



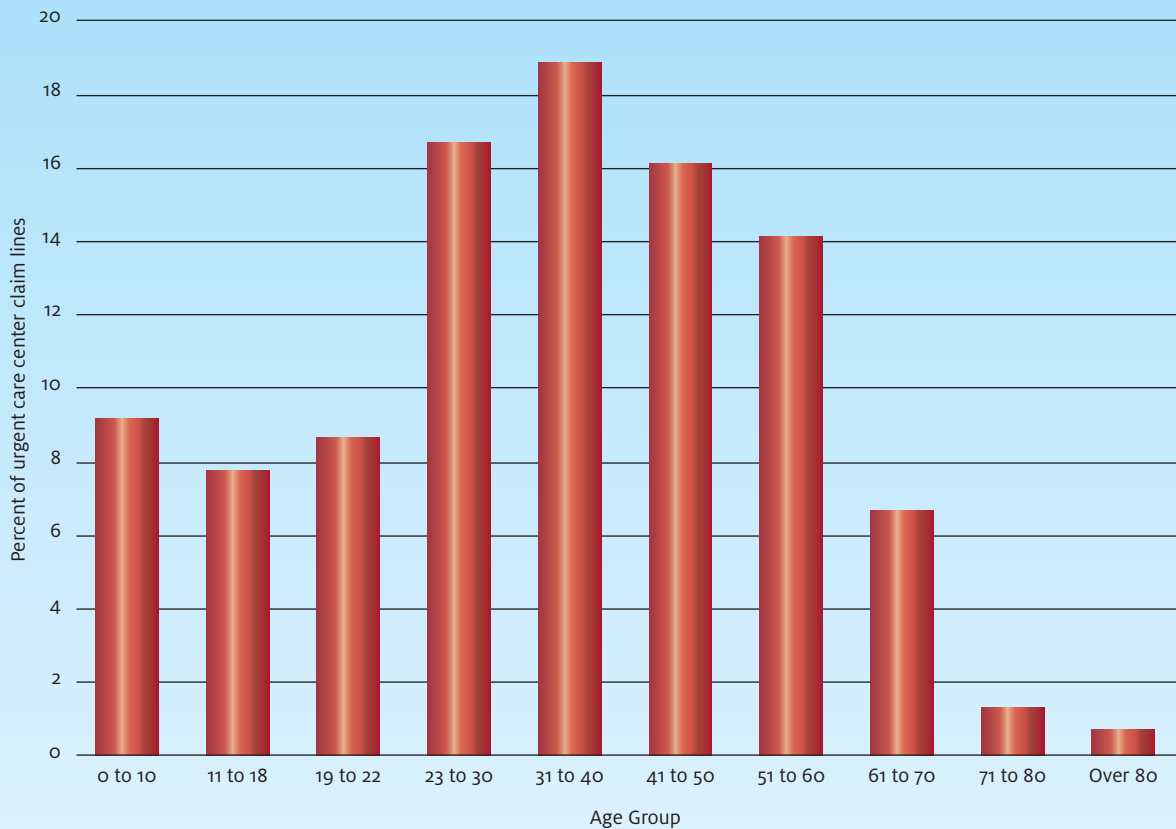
Urgent Care—It’s a Millennial’s Market

In terms of services offered, urgent care “should” appeal to patients of all ages. And it does. But to which age groups does it appeal the most? If you guessed “Millennials,” you’re right—and that’s nothing new, according to the *FH Healthcare Indicators and FH Medical Price Index 2022*. In fact, those born between 24 and 39 years of age in 2020, when the data were collected, have been urgent care’s top customers for several years running.

What may be a little surprising, however, is how narrow the gap is from decade to decade. Also somewhat startling is the precipitous dropoff starting with the 61- to 70-year-old age group.

The graph below will help you understand the nuances, which could be helpful as you continue to try to attract new patients (presumably of all ages). ■

PERCENT OF CLAIM LINES WITH URGENT CARE CENTER USAGE BY AGE GROUP, 2020



Data source: *FH Healthcare Indicators and FH Medical Price Index 2022—A FAIR Health White Paper*. March 31, 2022.