

**Health Action Council**

February 6, 2019

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Dear Editor,

All too often people visit emergency rooms for non-urgent reasons. The overuse of emergency rooms by patients affects everyone and contributes to ER crowding, longer wait times, overstretched services, a stressed ER staff, and increased costs. These costs negatively affect individuals, families, employers, and insurance companies.

To reduce non-emergency room visits, Health Action Council, a not-for-profit organization based in Cleveland, Ohio, recently launched a national brand awareness campaign designed to reverse the rise in non-urgent ER visits. The campaign helps people evaluate and compare the cost, wait time, and care of all their healthcare options.

For instance, a typical ER visit costs $1,700+ while a typical retail clinic visit costs $20-$100. By knowing this type of information, your readers can save significant time, money, and hassle by choosing the most appropriate care option for their symptoms.

A news release and images are attached for your use.

Please let me know if you have any questions. Thank you in advance for your editorial consideration of this important story that has both local and far-reaching impact.

Kind regards,

Raymond Jasinski

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