

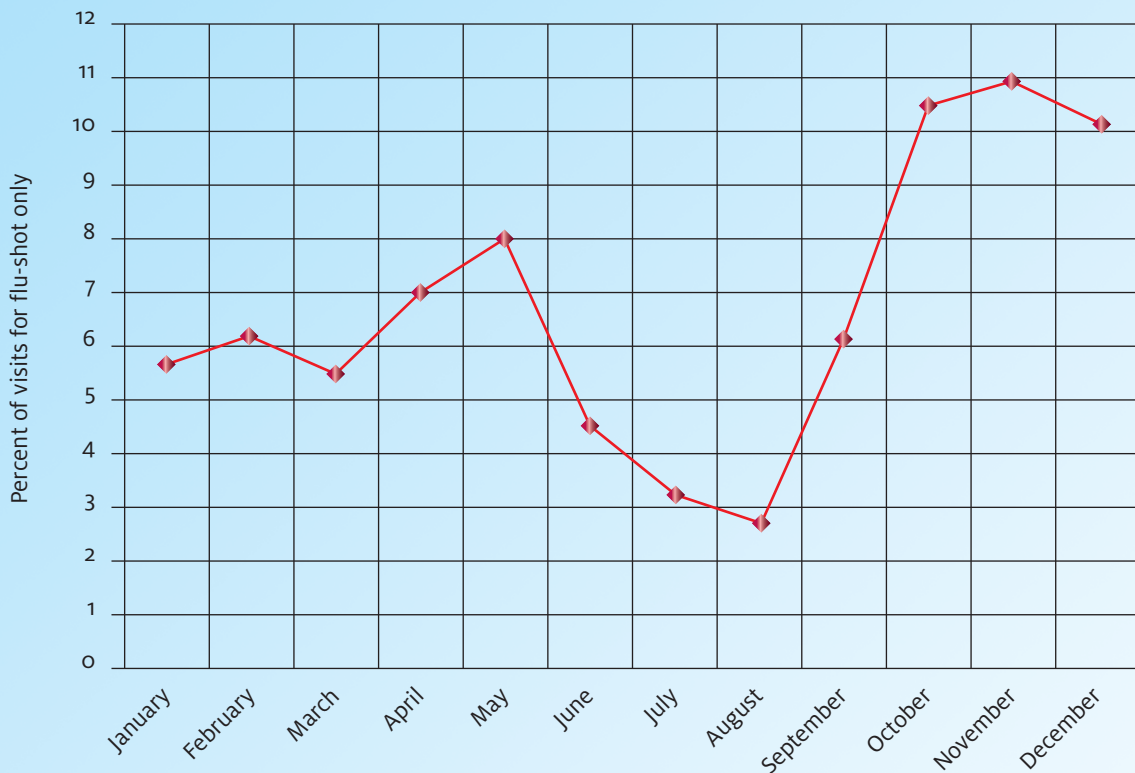


DEVELOPING DATA

In each issue on this page, we report on research from or relevant to the emerging urgent care marketplace. This month, we offer a first look at data from the 2010 Urgent Care Benchmarking Survey Results. The data are based on the responses of 209 U.S. urgent care centers, 78.8% of which were UCAOA members. The survey was limited to “full-fledged urgent care centers,” the qualifications of which included accepting walk-ins during all hours of operation, as well as having a licensed provider on site, x-ray and labs on site, the ability to administer IV fluids and do minor procedures, and being open seven days a week, at least four hours per day.

In this issue: What percentage of visits to urgent care centers were exclusively for flu shots, month by month?

EBB AND FLU



As you can see, there are two periods of peak incidence for visits to urgent care for the sole purpose of getting a flu shot. If 2010 was any indication, the first, smaller wave should be building now and cresting next month. Are you prepared?

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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*.