



Urgent Care  
Market Overview

# Urgent Care – Our Definition

According to the UCA and JUCM

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At a minimum, an urgent care center must offer:

1. Walk-in or unscheduled care
2. Extended evening and weekend hours
3. Radiology and substantial point-of-care diagnostic testing
4. The ability to repair lacerations and provide intravenous fluids

Urgent Care facilities function as low-acuity emergency rooms, providing services when seeing their regular physician quickly is impossible, or impractical

Source: *No Appointment Needed: The Resurgence of Urgent Care Centers in the United States*;  
September 2007; Robin M. Weinick, PhD and Renee M. Betancourt, BA

# Why Urgent Care Succeeds

Saving Time & Money

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- **Faster Treatment at a Lower Cost**
  - **19 Minutes**– the average amount of time that Urgent Care patients waited before seeing a physician<sup>1</sup>
  - **51 Minutes**– length of the average Urgent Care visit<sup>1</sup>
- **192 Million** Urgent Care visits projected<sup>2</sup>
- **2%** of Urgent Care visits were ultimately referred to the ER<sup>1</sup>

1. UCA Benchmarking Survey, 2018

2. Experity Q4 2022 Average Visit Data

# Patient Visits in the US

A comparison of medical treatment sites

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•PCP Offices	440 million <sup>1</sup>
•Medical Specialties	420 million <sup>1</sup>
•Emergency Dept	151 million <sup>2</sup>
• <b>Urgent Care</b>	<b>192 million<sup>3</sup></b>

1. CDC National Ambulatory Medical Care Survey (NAMCS), 2018

2. CDC National Ambulatory Medical Care Survey (NAMCS), 2019

3. Experity Average Patient Visit Data, November 2022

# Comparative Number of Facilities

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- Facilities
  - Urgent Care **13,870 facilities<sup>1</sup>**
  - Retail Clinics **3,025 facilities<sup>2</sup>**
  - Safety-Net EDs **5,250 facilities<sup>3</sup>**

1. JUCM Urgent Care Center Database, November 2022

2. United States Retail Clinics Market, By Ownership (Retail Store-Owned, Hospital-Owned, Investor-Owned, Others), By Location (Departmental Stores, Shopping Malls, Retail Stores, Others), By Services, By Region, Competition Forecast & Opportunities, 2026 ResearchAndMarkets.com

3. Where Americans Live Far From the Emergency Room: NY Times, April 26, 2020

# What's inside an Urgent Care center?

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# Associations

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- Established in 2004 as UCAOA
- Changed name to UCA in 2018
- Around 4,000 Members
- UCA Convention
  - 2023 – March 31, Las Vegas
- Democratically elected president and board members
- JUCM Serves as it's official journal and distributes to its entire membership

# Scope of the Urgent Care Chart Survey

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This survey was designed to identify:

- Demographics of patients presenting to urgent care centers
- What their presenting complaints were
- What diagnoses were most common
- What prescriptions were written
- What procedures and tests were performed

# Design & Methodology 2021

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## Survey Design:

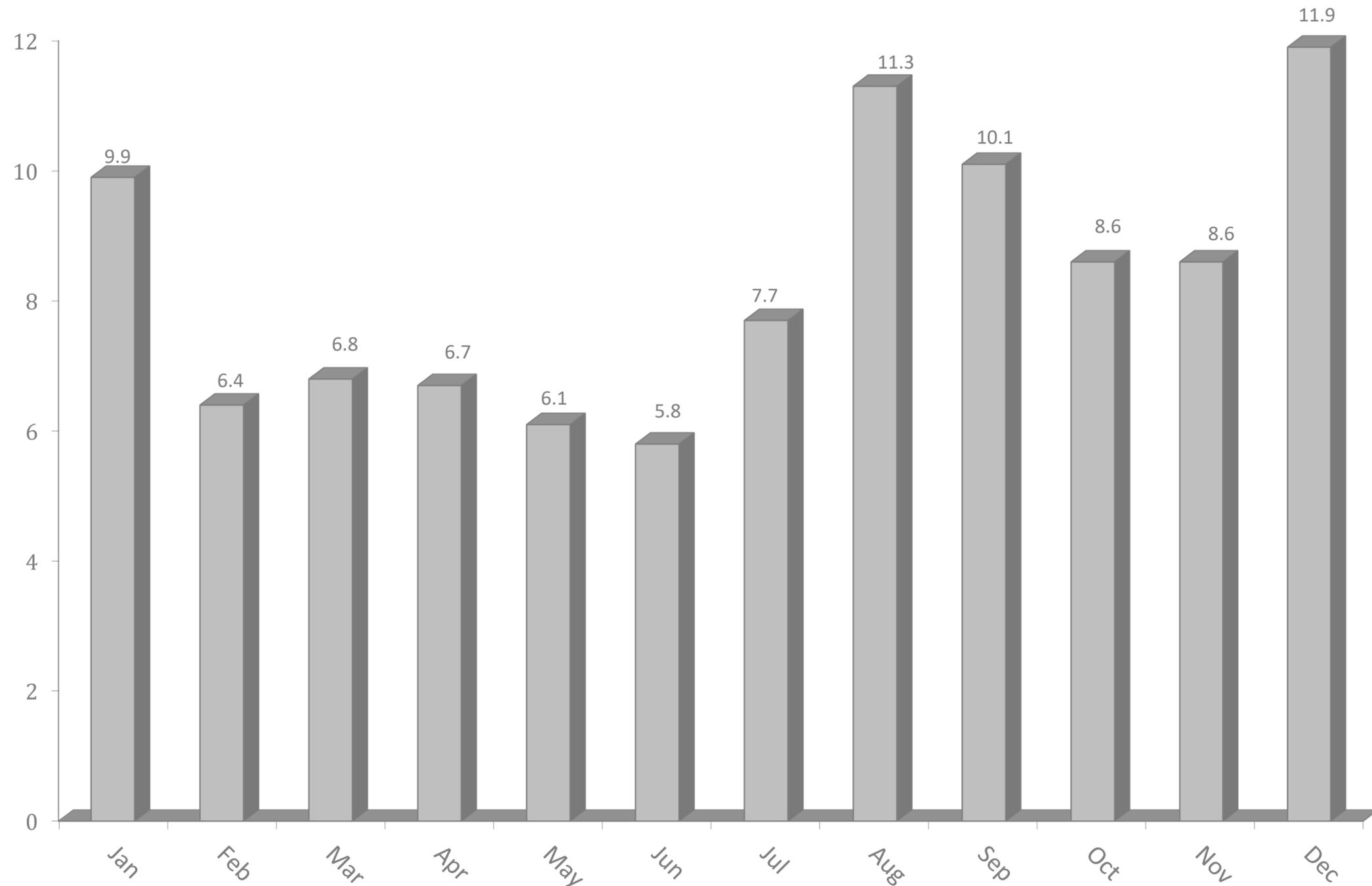
The survey methodology and data abstraction form were initially designed by researcher Robin M. Weinick, PhD in 2008. Dr Weinick was an Assistant Professor at Harvard Medical School and a Senior Scientist at the Institute for Health Policy, Massachusetts General Hospital. Subsequent data pulls have followed these same methodology and data points over time.

## 2021 Methodology:

- 15,173,299 blinded patient visits
- Drawn from a database of urgent care patient visits, as accessed through aggregated data from an industry-leading billing processing company
- Database spans over 1,000 different urgent care clinics, located in 48 different states
- Visits pulled from the 12month period January through December 2021.

