

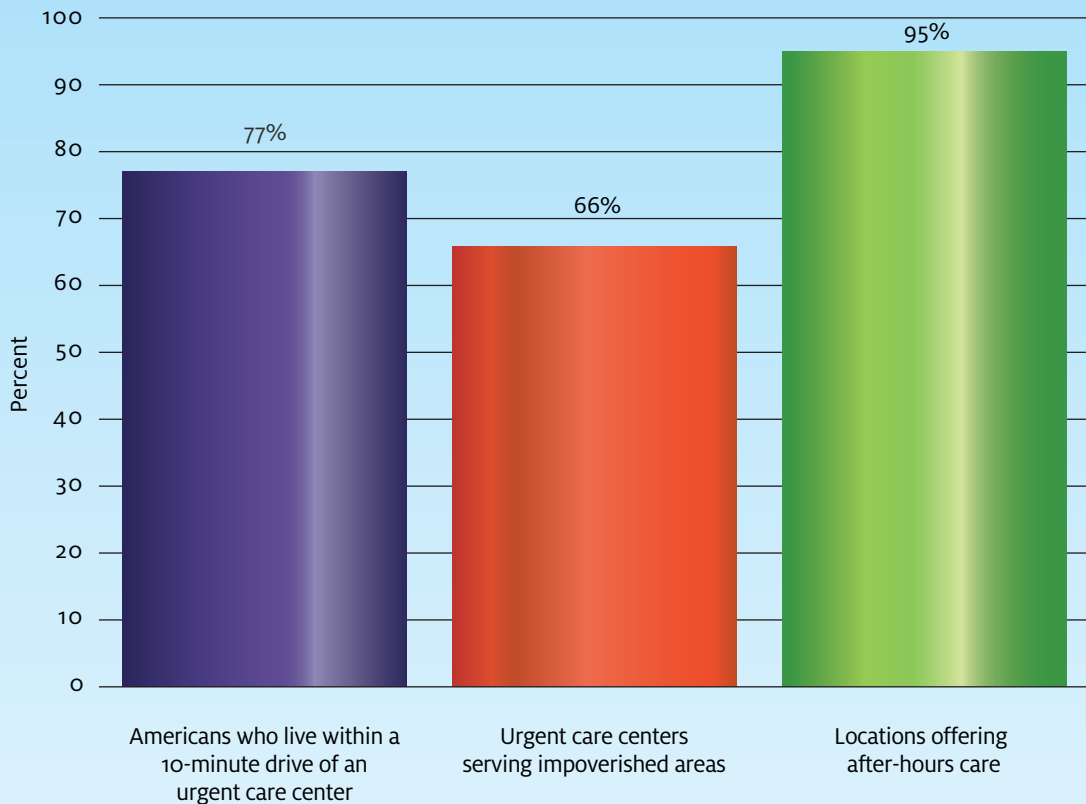


Urgent Care Is Evolving, but Its Foundational Attributes Remain

In the article *Your Best Investment Is Growing Your Own Business* (page 25), Alan A. Ayers, MBA, MAcc makes the case that this could be an ideal time for urgent care operators to bet on their own future growth and success by investing back into their business. For one thing, the COVID-19 pandemic appears to be winding down in the U.S., with our industry having made tremendous progress in earning what Urgent Care Association CEO Lou Ellen Horwitz calls “a seat at the table.”

There’s evidence that the fundamental factors that set urgent care apart from the beginning continue to resonate with healthcare consumers today, however. Besides providing excellent, cost-effective care, those would include multiple factors that add up to ready accessibility. View the graph below to learn what they are. ■

ELEMENTS OF CONVENIENT CARE



Data source: The Urgent Care Association and Experity.