

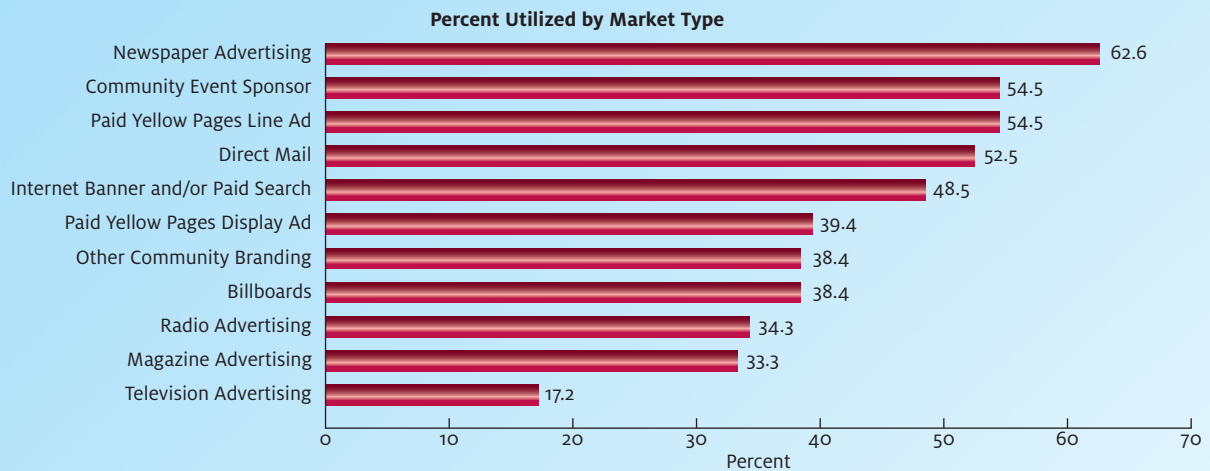


DEVELOPING DATA

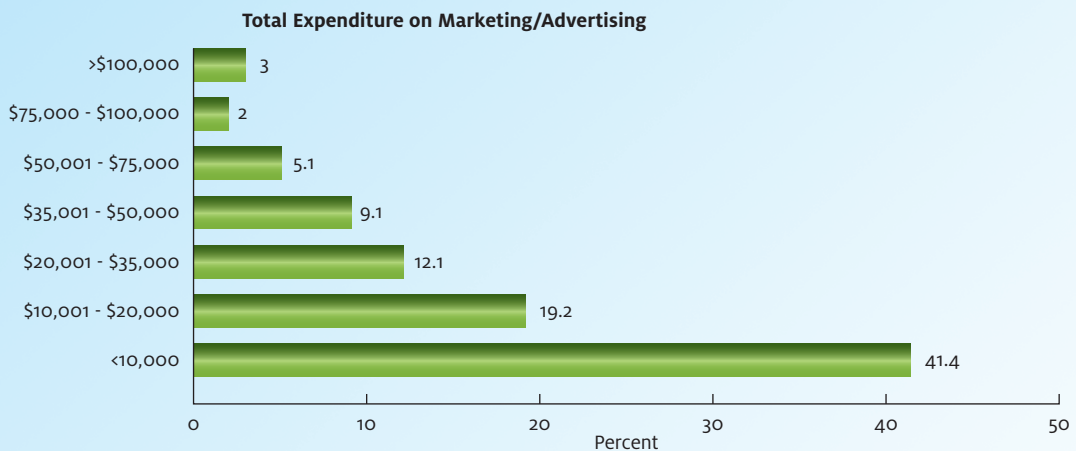
These data from the 2010 Urgent Care Benchmarking Survey are based on responses of 1,691 US urgent care centers; 32% were UCAOA members. The survey was limited to “full-fledged urgent care centers” accepting walk-ins during all hours of operation; having a licensed provider and x-ray and lab equipment on-site; the ability to administer IV fluids and perform minor procedures; and having minimal business hours of seven days per week, four hours per day.

In this issue: What types of marketing are utilized by urgent cares and what are the annual expenditures for marketing/advertising?

URGENT CARE ADVERTISING AND MARKETING



Marketing can take many forms. The chart above shows the utilization levels by urgent cares of different types of advertising and outreach to promote their centers and acquire new patients.



More than 40% of urgent cares spend less than \$10,000 per year on marketing/advertising. As competition for patients grows keener, expect those expenditures to grow.

Acknowledgement: 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.