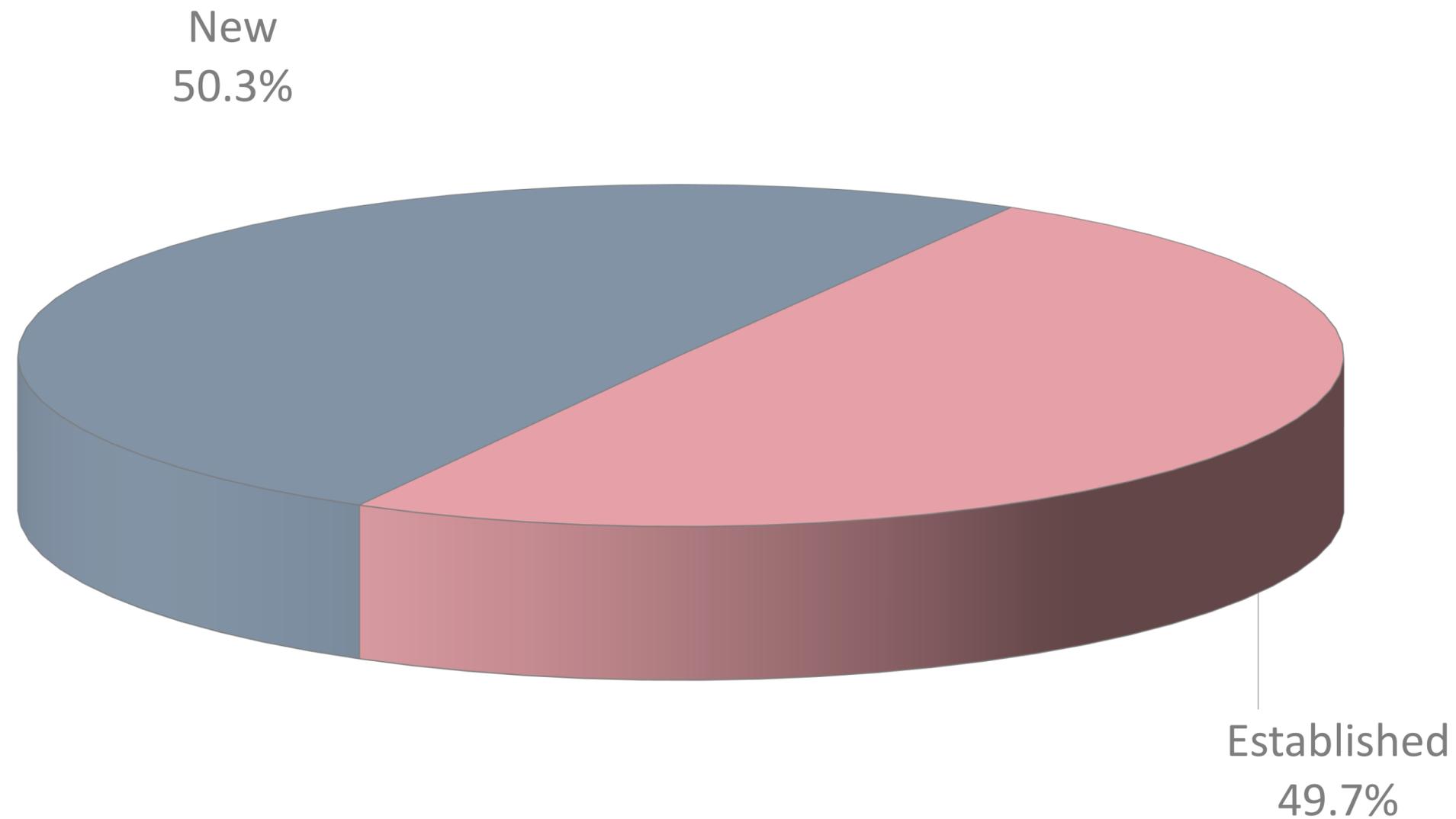
# Visits by Month - 2021

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# New or Established Patient

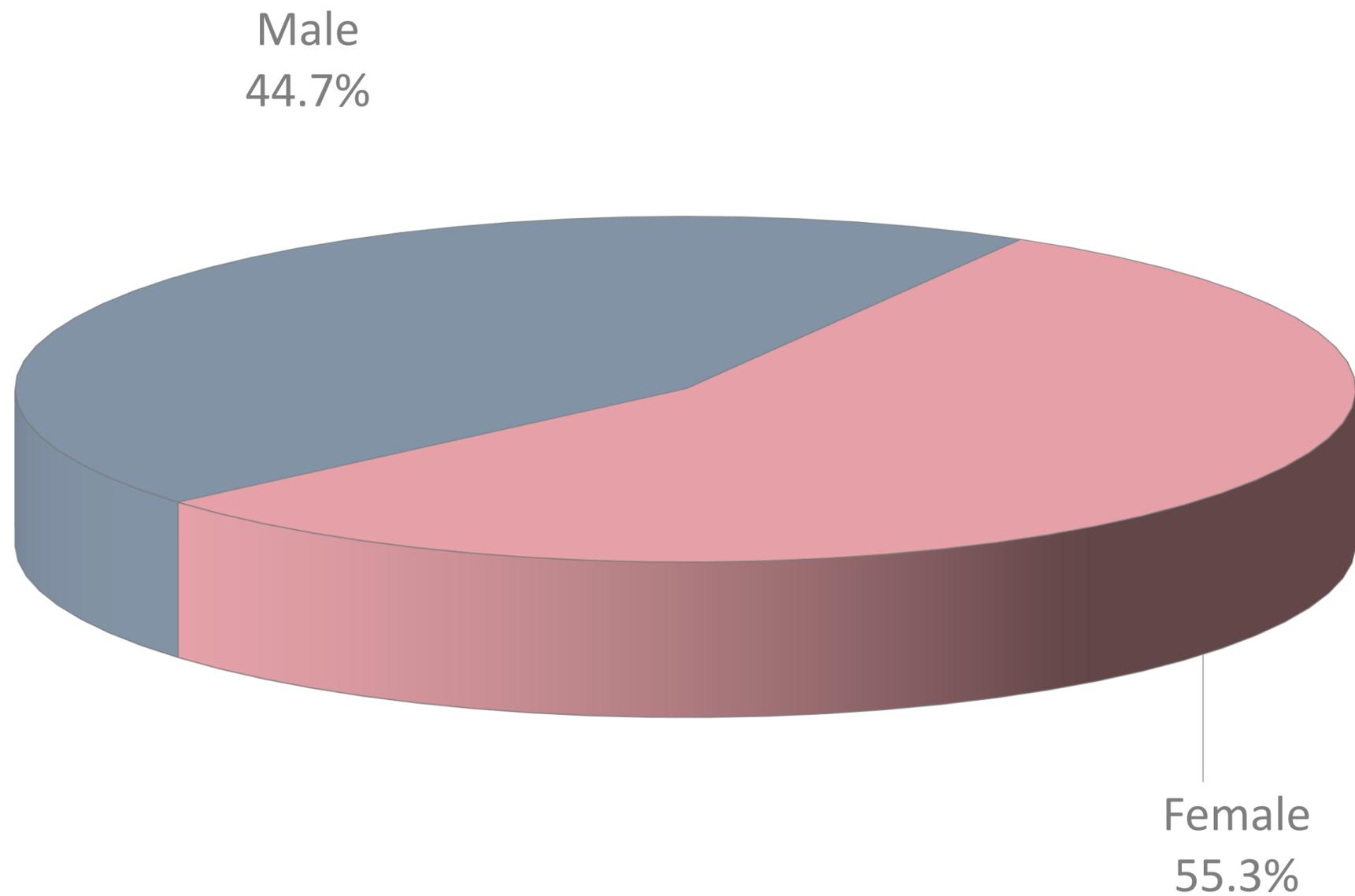
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2021 JUCM Chart Audit Research

