

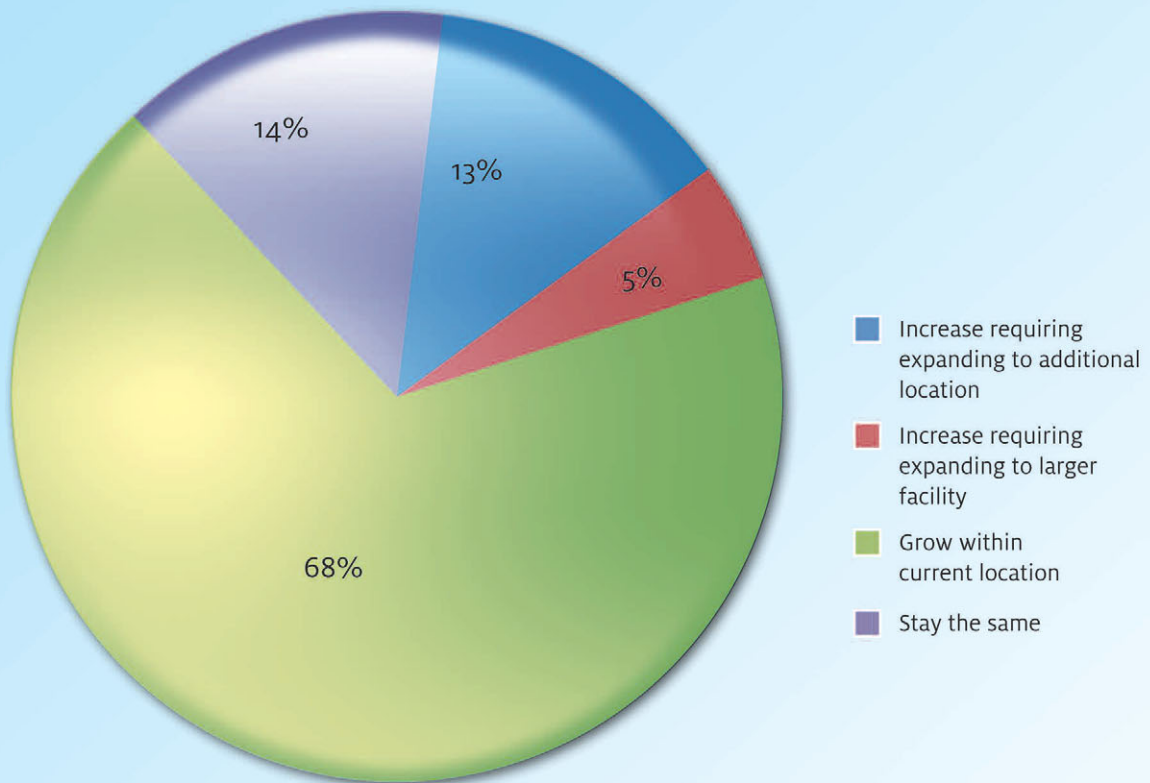


DEVELOPING DATA

In each issue on this page, we report on research from or relevant to the emerging urgent care marketplace. This month, we offer a look at data from the 2010 Urgent Care Benchmarking Survey Results. These data are based on responses of 1,691 US urgent care centers; 32% were UCAOA members. The survey was limited to “full-fledged urgent care centers,” the qualifications for 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 perform minor procedures, and being open seven days a week, at least four hours per day.

In this issue: How are urgent care centers expected to grow in 2011?

EXPECTED GROWTH WITHIN NEXT 12 MONTHS



Urgent care is a growth industry in high gear. Fully 86% of urgent care centers expect to grow in some fashion this year, with 18% planning to either add a new site or move to a larger facility. More than two-thirds are planning to acquire additional space at a current location.

Acknowledgment: The 2010 Urgent Care Benchmarking Study was funded by the Urgent Care Association of America and administered by Professional Research Associates, based in Omaha, NE. The full 40-page report can be purchased at www.ucaoa.org/benchmarking.

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