Headlines on growth

IN 2013:

83% of urgent care centers experienced growth

IN 2014, CENTERS EXPECTED PATIENT VISITS TO:

- 85% of urgent care centers expand to an existing or additional location and/or see an increase
- 32% stay the same
- 8% close or see declining visits

INGREDIENT CARE CENTERS WAIT:

- 90% 30 MINUTES OR LESS TO SEE A PROVIDER
- 84% 60 MINUTES OR LESS TOTAL PATIENT THROUGHPUT

Urgent care centers report an average of nearly 14,000 patient care visits for the 2013 Fiscal Year. They handle an average of four patient care visits per hour and 40 visits per day.

Supporting stats

- Average number of years which urgent care centers have been in operation: 7
- Average number of exam/treatment rooms: 7
- Average target market population: 114,000
- Average of urgent care centers within the target area: 7

- Urgent care centers wait:
  - 90% 30 MINUTES OR LESS TO SEE A PROVIDER
  - 84% 60 MINUTES OR LESS TOTAL PATIENT THROUGHPUT

LOCATIONS:

- Shopping Center/Strip Mall [38%]
- Freestanding Building [32%]
- Medical Office [20%]
- Mixed-Use Building [9%]

EFFECTIVE MARKETING TOOLS

- 77% Community Promotions Manager effectiveness
- 73% Search Engine Optimization

METHODOLOGY

Results are based on 2013 data from 326 urgent care centers in the U.S.