Headlines on Growth

89% Say the number of patient visits INCREASED

91% of urgent care centers anticipated growth in 2015

acquired or built 87% a new location

URGENT CARE CENTERS PROVIDE:

Either urgent and ongoing primary care or specialty urgent care 13%

URGENT OR EPISODIC CARE EXCLUSIVELY 87%

URGENT CARE CENTERS WAIT:

90% 30 MINUTES OR LESS to see a provider

84% 60 MINUTES OR LESS total patient throughput

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

98% Need ED diversion

MOST UTILIZED MARKETING TOOLS

85% Social Media

83% Community Event Sponsorships

75% Search Engine Optimization

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

Location Sources:

Shopping Center/Strip Mall [34.1%]
Freestanding Building [33.2%]
Medical Office [19.1%]
Mixed-Use Building [13.6%]

60 MINUTES OR LESS total patient throughput

30 MINUTES OR LESS to see a provider

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.