# Patient Gender

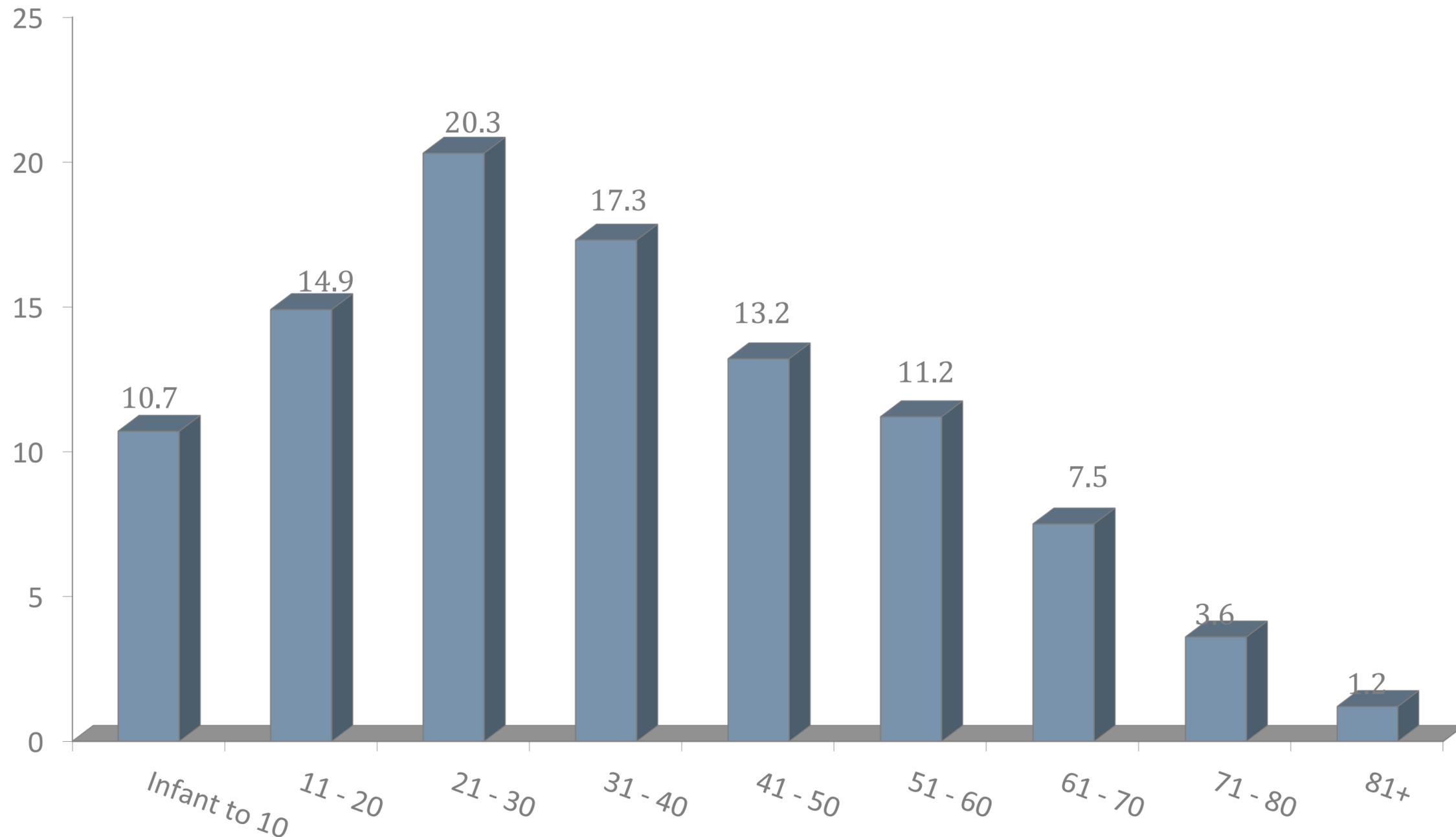
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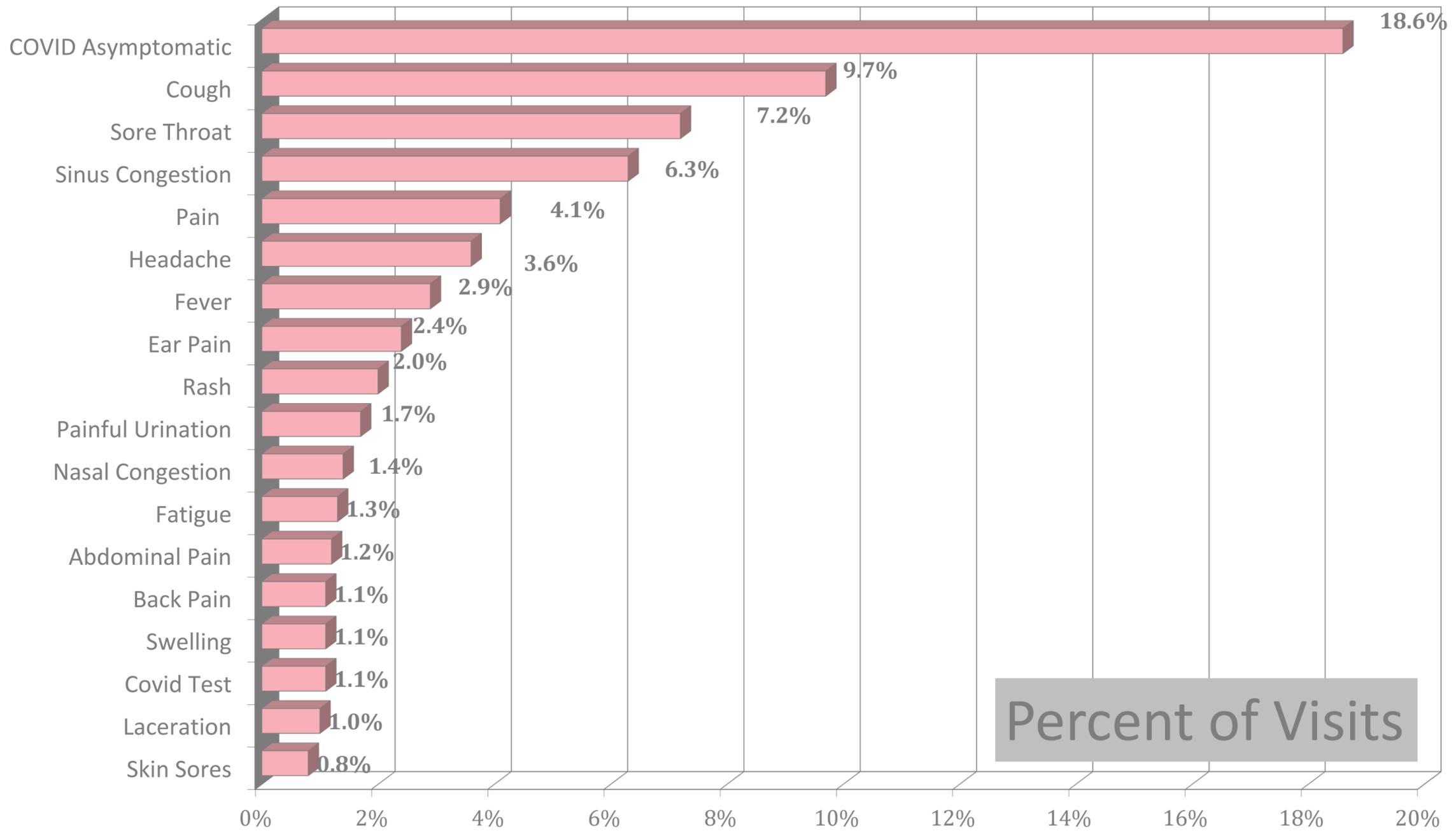
2021 JUCM Chart Audit Research

# Visits by Patient Age

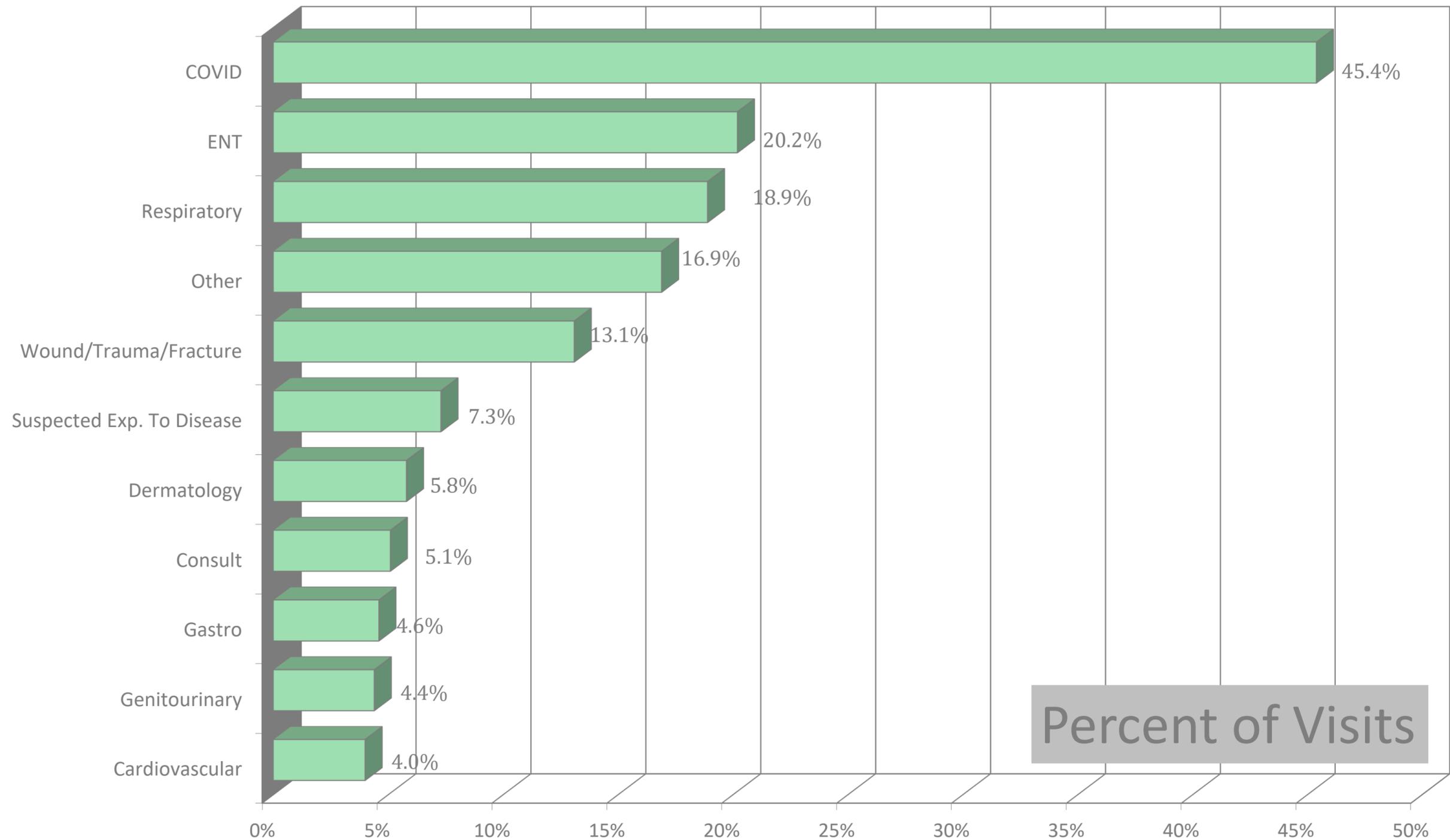
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# Patient's Chief Complaint

