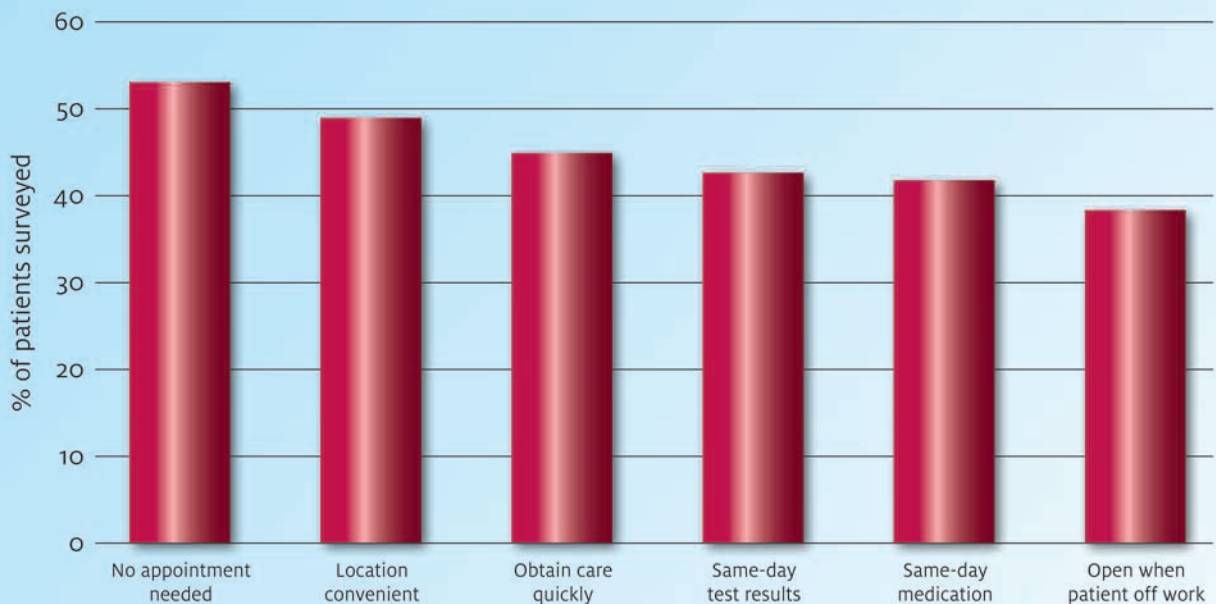




DEVELOPING DATA

In each issue on this page, we report on research from or relevant to the emerging urgent care marketplace. This month, we share insight into the most common reasons patients choose to visit an urgent care center. These data reflect the results of a cross-sectional survey of 1,006 patients who visited an urban urgent care clinic.¹

REASONS PATIENTS CHOSE URGENT CARE



Reasons named by less than 40% of patients included:

- transportation available at that time
- told to come by outside medical provider
- told to come by friend or relative
- no payment necessary at time of visit.

The authors concluded that “this study suggests that patients choose the urgent care setting based largely on convenience and more timely care.”

Does your marketing message speak to this rationale? (And, more importantly, would patients who have visited your facility tell their family, friends, and coworkers they received convenient, timely, and highly competent care?)

Reference

1. Scott DR, Batal HA, Majeres S, et al. Access and care issues in urban urgent care clinic patients. *BMS Health Services Research*. 2009;9:222. Available at: www.biomedcentral.com/1472-6963/9/222.

If you are aware of new data that you’ve found useful in your practice, let us know via e-mail to editor@jucom.com. We’ll share your discovery with your colleagues in an upcoming issue of *JUCM*.