Urgent Care Association of America

2014 BENCHMARKING SURVEY HEADLINES SUMMARY

METHODOLOGY
Results are based on 2013 data from 326 urgent care centers in the U.S.

Headlines on growth

IN 2013:

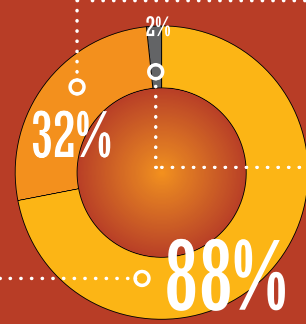
83% OF URGENT CARE CENTERS experienced growth

40% Say the number of total patient visits increased

60% Mention combinations of changes they made to accommodate growth*

*Including: acquiring another practice, building a new location, adding new services, adding extra space, taking on investor capital, and/or expanded usage of existing square footage, etc.

IN 2014, CENTERS EXPECTED PATIENT VISITS TO:



Expand to an existing or additional location and/or see an increase

Stay the same

Close or see declining visits

85% OF URGENT CARE CENTERS provide urgent or episodic care exclusively while 15% provide urgent and ongoing primary care, supporting the medical home

URGENT CARE CENTERS WAIT:

90% 30 MINUTES OR LESS TO SEE A PROVIDER

84% 60 MINUTES OR LESS TOTAL PATIENT THROUGHPUT

Urgent care centers report an average of nearly 14,000 patient care visits for the 2013 Fiscal Year. They handle an average of four patient care visits per hour and 40 visits per day.

Supporting stats

Average number of YEARS which urgent care centers have been in operation **7** Average number of exam/treatment ROOMS

114,000 Average target market population

Average of urgent care centers within the target area

OPEN **4,100** HOURS/YEAR AVERAGE

97% OPEN 7 days

99% OPEN 4 hours/day

63% urgent care patients with an outside primary care physician

LOCATIONS:

- Shopping Center/Strip Mall [38%]
- Freestanding Building [32%]
- Medical Office [20%]
- Mixed-Use Building [9%]

EFFECTIVE MARKETING TOOLS

77% Community Promotions Manager effectiveness

73% Search Engine Optimization