



FROM THE EXECUTIVE DIRECTOR

Fun Facts in Urgent Care

■ LOU ELLEN HORWITZ, MA

If you are part of the UCAOA extended “family,” you probably know that we tend to ask a lot of questions. We ask about what sessions you want to see at conferences, what your organizational structure looks like, what your plans are for the future, how long you’ve been open...all kinds of things.

Sometimes we do this in a very structured and formal way so we can be certain our results are statistically valid and represent the industry as a whole.

The biennial Benchmarking Survey is like that. We work with survey experts and industry representatives to carefully craft a survey that will produce results that you can count on and use in your centers—and that we can use to represent urgent care to the public.

Occasionally, however, we do smaller surveys of certain groups that, while not research-study quality, nevertheless open an interesting window or two on what’s happening in urgent care.

This month, I thought I would share some of the information from those surveys with you.

Did you know:

- that there are now at least 19 organizations with double-digit numbers of urgent care centers
- that 77% of Comprehensive Clinic Start-up attendees go on to open their first urgent care center
- that 76% of them do so within a year of attending the class
- that 50% of the people considering opening an urgent care center but did *not* do so say the reason they did not was that they felt they had insufficient knowledge or skills
- that one year after opening their doors, 89% of those who *did* open a center are already considering or are in the process of adding an additional center—66% of



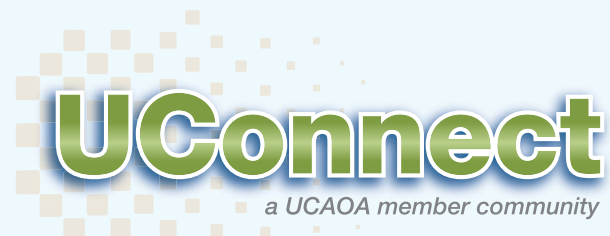
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“UConnect has a way to connect with other members without a lot of effort.”

them within the next 18 months.

Anyone who thinks urgent care isn’t going to make (is already making!) a tremendous impact on patient access to care is not paying attention.

The most challenging part of writing the June column is knowing that by the time you read this, the National Urgent Care Convention will be over even though this issue of *JUCM* will go to press before it takes place. There are so many wonderful ideas that come out of that meeting that we will want to share with you immediately, so if you are not a member and connected with us please consider attending it in the future.



And speaking of connecting: If you *are* a member and have not yet checked out our new online member community (**UConnect**), you should do that immediately! **UConnect** houses all of the Members Only resources now, has multiple interest groups and discussions you can join (or start your own), and a super-simple way to connect with other members like you (or that you already know) to keep in touch all year long without a lot of effort.

Yes, it’s like our very own Facebook for urgent care (but even better), and it’s just for members.

So, come on down and share your own “fun facts” about yourself and your centers. Ask questions. Give answers. Connect! ■