



Benchmarking your way to a better practice

■ P. JOANNE RAY

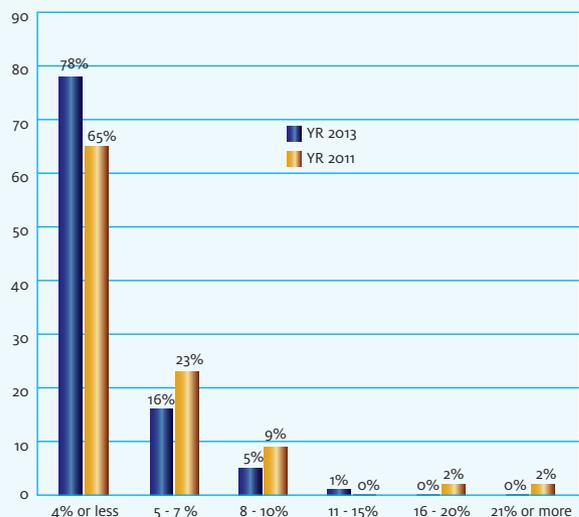
bench•mark – measurement of an organization’s policies, products, programs, strategies, time, financial performance, and productivity (to name a few) with standard measurements of peers. (1) to determine what and where improvements are called for; (2) to analyze how other organizations achieve their high performance levels; and, (3) to use this information to improve performance.

A critical part of analyzing your urgent care center’s and your providers’ and operational team’s performance is regularly conducting periodic benchmarking. Partnering with UCAOA, you can track your progress and keep your finger on the pulse of the industry. You can assess and compare more than 200 performance metrics, such as compensation, productivity, number of patients seen, staffing, revenue, operating expense, and accounts receivable, to industry standards. This process is one of the best ways to identify problems and opportunities for improvement and to celebrate your success.

These benchmarks cannot and should not stand alone. Comparing one’s practice to “like” urgent care centers in similar demographic settings, for instance, is now a benefit of purchasing access to the interactive UCAOA Benchmarking Platform. This is helpful to both centers that participated in the survey and those that did not. Participants will be able to see their center’s results compared to the aggregate responses from hundreds of other centers. In future years, participants will be able to look at year-over-year data for their own centers as well as the aggregate. Centers that did not participate will still be able to filter against many metrics but will have access to only the aggregate data.

Similarly, interpreting the data without considering it in

Percentage of patients transferred/directed to ER



the proper context could lead to poor assumptions. Thus, UCAOA is offering a document that includes expert-driven commentary which places further explanation and context around the data points as well as comparisons to previous study data.

Additional context can be placed around the benchmarking study results through UCAOA resources ranging from expert presentations highlighting best practices for incorporating the results into your practice, (to be offered at the National Urgent Care Convention [April 27-30 in Chicago]); to the 2015 Policies & Procedures Online Manual, which provides customizable templates for hundreds of forms and policies; the Accreditation Standards Manual; and participation in the certification (scope) and accreditation (scope, quality and safety) evaluation and recognition process.

To learn more about and to purchase access to the interactive UCAOA Benchmarking Platform and/or the results summary, please go to <http://www.ucaoa.org/?2014Benchmarking> or call the UCAOA office at 877-698-2262. ■



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