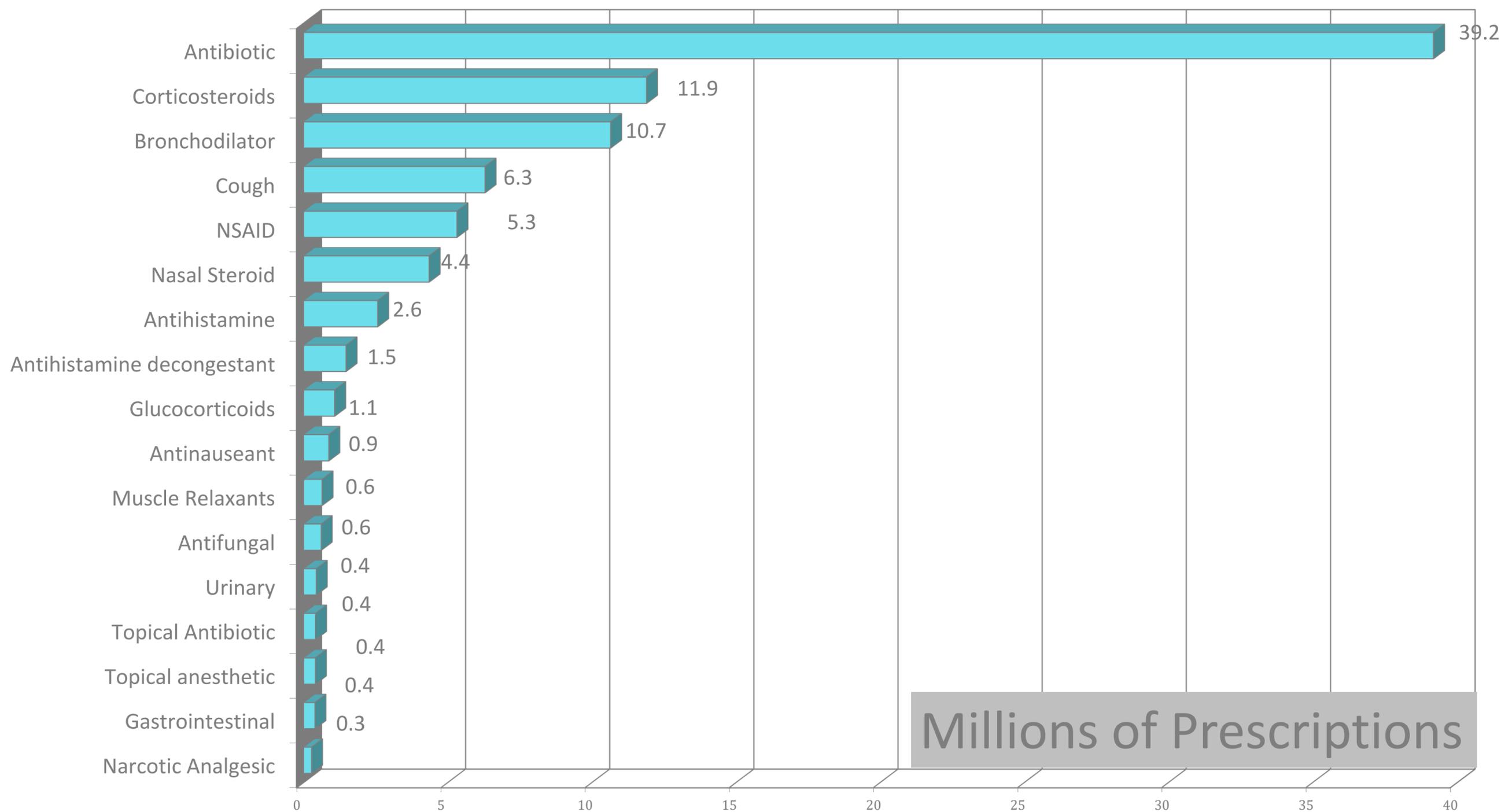


# Top Types of Diagnosis Codes

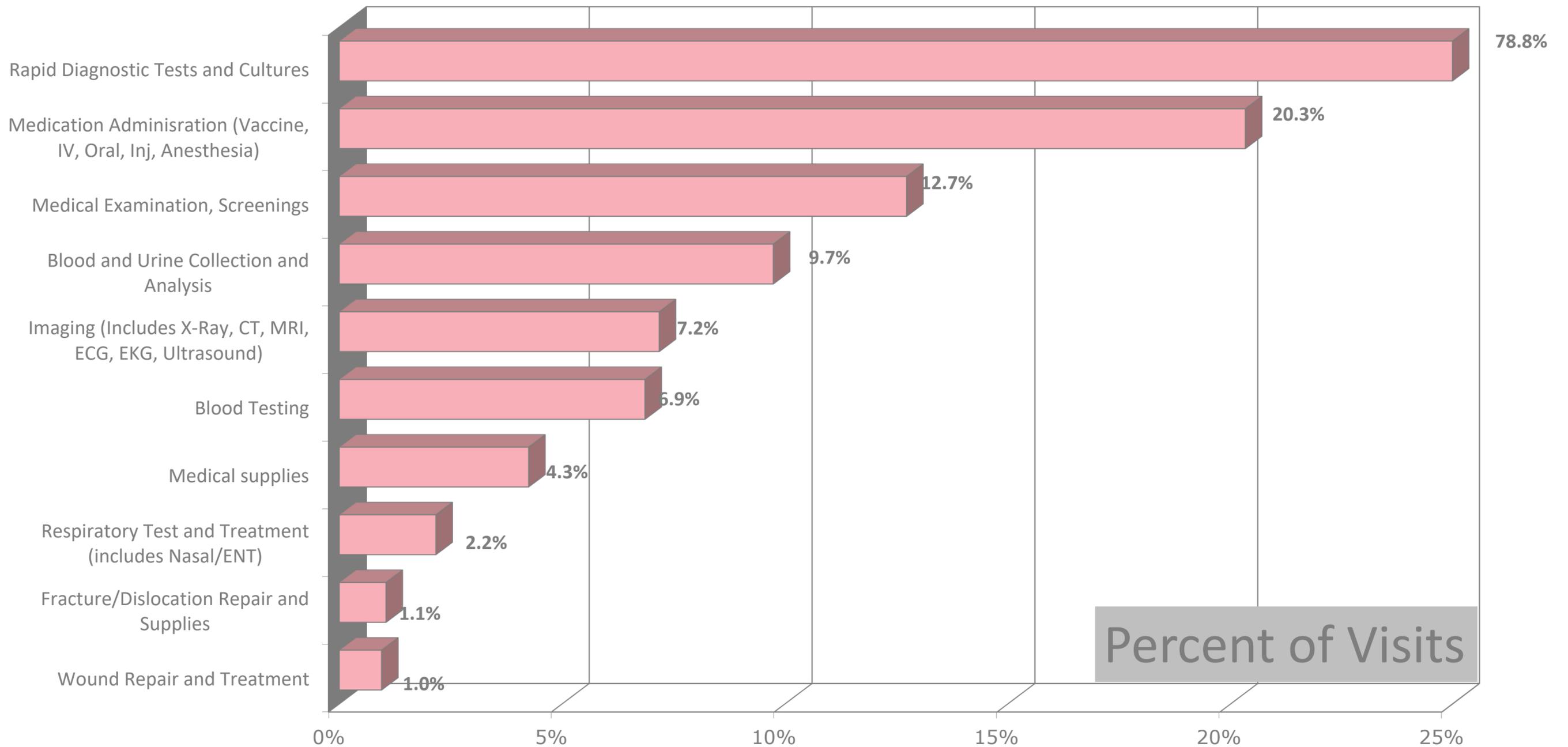


# Prescription Volume Projected

Based upon 160 million annual patient visits

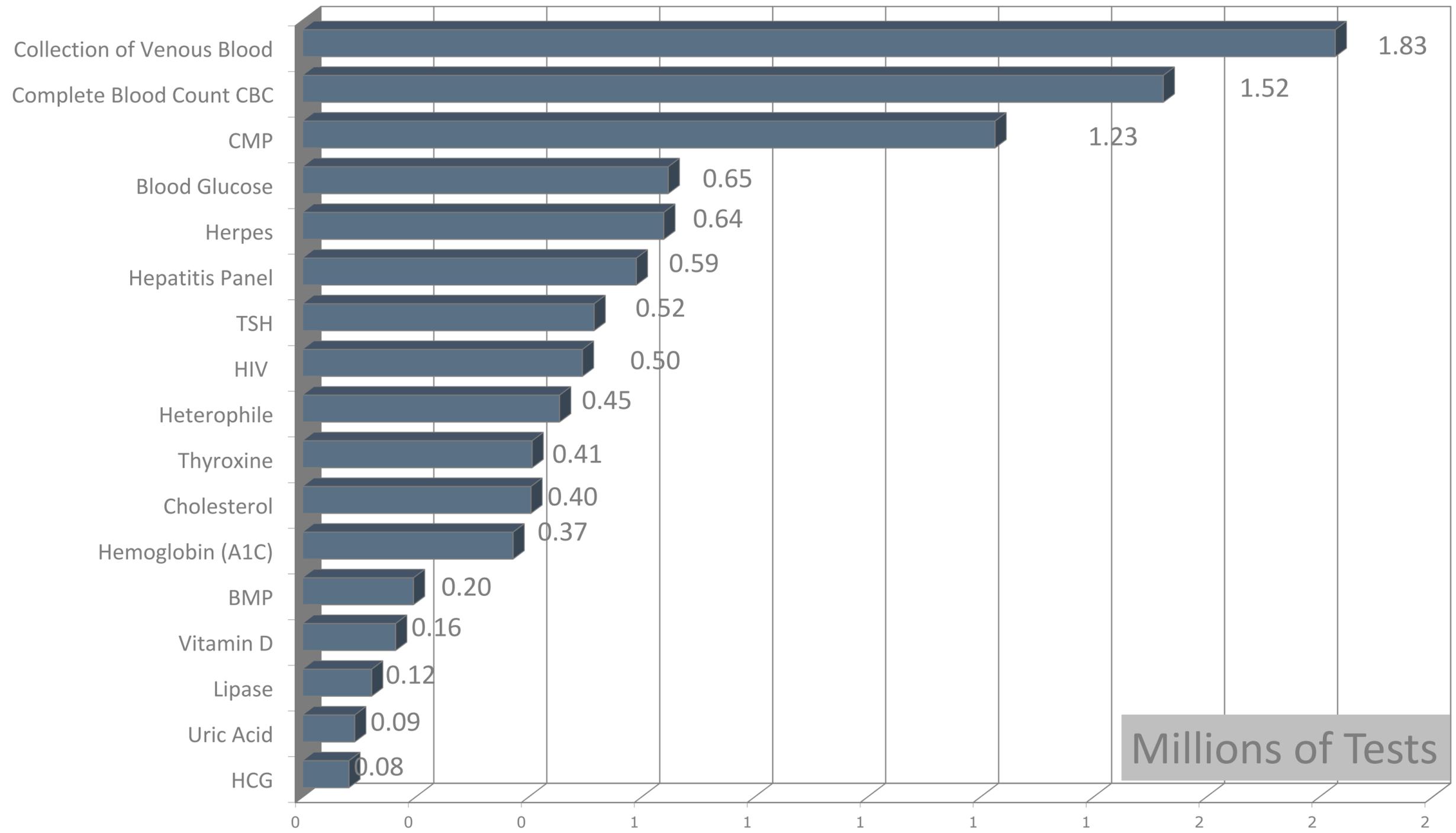


# Top Procedures - % of Visits

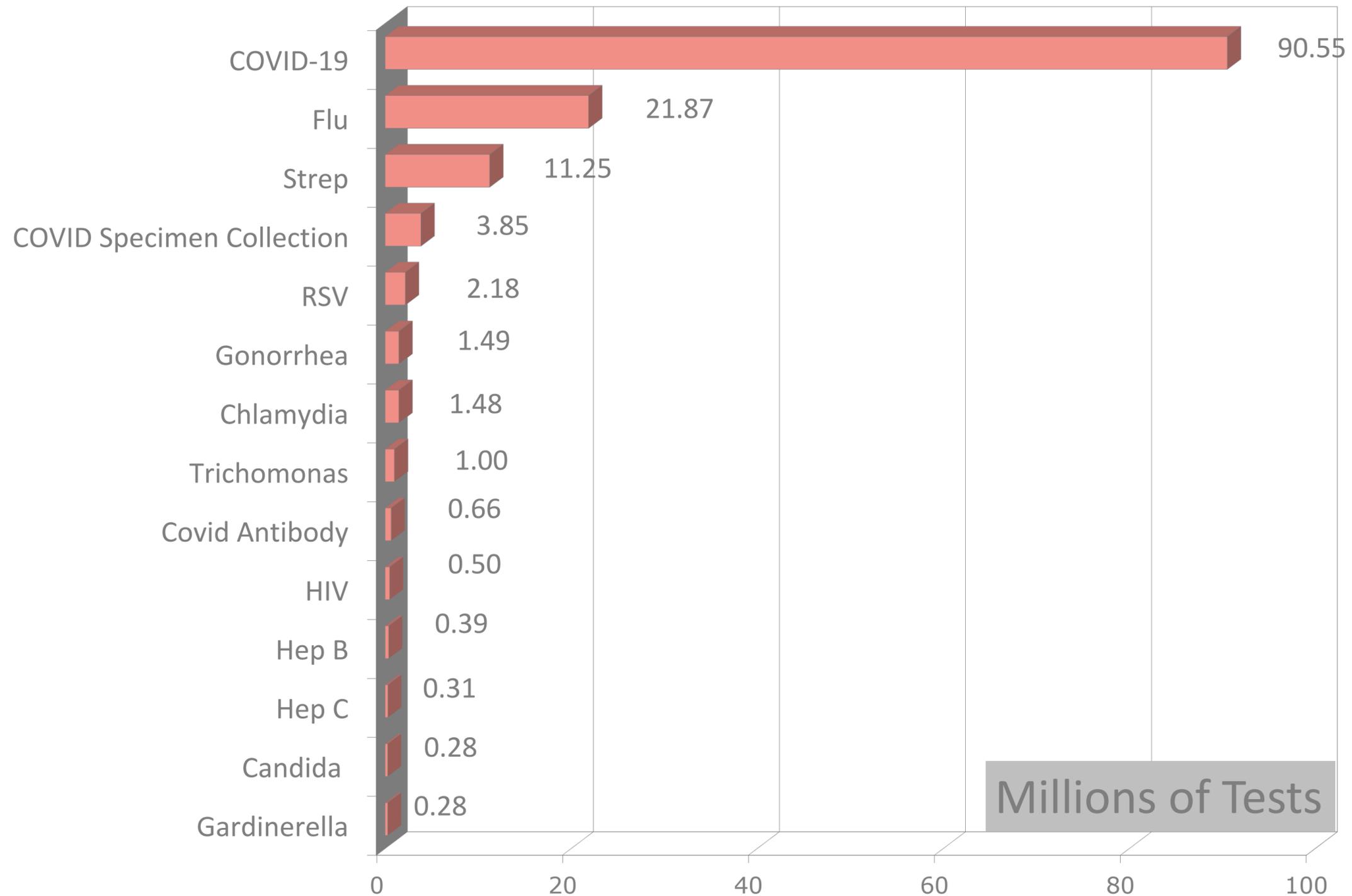


2021 JUCM Chart Audit Research

# Top Blood Tests Volume

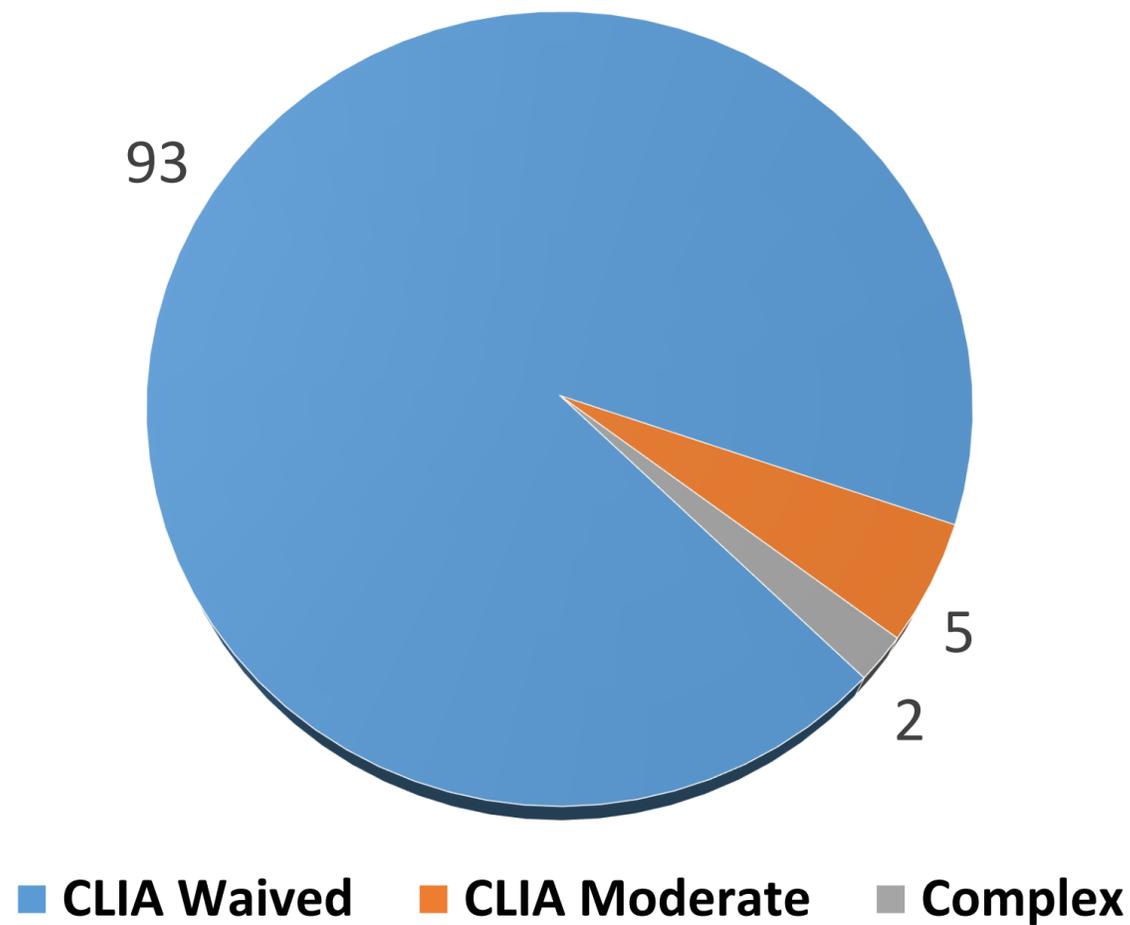


# Top Test Volume

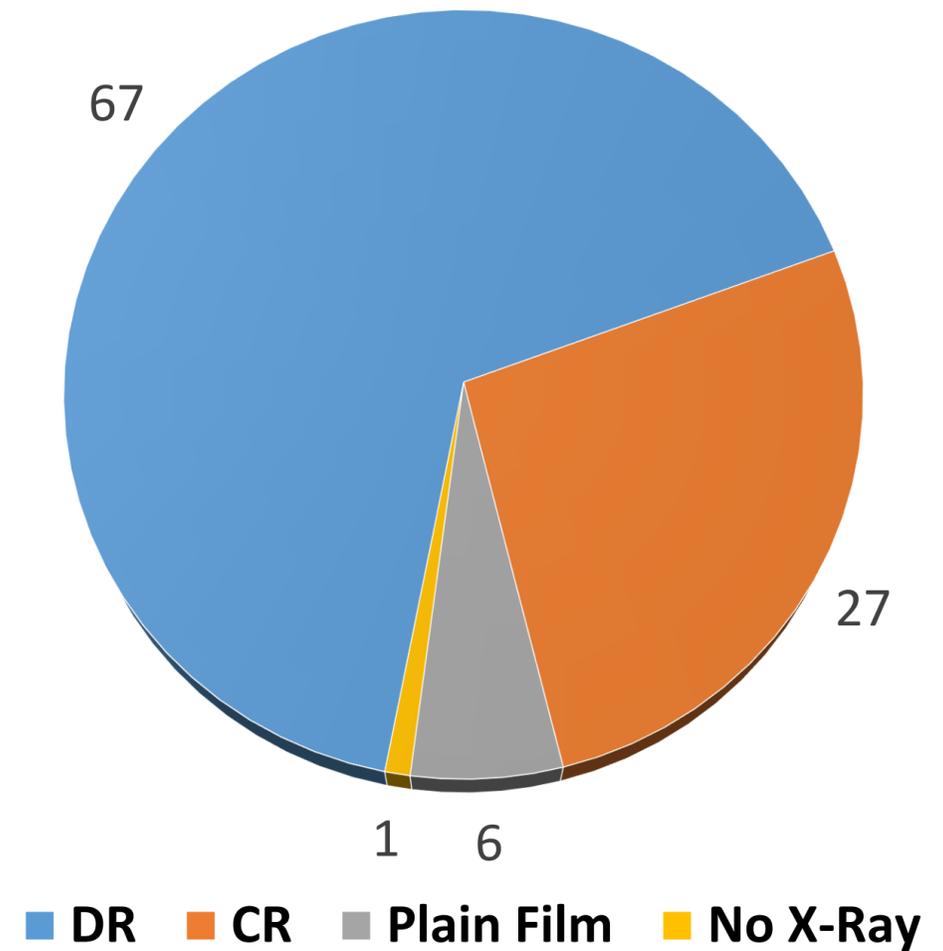


# Lab and X-Ray Services

## Lab Services Offered Percent for All Centers



## X-Ray Services Percent for All Centers



# Finding Urgent Care Physicians

Not so easy, as it turns out

- There is no ABMS Board Certification in Urgent Care Medicine
- Most UC clinicians are board certified in other specialties
- The AMA database only has 758 self-reported UCM's in the file



## AMA Physicians

Report Created 1/7/2022 8:30:11 AM

Specialty Name*	Spec	Total Physicians	Office Based	Last Year Residents	Balance Of Residents	Hospital Staff	Medical Teaching	Adminis-tration	Research	Other	Unclass-ified	Locum Tenens	1 Per Email	All Per Email	Phone
Emergency/sports Medicine	FSM	145	99	8	4	14	0	0	0	0	20	0	124	370	92
Urgent Care Medicine	UCM	758	635	0	0	99	3	17	1	0	0	3	708	2236	646
