



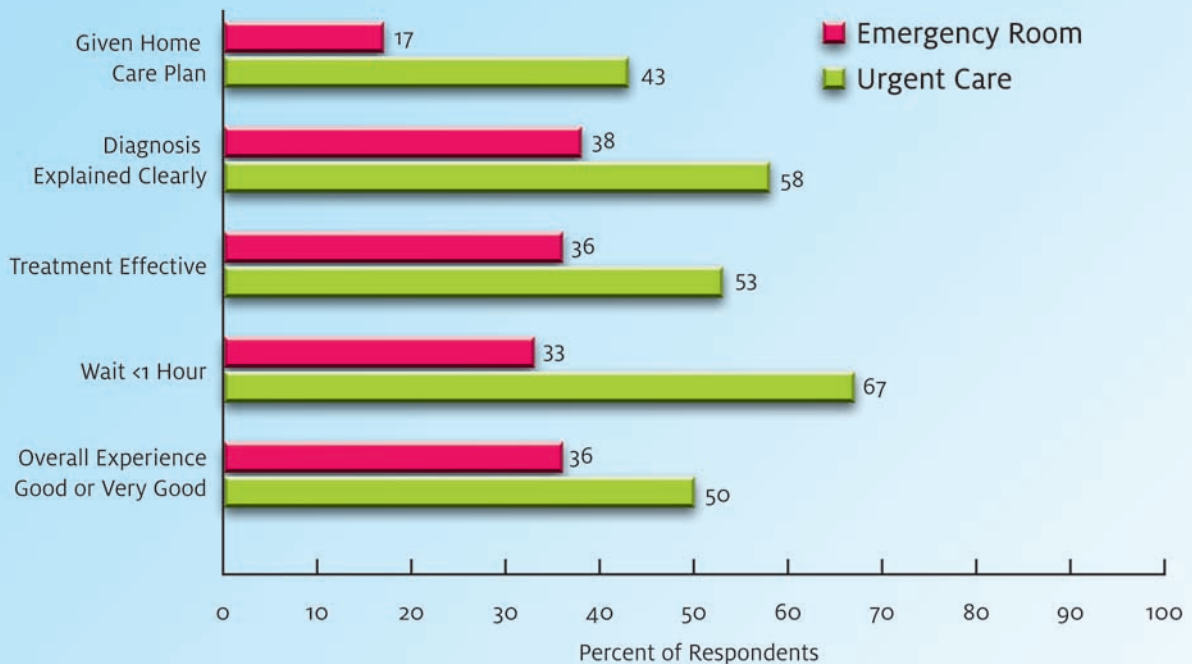
## DEVELOPING DATA

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 do the experiences of patients who sought treatment for headache in an emergency room compare with those of patients who visited an urgent care center?

### HEADACHE TREATMENT IN THE EMERGENCY ROOM VS. URGENT CARE



Source of data: Online patient satisfaction survey conducted by the National Headache Foundation ([www.headaches.org](http://www.headaches.org)).

Note that wait times, a clear explanation of the diagnosis, and provision of a home care plan accounted for the greatest disparity between urgent care and the ER in these data—perhaps another reminder that a patient's satisfaction is heavily influenced by factors beyond relief from the presenting complaint.

The survey by the National Headache Foundation also asked participants to assess how polite and respectful a provider was, how well staff explained what to do if the headache returned, whether they were made to feel like a drug seeker, and if they were placed in a quiet area to wait.

For each question, more respondents gave favorable responses regarding urgent care than the ER.

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