



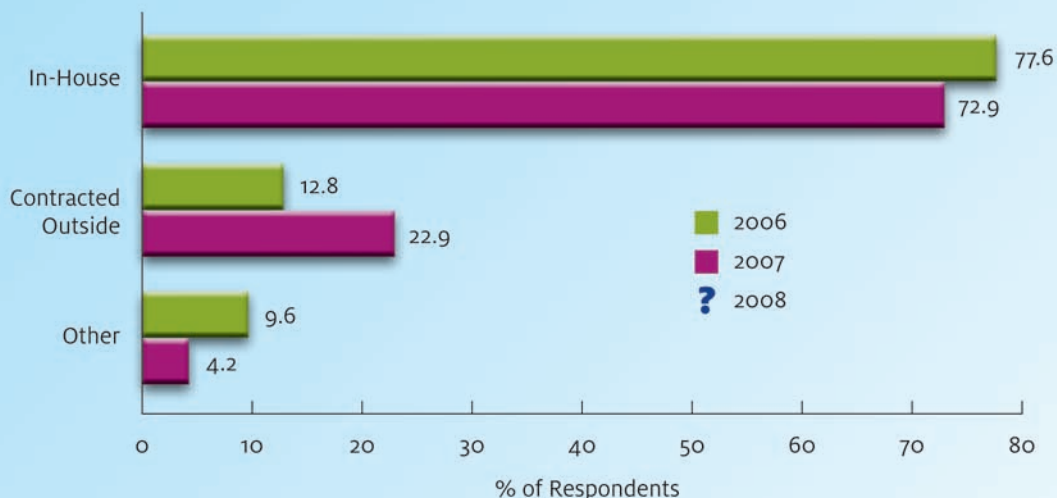
DEVELOPING DATA

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: What trend is emerging in how participating urgent care practices bill for services, according to the first two UCAOA benchmarking surveys?

BILLING SERVICES



Source: Benchmarking Your Urgent Care, 2007. Urgent Care Association of America (www.ucaoa.org).

The sample sizes of the first two surveys were relatively small, but provide a glimpse into the different approaches practices take to tasks such as billing, and comparison of one year's results with another's can give offer a hint of developing trends in the industry.

Future issues of *JUCM* will present new data from the third—and, to date, the most ambitious—UCAOA benchmarking survey.

The full report derived from that survey will be revealed at the 2008 Urgent Care Association of America National Convention (April 29 – May 2 in New Orleans). For more information about the conference, log on to www.ucaoa.org.

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.