



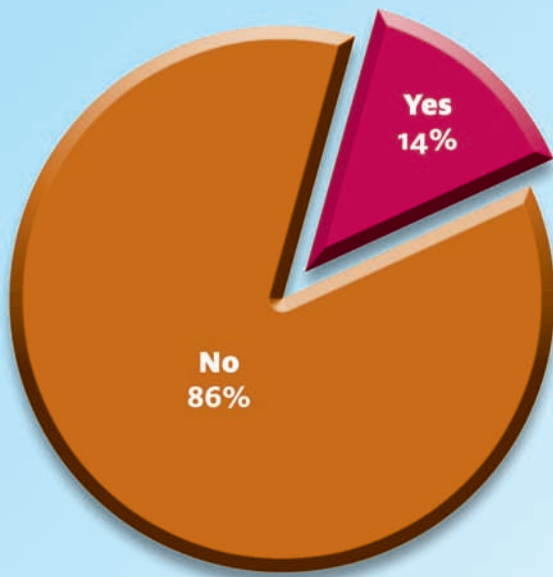
DEVELOPING DATA

As an emerging distinct practice environment, urgent care is in the early stages of building a data asset specific to its norms and practices.

In Developing Data, *JUCM* will offer results not only from UCAOA’s annual benchmarking surveys, but also from research conducted elsewhere to present an expansive view of the health-care marketplace in which urgent care seeks to strengthen its presence.

In this issue: The 2007 Professional Research Consultants National Consumer Survey asked patients (by virtue of a suggestion from UCAOA), “Did you consider using an urgent care center prior to going to this particular hospital emergency room?”

DID YOU CONSIDER GOING TO AN URGENT CARE CENTER BEFORE YOU WENT TO THE EMERGENCY ROOM?



	Yes	No
Region		
Midwest	15%	85%
Northeast	10%	90%
South	14%	86%
West	16%	84%
Age group		
18-34	14%	86%
35-44	18%	82%
45-54	12%	88%
55-64	17%	83%
65+	9%	91%
Household income		
<\$25,000	15%	85%
\$25,000-\$49,999	12%	88%
\$50,000-\$74,999	19%	81%
\$75,000-\$99,999	14%	86%
≥\$100,000	12%	88%

There was no statistical difference between how men and women answered the question (14% of each answering “yes”). Slightly more variation was seen among respondents from different parts of the country, and of different age groups and income levels:

These results offer insight into the mindset of patients at the moment of decision making. The lesson: urgent care clinics need to take steps to increase awareness among the general population.

If you’ve had success in establishing high visibility in the community, tell us how in an e-mail to editor@jucm.com. We’ll share your techniques with our readers.

Areas covered in the UCAOA industry surveys 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.