



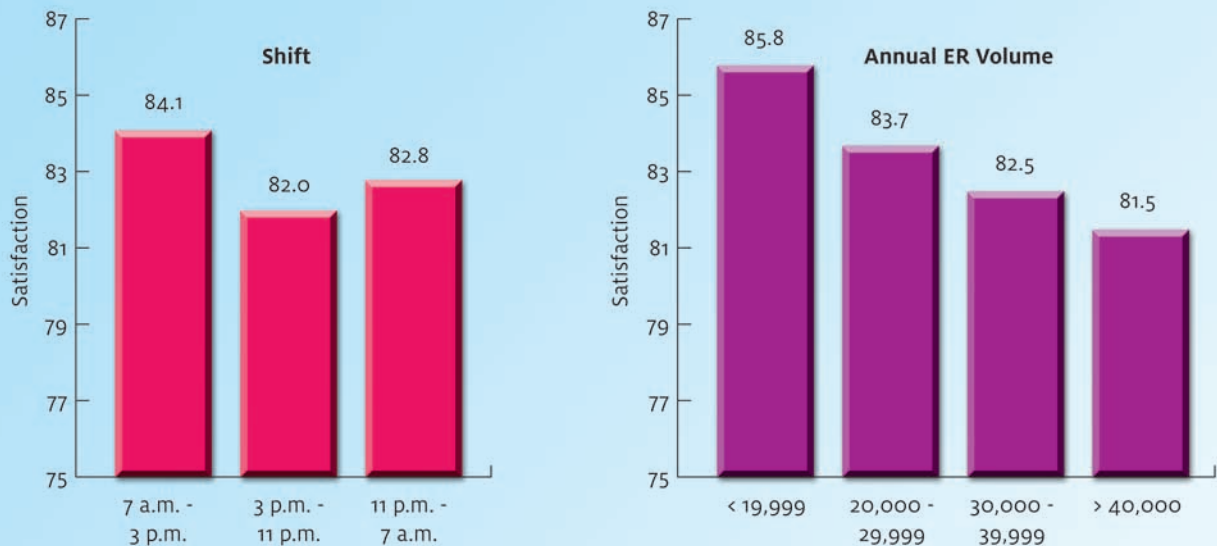
DEVELOPING DATA

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 healthcare marketplace in which urgent care seeks to strengthen its presence.

In this issue: Among patients visiting emergency rooms in the U.S., how is overall satisfaction affected by time of day and the total annual visits to that ER?

PATIENT SATISFACTION BY ER SHIFT AND ANNUAL VOLUME



Source: Emergency Department Pulse Report 2007. Patient Perspectives on American Health Care. ©2007 by Press Ganey, Inc. Based on a population of 1.5 million patients who visited 1,552 U.S. hospitals in 2006.

Recognizing the factors that affect patient satisfaction can be of enormous value in crafting your marketing message and making decisions on staffing in an existing practice or location in a practice that is just starting out or expanding.

These data indicate that patients tend to be *least* satisfied with the care they receive in the ER between 3 p.m. and 11 p.m., and in hospitals with more than 40,000 annual ER visits.

The question, then, is how can your practice fill the perceived gap in patient satisfaction?

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

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.