



# URGENT CARE VS EMERGENCY



## URGENT CARE

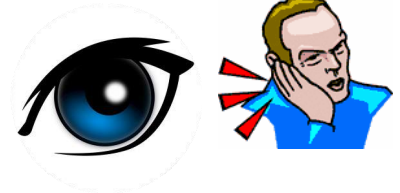


Cough, Cold, Flu, Sore Throat, Fever,  
Headache, Migraine

Sprains, Broken Bones

Urinary Issues

Stomach Issues, Vomiting



Rash, Insect Bites

Sinus Issues, Asthma

Cuts

Headache

Eye and Ear Issues

## EMERGENCY ROOM



Chest Pain

Severe Broken Bones

High/Low Blood Sugar

Severe  
Migraine

**Stroke –**  
there's treatment if you act **FAST.**



**F**ace Face look uneven?  
**A**rm One arm hanging down?  
**S**peech Slurred speech?  
**T**ime Call 911 NOW!



Severe Bleeding



Severe Shortness  
Of Breath

NextCare

1-888-381-4854



Photo Caption

## Another Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

## Second Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

## It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

## Include paragraph breaks often

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.



Photo Caption

## Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.

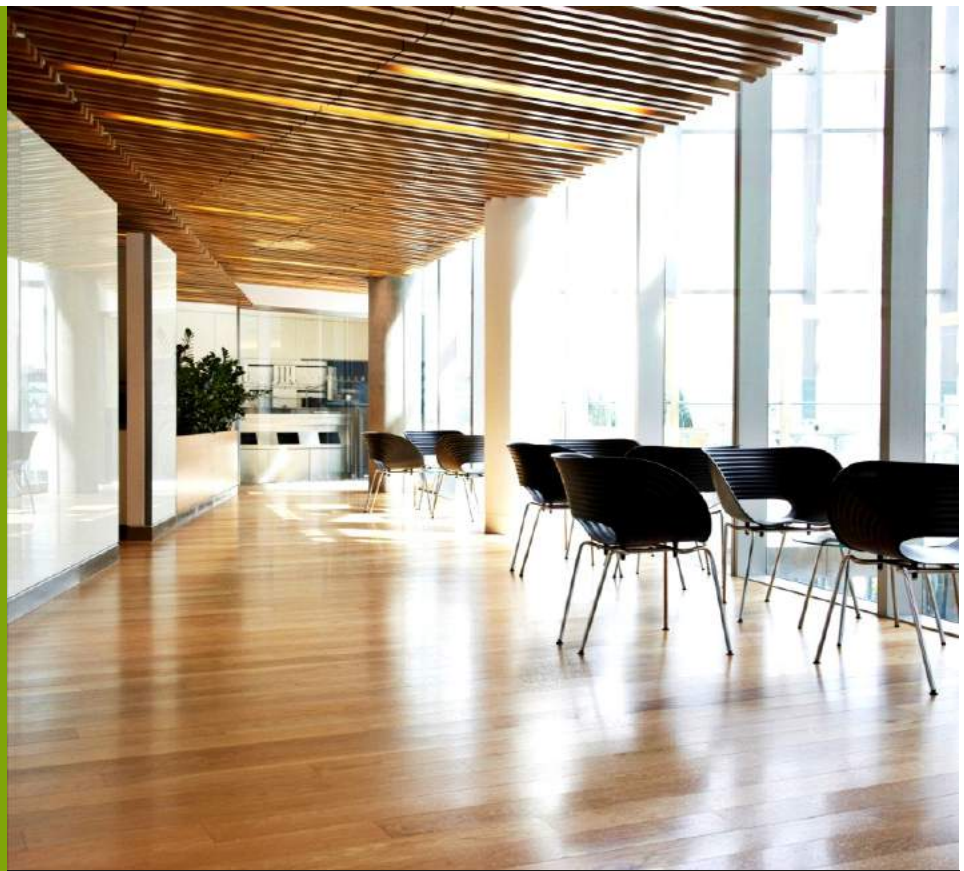


Photo Caption

## Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

# Back Cover Story Headline

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**Northwind Traders brings you the world**

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## Contact Us

Give us a call for more information about our services and products

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