



**TAFEC**

Texas Association of  
**FREESTANDING**  
Emergency Centers

# MEMBER KIT

TAFEC

3305 Steck Ave, Suite 200 | Austin, Texas 78757  
512.759.8111 | [www.tafec.org](http://www.tafec.org)



# TAFEC MEMBER KIT

Dear TAFEC Member,

On behalf of the Texas Association of Freestanding Emergency Centers (TAFEC), we would like to welcome you as a new member of your industry's trade association. TAFEC represents the unique interests of the individually licensed freestanding facilities delivering emergency medicine outside of the hospital. Since TAFEC was created in 2010, the association has experienced significant growth and enabled many emergency room physicians to open their own facilities. The success of the association is directly linked to its membership and the ability to come together as a unified voice.

As with any regulated industry, much of the focus of our efforts fall in the legislative and regulatory arenas. The Texas Legislature meets every odd numbered year for 140 days. The Texas FEC industry is directly impacted by the actions of the legislature and a licensing body, the Department of State Health Services. TAFEC will continue to serve as your advocate with lawmakers and with agency regulators throughout the year. Consistent communication with elected membership is particularly important in allowing physician partners and facilities to participate in the legislative process. One of the most effective methods to deliver our industry's message is for TAFEC to facilitate direct meetings between physicians and lawmakers.

TAFEC has also taken on a role of educating your peers in the medical community and the public about the benefits of freestanding emergency medicine. A consistent message communicated by our membership increases the chance that FECs will make a lasting and positive impact in bringing quality emergency medicine to the community. Enclosed you will find resources we hope you will share with your communications team or anyone that handles public relations for your company. Included is the TAFEC logo family, the logo style guidelines, TAFEC messaging guidelines, and digital media usage.

There is plenty of work to be done as the industry continues its growth across the state of Texas and other parts of the country, and we're grateful to have you on the team. If you ever need help with anything, please don't hesitate to contact our executive director Brad Shields.

Thank you for your membership and investment into TAFEC.

Sincerely,

TAFEC Board of Directors



# HISTORY OF TAFEC

The purpose of the TAFEC Member Kit is to make it as easy as possible for TAFEC members to promote the association using their own channels. In it, you will find the following:

1. **TAFEC Mission and Values**
2. **Membership and Digital Media Usage**
3. **Industry Language**
4. **TAFEC Brand & Style Guidelines**
5. **TAFEC Logo Files**

Consistency with both industry language and also with TAFEC messaging and branding will be essential in creating awareness and educating the general public. These documents should serve as guidelines whenever members reference the association or the industry.

Please consult Influence Opinions if ever there is a question concerning the contents of the Member Kit to determine the appropriate course of action.



# TAFEC MISSION AND VALUES

## Mission

To advocate for fair regulation and to raise statewide awareness of freestanding emergency centers as a high-quality, accessible, emergency medical care option.

## Vision

The Texas Association of Freestanding Emergency Centers (TAFEC) will be the expert association safeguarding, supporting, strengthening and serving as the voice for the freestanding emergency-center industry.

## Benefits

The freestanding emergency care industry offers unique benefits when compared to other emergency and urgent care providers. TAFEC works with members to ensure the following standards are maintained:

:: Access to emergency medical care is provided for every patient who comes to us.

:: Quality of care is unsurpassed, fully equipped for all medical emergencies and closely regulated by the state. These licensed facilities are required to have an ER physician on hand 24/7.

:: Convenience is unparalleled. Freestanding emergency centers are frequently closer and wait time is consistently quicker than hospital ERs, and unlike urgent-care facilities, we are required to be open 24/7 to provide all levels of care.

:: Cost is equal to or less than hospital ER care.

:: Satisfaction is superior among all urgent- and emergency-care providers for everyone involved – patients, physicians and staff.



# MEMBERSHIP AND DIGITAL MEDIA USE

The communications efforts of the Texas Association of Freestanding Emergency Centers (TAFEC) aim to educate key influencers and the public about our industry and the services freestanding emergency centers provide.

Online continues to be a huge communications opportunity to increase the reach of our messages to the audiences we care about—our key influencers. One benefit of being an association is the opportunity to leverage our membership’s online presence to extend the reach of our messages even further.

## What Members Can Do:

1. Follow us at @TAFEC\_TX for industry-related news and member updates.
  - Retweet our tweets or tag @TAFEC\_TX in your tweets containing industry-related content.
2. Add #FreestandingER to your social media content.
  - #FreestandingER will group content about freestanding emergency centers, making it easy for legislators and other potential members to find and follow.
3. In order to boost search engine optimization (SEO) for the association, TAFEC has launched a LinkedIn company page. Please “follow” the association’s page from your facility account and / or personal account, and share relevant updates to the page here: [http://www.linkedin.com/company/texas-association-of-freestanding-emergency-centers?trk=company\\_name](http://www.linkedin.com/company/texas-association-of-freestanding-emergency-centers?trk=company_name)
4. Where possible, link to [www.tafec.org](http://www.tafec.org) on your websites and social media accounts to increase our website traffic as well as our number of backlinks giving our site more SEO strength.

Our team will be monitoring social media, so expect engagement from @TAFEC\_TX and our LinkedIn page.

We can always use support in generating content, so please send content ideas to [lisa@tafec.org](mailto:lisa@tafec.org).



# INDUSTRY LANGUAGE

The recommendations below are based on the TAFEC board's feedback and research compiled by Influence Opinions. The purpose of this document is to help create consistency in language for the association and its members.

## Association

**First Reference:** Texas Association of Freestanding Emergency Centers (TAFEC)

**Second Reference:** TAFEC

## Industry

FSED

*Definition – a facility that is structurally separate and distinct from a hospital and provides emergency care.*

*There are two distinct types of FSEDs: off-site hospital outpatient departments or satellite hospital emergency departments (HOPDs) and freestanding emergency centers (FECs).*

**First Reference:** Freestanding Emergency Centers (FECs)

*Definition – freestanding facilities that are owned, in whole or in part, by independent groups or by individuals.*

**Second Reference:** FECs

## Social Media Usage

Twitter / Facebook: #FreestandingER

## Search Engine Optimization (SEO)

Keywords (list not exhaustive):

- Freestanding emergency rooms
- Emergency rooms
- ER
- Freestanding emergency center