Undersea and Hyperbaric Medicine-EM	UME	71	37	5	4	15	0	0	0	0	9	1	66	182	47
Hospice & Palliative Medicine (Emergency Medicine)	HPE	16	13	0	0	2	0	1	0	0	0	0	15	43	16
Emergency Medical Services	EMS	431	202	13	68	79	0	2	0	0	67	0	374	1046	192
Critical Care Medicine	CCE	19	7	0	0	12	0	0	0	0	0	0	19	77	16
Clinical Informatics (Emergency Medicine)	CIE	19	5	3	6	1	0	0	0	0	4	0	16	34	7
Group Total		54749	27243	1524	5844	15637	457	683	89	84	3061	127	46082	140192	34940
<b>Family Practice/general Practice</b>															
Family Practice	FP	113568	87345	2043	5802	9523	1464	1437	190	246	5259	259	96674	265133	84941
General Practice	GP	5943	4900	0	8	699	31	151	33	57	48	16	4944	13033	4771
Family Prac/sports Medicine	FSM	2577	2038	29	132	173	12	3	1	0	188	1	2308	6766	1865
Adolescent Medicine (Family Practice)	AMF	10	7	0	0	1	1	0	1	0	0	0	9	21	9
Hospice & Palliative Medicine (Family Medicine)	HPF	39	22	0	0	6	2	7	1	1	0	0	35	100	33
Clinical Informatics (Family Medicine)	CIF	30	10	7	5	1	0	0	0	0	7	0	27	59	9
Group Total		122167	94322	2079	5947	10403	1510	1598	226	304	5502	276	103997	285112	91628
<b>Geriatrics</b>															
Family Practice/geriatric Med	FPG	1146	848	7	30	133	25	21	5	0	76	1	1008	2818	881
Internal Medicine - Geriatrics	IMG	4912	3163	34	132	768	71	113	81	14	528	8	4302	11894	3497

