

Thanks to you, UCA's 2019 *Benchmarking Report* is Our Best Ever

■ LAUREL STOIMENOFF, PT, CHC

The 2019 *Benchmarking Report* publication date is fast approaching. I am predicting that it is going to be the best in the history of the Urgent Care Association (UCA), thanks to participation exceeding our expectations by a wide margin. Data are not only geographically diverse, but also representative of the diversity in urgent care ownership and scope, rendering it credible and downright enlightening.

Myth Busters

This year's report will feature a section that includes some industry myth busters. It is an excellent portrait of a healthcare sector that can be subject to undeserved criticism. And now we can dispel those myths with data. Simply put, speculation is trumped with facts.

Benefits to Advocacy

UCA's mission includes advocating on behalf of the industry. Every letter to congressional representatives and decision-makers includes at least one statistic from the *Benchmarking Report*. It is contemporary information, and this year's participation level makes it all the more compelling. Every edition is also referenced and quoted frequently by the media as they seek resources on this popular consumer healthcare destination.

Benefits to Urgent Care Owners and Operators

Benchmarking one's organization against others is a proactive way to see how one compares with the goal of continuous improvement. The report tells us that many urgent care operators use net promoter scores (NPS) to determine levels of patient satisfaction and loyalty. NPS monitoring allows oper-

ators to not only benchmark their performance against the healthcare industry, but also against other sectors including airlines, cable and internet providers, and hospitality. In contrast, UCA's *Benchmarking Report* drills down almost exclusively into the urgent care vertical, peppered with information about other on-demand services and competitors.

This will be the third year that UCA has partnered with Merchant Medicine to augment the data findings with updates on the state of the industry, trends, and technology. Who is growing and who is contracting? You have an opportunity to see what is happening in on-demand medicine with the benefit of their constant surveillance and lens peering into the future.

The esteemed management consultant and author, Peter Drucker, stated, "The only things that evolve by themselves in an organization are disorder, friction, and malperformance." Benchmarking is a way to proactively monitor and adjust performance so we don't become victims of the forces of entropy.

Over a Decade of Data

UCA has been publishing its *Benchmarking Report* since 2008. We are proud to produce yet another snapshot. And with a decade worth of input, it's becoming a full-length motion picture.

I would like to extend my deepest gratitude to those who took the time to contribute their data and responses to this upcoming report. We could not produce this work without your transparency and commitment. The composer Irving Berlin noted, "The toughest thing about success is that you've got to keep on being a success." Urgent care has experienced enormous success, and through ongoing benchmarking we've got our finger on the pulse.

Once the report is published, those who participated in the survey will automatically receive the *Benchmarking Report* via email. For all others, the report will be available at ucaoa.org/benchmarking. ■



Laurel Stoimenoff, PT, CHC is Chief Executive Officer of the Urgent Care Association.