



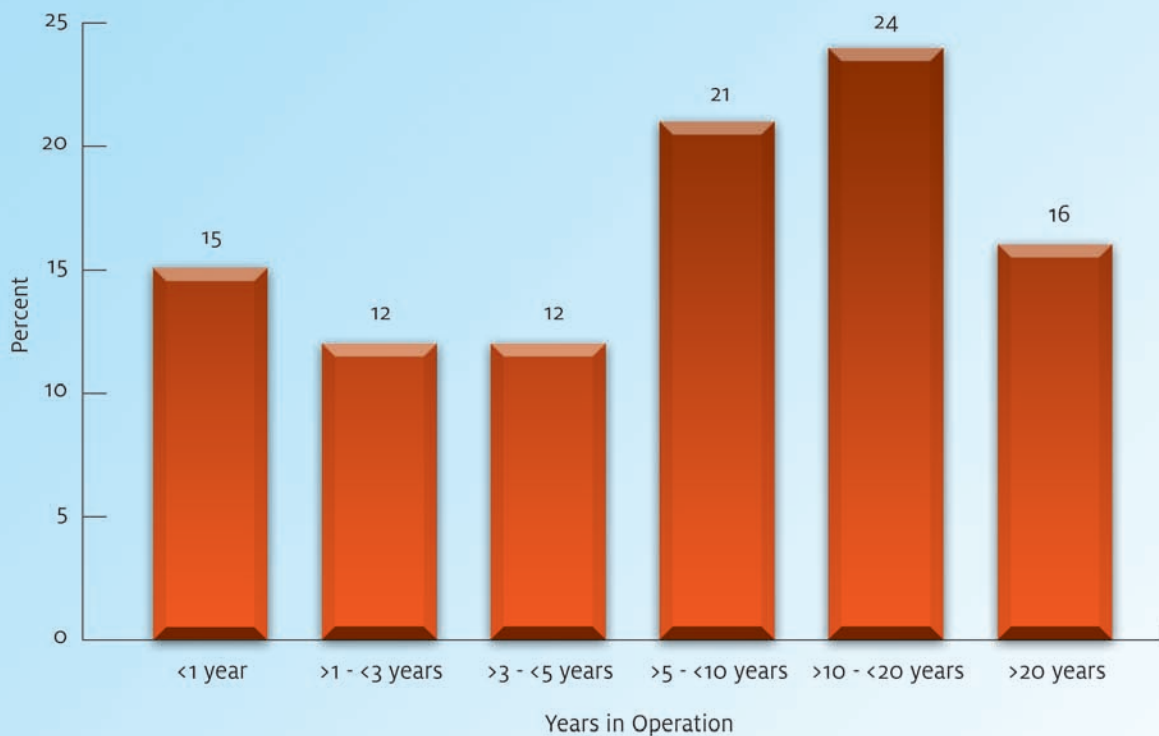
DEVELOPING DATA

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: Answers to the question, "So how long have you been in business?"

As a distinct practice environment, "urgent care" is relatively young and just now becoming a part of the consumer healthcare vernacular. And yet, the pioneers have been in operation for more than 20 years. In other words, the industry is in the enviable position of demonstrating its stability while also growing at an ever-increasing pace; note that while 40% of respondents have been in business for more than 10 years, 39% opened their doors less than five years prior to the survey.

SO HOW LONG HAVE YOU BEEN IN BUSINESS?



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.

Next month in Developing Data:

Who's treating whom? Physicians aren't the only ones providing care in many urgent care centers; midlevel providers (e.g., physician assistants and nurse practitioners) are also treating patients—and there are plenty of patients to treat, as you'll see.