\*Some specialty names abbreviated-see <mmslists.com> for full specialty name. Includes Self-Designated Practice Specialties (SDPSs) and Accreditation Council for Graduate Medical Education (ACGME) residency training specialty designations.

These are not official counts for research or manpower purposes and may not be published or quoted without explicit written permission. For official counts, call MMS.

All Per Email: is multiple email address for an individual physician record.

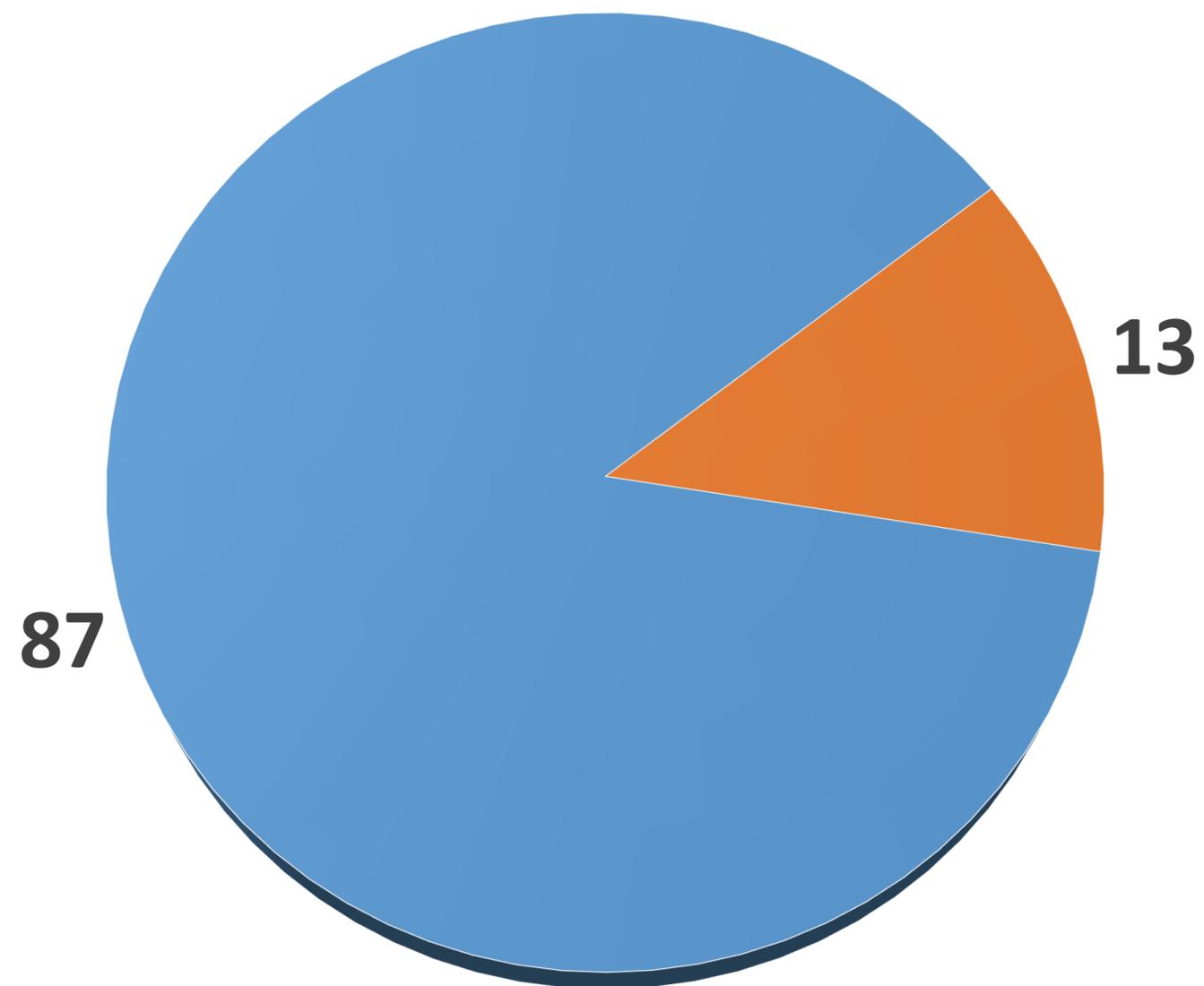
# The JUCM Urgent Care Database

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- The Standard for identifying urgent care facilities
  - Maintenance
    - Managing Journal recipient adds and deletes since 2006
    - Visual vetting of urgent care centers via Google Maps
    - Telemarketing to verify information
  - New Centers
    - Vetting print journal requests with new addresses
    - Clinician sign-ups for digital subscriptions, and eNewsletters who provide addresses
    - Relationships with real estate companies who track urgent care centers as well as multiple urgent care vendors that provide data to JUCM
    - Press releases announcing new centers and internet searches for clinicians

