

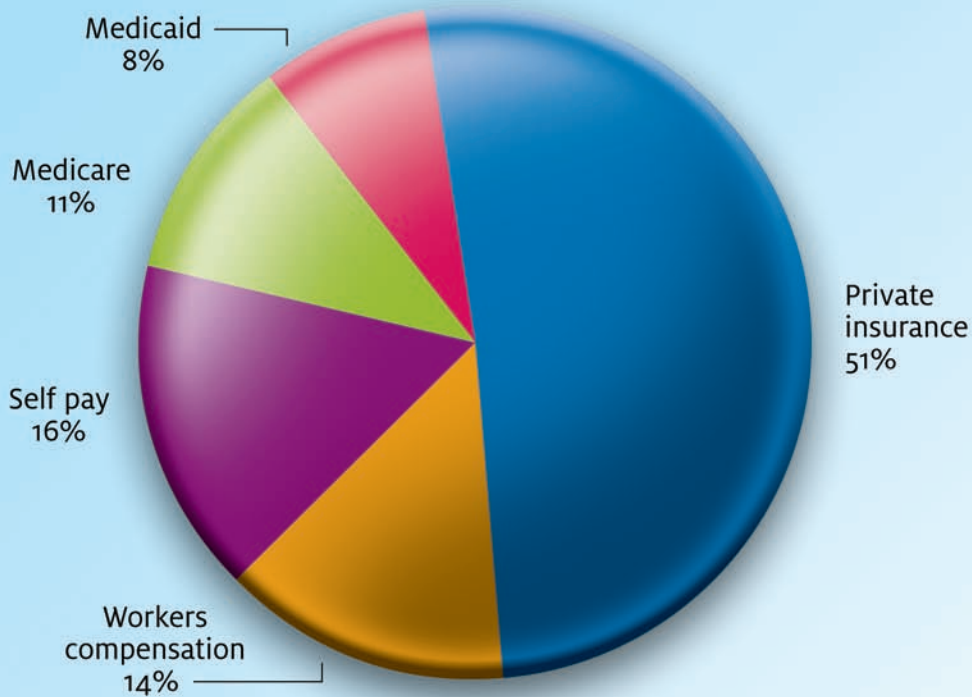


DEVELOPING DATA

UCAOA'S Survey Committee drew two important conclusions from its first industry-wide survey: urgent care is a growing industry nationwide, and those within the industry are hungry for benchmarking data. In each issue of *JUCM*, **Developing Data** will seek to fulfill that need.

In this issue, a look at how patients pay their bills—and how urgent care centers go about getting paid:

HOW PATIENTS PAY THEIR BILLS



Source: *Benchmarking Your Urgent Care*, © 2006, Urgent Care Association of America.

Of the survey participants, most (78%) manage billing with in-house staff, while the rest contract for their billing services or use other methods. Such billing efforts cost an average amount of \$215.91 per patient—about \$3,336,967 per site and \$8,876,333 per urgent care center. Small wonder, then, that 14% of respondents cannot yet call their business “profitable.”

Areas covered in the initial UCAOA industry survey included urgent care structures and organization, services offered, management of facilities and operations, patients and staffing, and financial data. UCAOA members who have ideas for future surveys should e-mail J. Dale Key, UCAOA Survey Committee chair, at dkey@medachealth.com.

Next month in Developing Data:

As the real estate maxim goes, “location, location, location.” We’ll report on who owns what, and how many locations are operated by the “average” urgent care business.