

## Headlines on Growth

IN 2014:

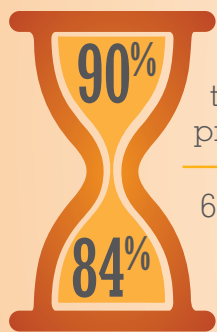
# 89%

Say the number of patient visits **INCREASED**

**91%** of urgent care centers anticipated growth in 2015

**87%** acquired or built a new location

URGENT CARE CENTERS WAIT:



**90%** 30 MINUTES OR LESS to see a provider

**84%** 60 MINUTES OR LESS total patient throughput

URGENT CARE CENTERS PROVIDE:

Either urgent and ongoing primary care or specialty urgent care

**13%**

# 87%

URGENT OR EPISODIC CARE EXCLUSIVELY

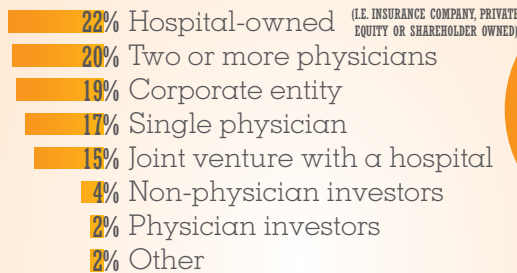
### METHODOLOGY

Results are based on 2014 data from a robust sample of urgent care centers.

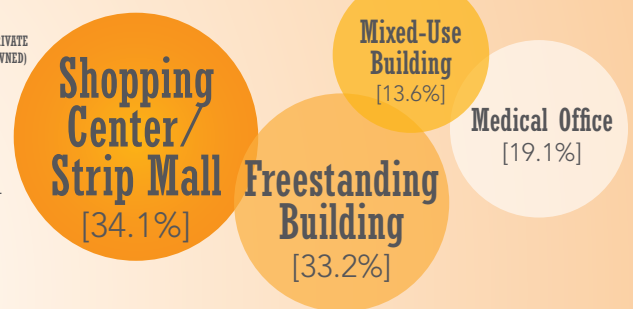


**95%** OF CENTERS CALL AND/OR EMAIL THE PATIENT AFTER THE VISIT.

OWNERSHIP:



LOCATIONS:



Urgent care centers report an average of nearly 14,000 patient care visits for the 2014 Fiscal Year. They handle an average of **FOUR** patient care visits per hour and 49.8 visits per day.

## Supporting Stats

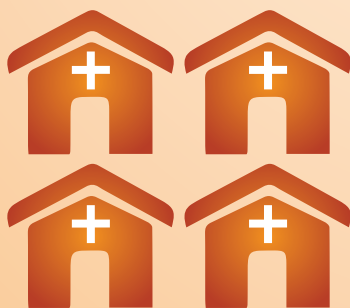
Average number of **YEARS** which urgent care centers have been in operation

# 7

Average number of exam/treatment **ROOMS**

# 127,000

Average target market population



Average of urgent care centers within the target area

**OPEN 4,100 HOURS/YEAR AVERAGE**

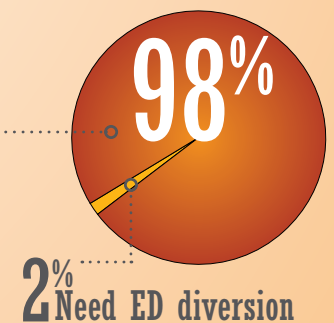


**96%** OPEN 7 days OPEN 4 hours/day

**66%** average urgent care patients have an outside primary care physician



Patients presenting at urgent care centers are in the appropriate care setting



MOST UTILIZED MARKETING TOOLS

- 85%** Social Media   YouTube
- 83%** Community Event Sponsorships
- 75%** Search Engine Optimization