



Urgent Care[®] Association of America

**NEWS RELEASE
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Diverse Array of Urgent Care Services Matches Healthcare Needs of All Generations

Urgent Care Awareness Month Survey Finds Millennials More Confused about Healthcare Options than Baby Boomers

NAPERVILLE, Ill., May 19, 2016 – To honor Urgent Care Awareness Month in May, the Urgent Care Association of America (UCAOA) conducted a survey to determine how well different age groups understand the healthcare options available to them. The consumer survey revealed that Millennials are nearly twice as likely to be confused about when and where to seek healthcare as Baby Boomers, with 15 percent of respondents ages 18-34 having experienced trouble compared to only 8 percent of those over 65.

“During Urgent Care Awareness Month, we wanted to gain insight into the healthcare decision-making process for all generations to better understand what is important to different types of patients,” said Steve Sellars, MBA and UCAOA President. “We learned the majority of respondents understand their healthcare options, but affordability, quality and convenience are main determinants of where they seek their healthcare treatments.”

Baby Boomers Value Physician Qualifications, On-site Presence; Millennials Eye Affordability, Accessibility

With regard to what is most important when seeking healthcare options, the survey found Baby Boomers prioritize experienced physicians, while Millennials look for convenience and cost-savings. The data showed:

- 34 percent of those over 65 prioritize the healthcare professional they will see, compared to 19 percent of those 18-34
- Cost or affordability is important to 27 percent of those 18-34 and 26 percent of those 35-44, compared to just 7 percent of those over 65
- Having a physician on-site is most important to more than 21 percent of those over 45, compared to 7 percent of those 18-34 and just 5 percent of those 35-44
- Location is most important to 17 percent of those 35-44, with wait factors leading the way for 13 percent of those 18-34

“Prioritization on cost and convenience among younger patients is one of the reasons that the number of urgent care centers continues to grow,” said Sellars.

In addition to featuring lower costs than emergency rooms, 90 percent of urgent care centers offer a wait time of 30 minutes or less, compared to an average four-hour* wait time in an emergency room, according to the UCAOA 2015 Benchmarking Survey**.

From start to finish, 84 percent of urgent care centers report an entire visit taking 60 minutes or less.

Across All Ages, Widespread Knowledge of Diverse UC Services

Urgent care centers are an ideal choice for non-emergency situations that require immediate attention, such as sprains, broken bones, flu, colds and other common illness. The data reported understanding of the different services provided by urgent care centers, regardless of age.

Respondents showed widespread knowledge of the following four services provided by urgent care centers:

- X-rays (75 percent)
- Blood work (73 percent)
- Casts or splints (69 percent)
- Prescription medicines (66 percent)

With Urgent Care Awareness Month, UCAOA aims to educate consumers – and others in the healthcare industry – about the importance of urgent care in the healthcare spectrum.

“Urgent Care Awareness Month recognizes the commitment of thousands of clinical providers and administrators, as well as those delivering products and services to this fast-growing industry. This month’s celebration is an opportunity to remind the public that urgent care centers are ready and available to make their lives easier and healthier,” said P. Joanne Ray, Chief Executive Officer of UCAOA. “While urgent care will never take the place of a primary care doctor for ongoing or chronic care, and is not a replacement for the emergency room in life- or limb-threatening situations, nearly 7,200 urgent care centers across the country bridge the gap between these options and provide an affordable, convenient, quality choice for many common medical issues.”

To learn more about urgent care centers in your area, visit www.whereisurgentcare.com.

*The full 2015 Benchmarking Survey is available for purchase by both members and non-members – including media – on the UCAOA website [here](#).

** Centers for Medicare and Medicaid “Timely and Effective Care.” June 30, 2015. See the full report on the CMS website [here](#).

About the Urgent Care Association of America

The Urgent Care Association of America (UCAOA) is a membership association for urgent care health and management professionals, clinics and those who support the urgent care industry. UCAOA provides educational programs in clinical care and practice management, has a monthly *Journal of Urgent Care Medicine* and maintains an active online presence and member community for daily exchange of best practices. UCAOA provides leadership, education and resources for the successful practice of urgent care for its members. For more information visit www.ucaoa.org.

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