# JUCM Database - Distribution by Title

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■ Clinicians ■ Administrative/Business

# JUCM Circulation

## Distribution By Clinician Type

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Clinician	Percent
MD	54
DO	8
PA	19
NP	19

# JUCM Circulation

## Distribution By Medical Specialty (self-reported)

Specialty	Percent
Family Medicine	65
Emergency Medicine	15
Urgent Care Medicine	14
Internal Medicine	3
Occupational Medicine	3
Pediatrics	1

# Number of Urgent Care Clinics by State

As of November 2022

State	JUCM*	State	JUCM*	State	JUCM*
AK	34	KY	195	NY	720
AL	225	LA	261	OH	447
AR	98	MA	218	OK	210
AZ	381	MD	280	OR	174
CA	1438	ME	77	PA	415
CO	275	MI	595	PR	12
CT	180	MN	219	RI	42
DC	20	MO	249	SC	208
DE	49	MS	159	SD	34
FL	1123	MT	51	TN	348
GA	461	NC	540	TX	1102
HI	40	ND	37	UT	123
IA	106	NE	83	VA	322
ID	111	NH	63	VT	18
IL	498	NJ	349	WA	287
IN	283	NM	88	WI	226
KS	110	NV	155	WV	92
				WY	39

\* JUCM Unique Urgent Care Clinics = 13,870 All 50 States + Washington DC and Puerto Rico

# Monthly Unduplicated Reach

## 46,909 Total Monthly Unduplicated Reach

	Print	e-Newsletter, e-Imaging and Digital Edition	Totals
Print	18,249		18,249
e-Newsletter, e-Imaging and Digital Edition	4,009	28,660	32,669
JUCM's Total Unduplicated Reach – November 2022			46,909

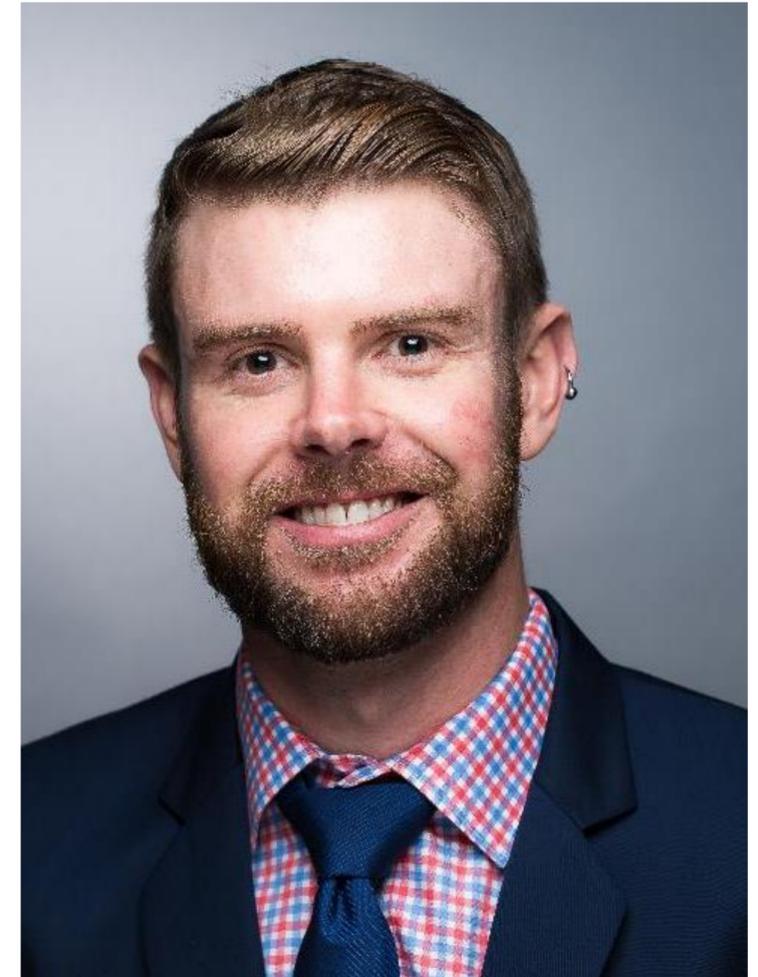
# A High-Quality, Practical, and Impactful Resource

- **Credibility and Authority** - The official publication of the Urgent Care Association of America
- **Useful** – A practical mix of clinical editorial, urgent care news, and practice management content
- **Specialty Specific** – Focused exclusively on Urgent Care medicine and business
- **Relevant** - Extensive and active editorial board curating exclusive urgent care content
- **Empowering** – Fosters a community for urgent care stakeholders
- **Unifying and Uniting** – Providing a “voice” to a customized distribution to over 46,000 readers



# Joshua Russell, MD, MSc, FAAEM, FACEP

## JUCM Editor in Chief



- 
- **Supervising Physician**
    - Legacy GOHealth Urgent Care
  - **Emergency Medicine**
    - Peacehealth, Columbia Region
  - **Associate Editor**
    - Urgent Care Rap podcast

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# Editorial: Issue Feedback Studies

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- Kantar Media methodology – Medical Journal Industry Standard
  - Do you receive JUCM in your name?
  - Did you read it?
- Out of last 4 Issues, how many have you read?
  - 1 out of 4: 25%
  - 2 out of 4: 50%
  - 3 out of 4: 75%
  - 4 out of 4: 100%
- How much of the issue did you read?
  - Cover to cover: 90%
  - Read articles of interest: 75%
  - Skimmed: 25%
  - Read TOC to article: 15%
- Rate Clinical and Practice Management articles
  - 5 Excellent
  - 4 Good
  - 3 Average
  - 2 Fair
  - 1 Poor

# JUCM Editorial Research – 2021 Data

<b>JUCM 2021 Issue Feedback Results</b>			
<b>Read</b>	<b>4 out 4 Issues</b>	<b>37%</b>	<b>60%</b>
	<b>3 out 4 Issues</b>	<b>23%</b>	
<b>Read</b>	<b>Cover to Cover</b>	<b>15%</b>	<b>71%</b>
	<b>Read Look</b>	<b>56%</b>	
<b>Clinical Articles</b>	<b>Excellent</b>	<b>42%</b>	<b>90%</b>
	<b>Good</b>	<b>48%</b>	
<b>Practice Management</b>	<b>Excellent</b>	<b>21%</b>	<b>77%</b>
	<b>Good</b>	<b>56%</b>	
<b>Top 4 Departments</b>	<b>Images Challenge</b>	<b>82%</b>	
	<b>Pediatric Urgent Care</b>	<b>72%</b>	
	<b>Abstracts</b>	<b>71%</b>	
	<b>Health Law</b>	<b>65%</b>	
<b>Lead Clinical Article</b>	Read the article		<b>88%</b>
<b>Lead Case Report</b>	Read the article		<b>74%</b>
<b>Lead Original Research</b>	Read the article		<b>57%</b>
<b>Lead Practice Management Article</b>	Read the article		<b>63%</b>

# Journal Readership - Market Perspective

Readership Sample Comparison		JUCM 2021		JAMA		NEJM		AFP	
Read	4 out 4 Issues	37%	60%	26%	36%	20%	27%	37%	49%
	3 out 4 Issues	23%		10%		7%		12%	
Read	Cover to Cover	15%	71%	9%	52%	15%	68%	30%	77%
	Read Look	56%		43%		53%		47%	

\* Three Primary Care Journal Scores - Office and Hospital Primary Care MDs

\* Primary Care Journal Scores – Historical Averages

JAMA - Journal of the American Medical Association (AMA)

NEJM - New England Journal of Medicine (MMS)

AFP - American Family Physician (AAFP)

# JUCM Editorial and Design 17 Total Awards Won!

- 
- **2018**
    - SILVER (2nd Place) – Best Case History
    - BRONZE (3rd Place)– Best Cover, Computer-Generated
  - **2017**
    - SILVER (2nd Place) – Best Case History
  - **2016**
    - SILVER (2nd Place) – Best Case History
    - BRONZE (3rd Place)– Best How To Article
  - **2013**
    - GOLD (1st Place) – Best Cover: Photo
    - SILVER (2nd Place) – Best Feature Article
  - **2012**
    - SILVER (2nd Place) – Best Regular Department
  - **2011**
    - GOLD (1st Place) – Best How-To Article
    - GOLD (1st Place) – Best Case Study
    - BRONZE (3rd Place) – Best Cover, Computer-Generated
  - **2010**
    - SILVER (12nd Place) – Best Cover, Computer-Generated
    - BRONZE (3rd Place) – Best Signed Editorial
    - BRONZE (3rd Place) – Best Overall Use of Graphics
  - **2009**
    - BRONZE (3rd Place) – Best Regular Column, Contributed
  - **2008**
    - BRONZE (3rd Place) – Best Regular Column, Contributed
    - BRONZE (3rd Place) – Best Overall Use of Graphics



## *Some of the Current Entrants*

AAFP News  
American Family Physician  
American Journal of Nursing  
ASH Clinical News  
Cardiology News  
Cardiology Today  
Critical Care Medicine  
Cutis  
Emergency Medicine News  
Health Data Management  
Hematology News  
Hem/Onc Today  
McKnight's Long-Term Care News  
Medical Economics  
Neurology Today  
OBG Management  
The Nurse Practitioner

# JUCM- Print Advertising

1. High quality layout, production and printing process
2. Advertiser-friendly environment
3. Various sizes
  - Full Page
  - 2/3 Page
  - Half Page
  - 1/3 Page
4. Print ads garner a very high share of voice in this niche market

**ABSTRACTS IN URGENT CARE**

- Who's Getting Antibiotics for Nonbacterial URIs?
- Constitiated Children in the ED
- Reconsidering Knee Injections
- Chondroitin vs Celecoxib and Placebo for Knee Pain
- Protecting Traveling Patients from MMR
- Can ECGs Suggest PEs?
- Steroid Use in Treating Sore Throat
- Looking at Appropriate Steroid Use in Children with Asthma
- Chest Pain with No Diagnosis

SEAN M. MCNEELEY, MD and GLENN HARNETT, MD

Each month the College of Urgent Care Medicine (CUCM) provides a handful of abstracts from or related to urgent care practices for practitioners. Sean M. McNeely, MD and Glenn Harnett, MD lead this effort.

