



## DEVELOPING DATA

# The Complementary Nature of Occupational Medicine and Urgent Care

**A**s detailed in the first entry of our new occupational medicine series (Foundation of Occupational Medicine in the Urgent Care Setting, page 30), urgent care centers that offer occupational medicine services have reported the dual offerings are complementary in a way that helps balance the patient census and increase revenue.

The data here, supplied by Dr. Max Lebow and reflecting Reliant Immediate Care in Los Angeles, illustrate that occ med visits tend to pick up when urgent care visits are lagging, and vice versa. In this way, operators can encourage greater consistency in traffic throughout the day (as well as the increased revenue that comes along with it). ■

### CLINIC CENSUS

