



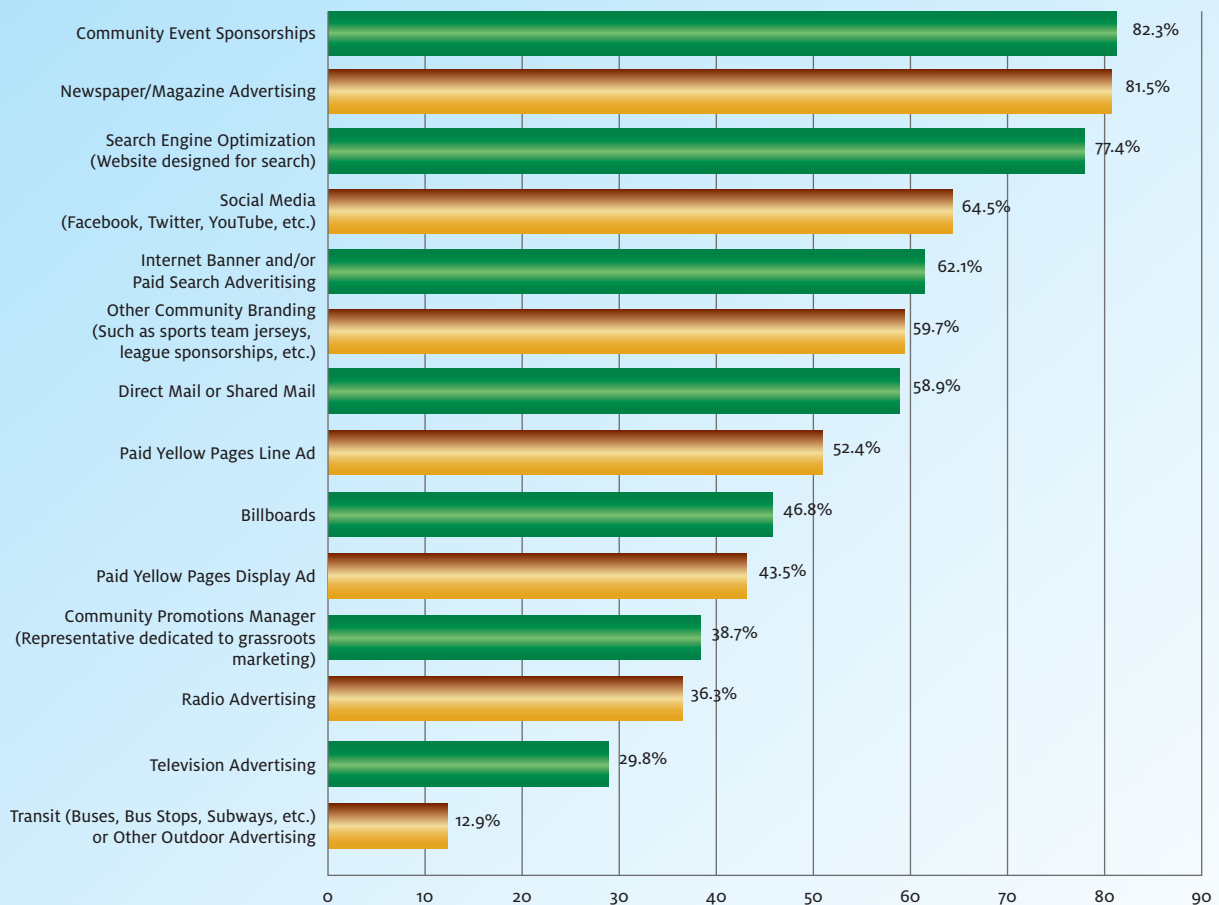
# DEVELOPING DATA

These data from the 2012 Urgent Care Industry Benchmarking Study are based on a sample of 1,732 urgent care centers; 95.2% of the respondents were UCAOA members. Among other criteria, the study was limited to centers that have a licensed provider onsite at all times; have two or more exam rooms; typically are open 7 days/week, 4 hours/day, at least 3,000 hours/year; and treat patients of all ages (unless specifically a pediatric urgent care).

In this issue: What Marketing Tactics is Your Center Using?

## USE OF MARKETING TACTICS

Centers use a variety of tactics to reach their target audiences. While use of more “traditional” outlets such as newspaper advertising remains high (in 2010 newspapers and community events also held the top two spots), there has been an increased emphasis, in recent years, on search engine optimization and other Internet-based activities as the Internet continues to extend itself into the daily lives of most potential patients (n=124).



Acknowledgement: The 2012 Urgent Care Industry Benchmarking Study was funded by the Urgent Care Association of America and administered by Anderson, Niebuhr and Associates, Inc. The full report can be purchased at [www.ucaoa.org/benchmarking](http://www.ucaoa.org/benchmarking).