health care options available to patients in order for them to **“Choose the right care at the right place/Use your ER wisely”.** * **Why are we doing this?** To strengthen the connection between patients and primary care providers and maximize the use of community-based services, thereby reducing the reliance on the hospital for non-urgent emergency care.   How This May Affect You? You can all help by doing the following:   1. **Display the** **“Choose the right care at the right place/Use your ER wisely”** poster (11”x17” and 18”x24”) in key locations. 2. **Distribute the** **“Choose the right care at the right place/Use your ER wisely”** rack card (4”x9”) to patients. 3. Please ensure that all your staff are aware of the campaign’s key messages (as per back of rack card below):      1. **Verbally reinforce** these key messages with your patients to empower them to make informed choices and promote the use of appropriate sources of care. 2. **A recent survey indicated** that local family practice clinics have a process for accommodating same day urgent appointments.   Who to contact for further information?  [Enter your contact information]  Poster | |
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