



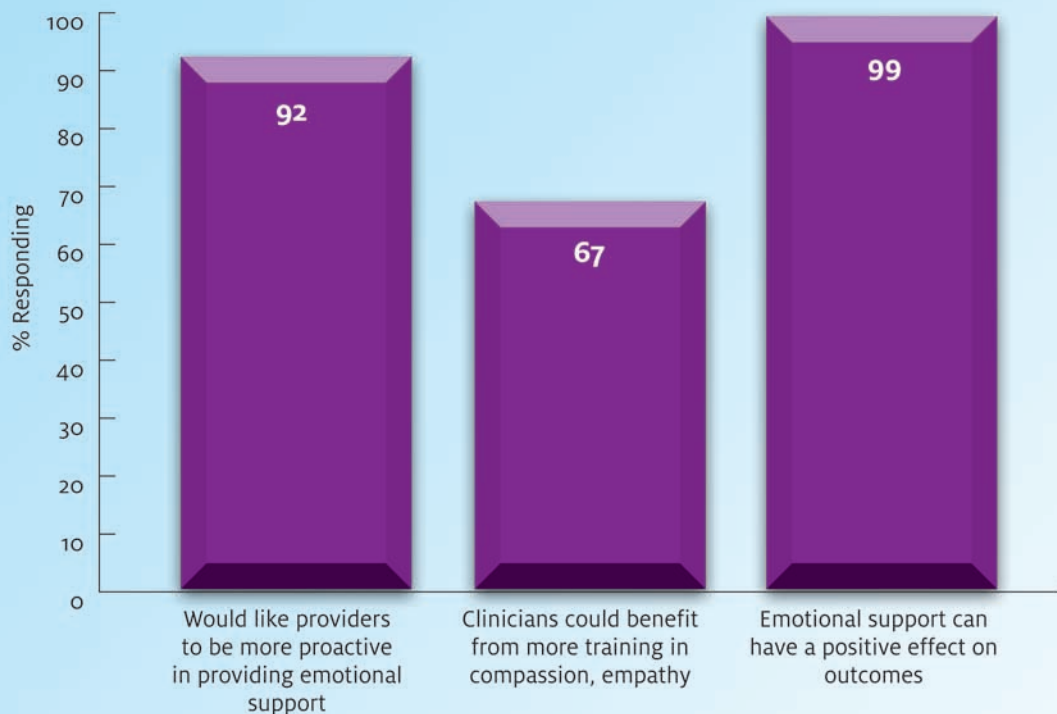
DEVELOPING DATA

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 patients view the importance of “emotional support” from clinicians?

PATIENT BELIEFS ON EMOTIONAL SUPPORT FROM PROVIDERS



Source: CarePages, Inc., a Revolution Health Company.

The results of this December 2007 survey of approximately 900 caregivers and patients support notions expressed in past *JUCM* columns by Editor-in-Chief and UCAOA President Lee A. Resnick, MD, among other contributors, as well as articles and research published in other clinical journals.

The take-home message: While there is no substitute for competent clinical care, supplementing the fundamentals with a dose of humanity enhances a patient's experience and—in many patients' minds, at least—can have a positive effect on outcomes.

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. We'll include them in an upcoming issue and on our website.