



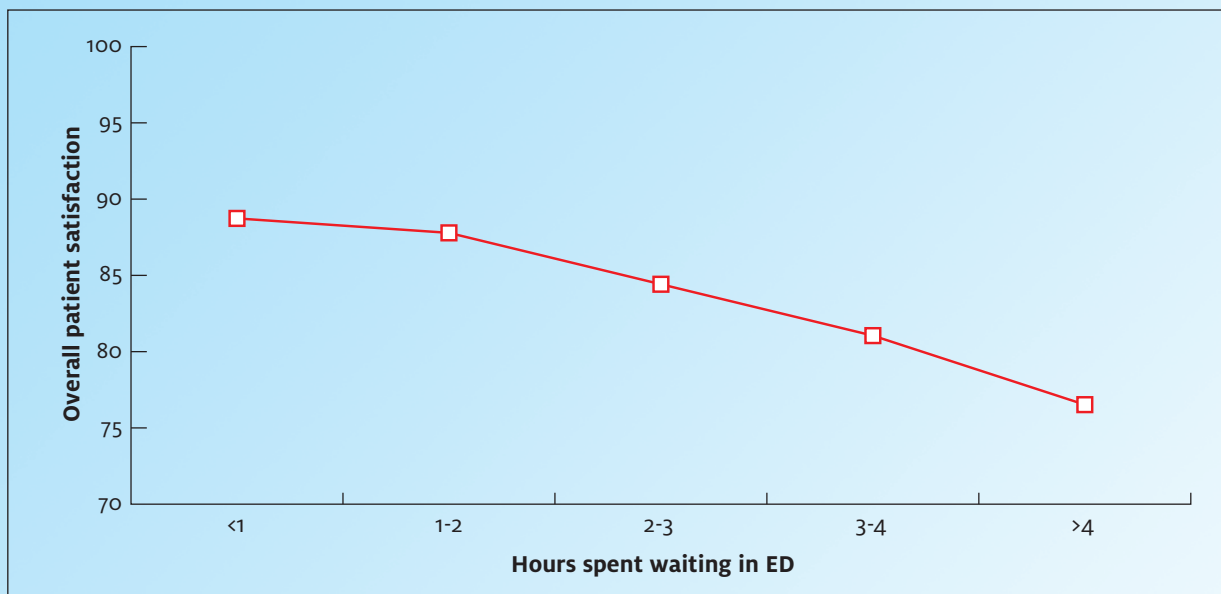
DEVELOPING DATA

As an emerging distinct practice environment, urgent care is in the early stages of building a data set 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 healthcare marketplace in which urgent care seeks to strengthen its presence.

In this issue: How is patient satisfaction affected by the length of wait in the ED?

PATIENT SATISFACTION BY TIME SPENT IN THE ED



Source: *Emergency Department Pulse Report 2007. Patient Perspectives on American Health Care*. Press Ganey Associates, Inc. Data represent the experiences of 1.5 million patients in 1,552 hospitals across the U.S. between January 1 and December 31, 2006.

With average wait times in emergency rooms across the U.S. clocking in at an even four hours, one can surmise that the bulk of patients sitting there gave their experience a grade of C+.

While obviously not all ED visits could be managed appropriately in the urgent care setting, the findings underscore the importance of efficient patient management and may help inform your marketing message.

Are you aware of new data that highlight how urgent care answer is helping to fill gaps in patient satisfaction, or healthcare in general? Let us know in an e-mail to editor@jucm.com. We'll include them in an upcoming issue and on our website.

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.