



DEVELOPING DATA

In 2015, Merchant Medicine (Shoreview, Minnesota) released data from a detailed national study conducted in 2014 regarding U.S. patients' preferences regarding retail clinics versus urgent care clinics versus primary-care physicians' offices. The survey involved more than 2,000 adults between the ages of 18 and 54 years and was conducted by Sparks Research and Merchant Medicine on behalf of DXM Marketing Group.

Survey data showed that the reasons patients chose a specific type of health-care setting varied according to the physical issue involved. For example, these were the top reasons for visiting each type of health-care facility:

- Of those who visited retail clinics, 39% chose the setting for getting immunizations.
- Of those who visited urgent care clinics, 34% chose the setting for treatment of respiratory illnesses.
- Of those who visited their primary-care physicians' offices, 48% chose the setting to obtain full physical examinations.

REASONS FOR PATRONAGE