**Tracking Antibiotic Prescriptions for Nonbacterial Acute URI**  
*Key point: Patients were more likely to receive prescriptions from mid- or late-career physicians and from those with higher daily patient volumes.*  
 Citation: Silverman M, et al. Antibiotic prescribing for nonbacterial acute respiratory infections in elderly persons. *Ann Intern Med.* [Epub ahead of print May 9, 2017]

This retrospective analysis of linked administrative health care data was drawn from 8,999 primary care physicians and 155,014 patients who presented with a nonbacterial acute upper respiratory infection (AURI). The study was designed to determine the prevalence of antibiotic prescribing for nonbacterial AURIs and whether prescribing rates varied depending on various physician characteristics. These nonbacterial infections included the common cold (53.4%), acute bronchitis (33.3%), acute sinusitis (10.6%), and acute laryngitis (1.6%). Forty-six percent of patients with a nonbacterial AURI received an antibiotic prescription, with most prescriptions written for broad-spectrum agents (59.9%). The high rate of broad-spectrum antibiotic prescribing in this low-risk cohort is strongly suggestive of inappropriate prescribing. In addition to concerns about antimicrobial resistance and *Clostridium difficile* infection from antibiotic overprescribing, the toxicity of these drugs needs to be considered, particularly in light of recent warnings issued by the U.S. Food and Drug Administration for macrolides (cardiac arrhythmias and drug interactions) and quinolones (tendinitis, central and peripheral nervous system toxicity). Patients were more likely to receive prescriptions from mid-career (19-24 years since graduation) or late-career physicians (>25 years since graduation) and from physicians with higher patient volumes (1-25 patients seen per day). It would be interesting to see further studies in the urgent care setting to explore whether the rate of inappropriate antibiotic prescriptions also rises with higher daily patient volumes. ■

**Repeat ED Visits for Children with Constipation**  
*Key point: Reconsider that abdominal radiograph in kids.*  
 Citation: Freedman SB, et al. Delayed diagnoses in children with constipation: Multicenter retrospective cohort study. *J Pediatr.* April 28, 2017. [Epub ahead of print]

This study looked at pediatric patients from 2004 to 2013 who were diagnosed with constipation and had an abdominal film series performed. The endpoint evaluated was a repeat visit to the emergency room for a significant problem. A total of 282,000 visits with a diagnosis of constipation were reviewed. Sixty-five percent had abdominal films performed. Of these, 37% had a 3-day revisit, with 0.28% being clinically significant. The most common alternate diagnosis was appendicitis. This was found in about one third of patients. Compared with patients who did not have a radiograph, those who did were

**ABSTRACTS IN URGENT CARE**

about twice as likely to have a clinically important alternative diagnosis. For the urgent care provider, the decision to perform an abdominal radiograph is tempting; however, the current recommendation is to avoid them, as they are rarely helpful and as seen in this emergency department based study can be falsely reassuring. ■

**Triamcinolone vs Saline for Symptomatic Knee Osteoarthritis**  
*Key point: Reconsider the knee injection.*  
 Citation: McAlindon TE, et al. Effect of intraarticular triamcinolone vs saline on knee cartilage volume and pain in patients with knee osteoarthritis: a randomized clinical trial. *JAMA.* 2017;317(9):1067-1075.

This 3-year, randomized, placebo-controlled, double-blind trial compared intraarticular triamcinolone vs saline for symptomatic knee osteoarthritis with ultrasonographic features of synovitis in 140 patients to determine its effects on progression of cartilage loss and knee pain. There was no significant difference on knee pain severity between treatment groups, and triamcinolone treatment resulted in greater cartilage volume loss.

These results showed greater progression of knee cartilage volume loss and no sustained effect on intraarticular inflammation as indicated by persistence of effusion. As a proof-of-concept study, the results raise questions about the role of inflammation in osteoarthritis progression. The rate of cartilage loss in this study was commensurate with that observed in prior natural history studies, so it is likely that the difference in cartilage loss rates between groups was due to an adverse effect of intraarticular corticosteroids on cartilage rather than a benefit from intraarticular saline. Urgent care physicians should use caution when considering long-term intraarticular steroid injections for chronic knee pain associated with osteoarthritis. ■

www.jucm.com JUCM The Journal of Urgent Care Medicine | July-August 2017 27

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 Medical Professional Liability Insurance

KEEP YOUR BUSINESS HEALTHY, WEALTHY AND WISE.  
 Let's work together to reduce your expenses with quality coverage custom-built just for you.

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 Medical malpractice insurance is essential, but finding the best policy—one that provides the proper liability protection you need at an affordable price—can be confusing.

At NFP we take the time to answer all of your questions and make sure you select a strong, reputable and financially stable insurance policy that provides the right protection when you need it most.

As one of the largest sources to arrange insurance for urgent care clinics, our team provides:

- Per-visit rating (type and number)
- Exceptional service standards
- Prior acts coverage
- Knowledgeable, friendly staff
- Defense outside the limit
- Risk management/educational support
- Fast turnaround on policy changes
- Exclude "best practices" discounts
- Rapid response claim service

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**NFP**

Practice Management

CME: This article is offered for AMA PRA Category 1 Credit™ See CME Quiz Questions on page 7.

## Calculating the Value of a Like: The Muddled ROI of Facebook Advertising

Urgent message: Ideally, paid advertising should show a return on investment based on the revenue it generates. However, revenue-based metrics are difficult to prove using social media, in which "likes" are more valuable in identifying fully engaged patients than generating direct sales.

ALAN A. AYERS, MBA, MAcc

When it comes to social media marketing channels, Facebook remains atop the throne. The fact that 80% of Fortune 500 companies have an active Facebook page more than supports that assertion, and stands as testament to the platform's meteoric rise. Indeed, brands and companies spend billions each year to maintain a social media presence, all in the service of gaining the fans, followers, and "likes" they're convinced directly translate into increased revenues.

Naturally, urgent care shares in the collective zeal for social media endorsements, given its dependence on top-of-mind awareness and positive testimonials. In fact, you'll rarely come across an urgent care Facebook page that doesn't have a contest, promotion, giveaway, or other like-garnering activity going. Yet, these suppositions about the ROI of earning a Facebook like have never actually been supported by hard, empirical data. This begs the question: Are likes, and similar social media endorsements, truly an accurate proxy for projected revenue—in urgent care's case, positive word-of-mouth and future utilization—or are they just an overhyped vanity metric? Do likes really indicate heightened engagement, and/or portend massive brand exposure? Or are marketers everywhere overestimating their impact, and unwisely pouring big bucks into an activity that, in actuality, promises very little return?

**The Value of a Like**  
 This question of the real value of social endorsements such as likes has long intrigued not only marketers, but academics as well. Consequently, a team of Harvard Business School (HBS) marketing professors, business scholars, and social media experts came together to conduct an in-depth study on whether the mere act of liking a brand influences purchasing behavior. The HBS team conducted 23 carefully crafted experiments over the course of 4 years, involved 18,000 participants, and centered the study around an intriguing counterfactual: How might brand followers otherwise interact with a brand had they not followed it on social media? Given that brands and companies spend billions of

We love to say "YES!"  
 Any other questions?  
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www.jucm.com JUCM The Journal of Urgent Care Medicine | July-August 2017 11

# JUCM Digital Editions

Exact Replica of Print Edition in PDF Form

**DOWNLOAD PAST ISSUES** \_\_\_\_\_



*April 2020 :Is Pain the Fifth Vital Sign? The First in a Series of Original Research Articles*

 [March 2020](#)

 [February 2020](#)

 [January 2020](#)

 [December 2019](#)

 [November 2019](#)

[VIEW ISSUES ARCHIVE](#)

# JUCM

## Cover Tip-On

- Glue Stripped to front cover
- Issue is wrapped in a polybag to protect creative
- We print
- Specs:
  - 8.25"H x 7.5"W
  - Leave ¼" bleed on all edges
- \$15,000 net for full circulation



**JUCM**<sup>®</sup>  
THE JOURNAL OF URGENT CARE MEDICINE<sup>®</sup>

SEPTEMBER 2022  
VOLUME 16, NUMBER 11

UCA URGENT CARE ASSOCIATION  
COLLEGE OF URGENT CARE MEDICINE

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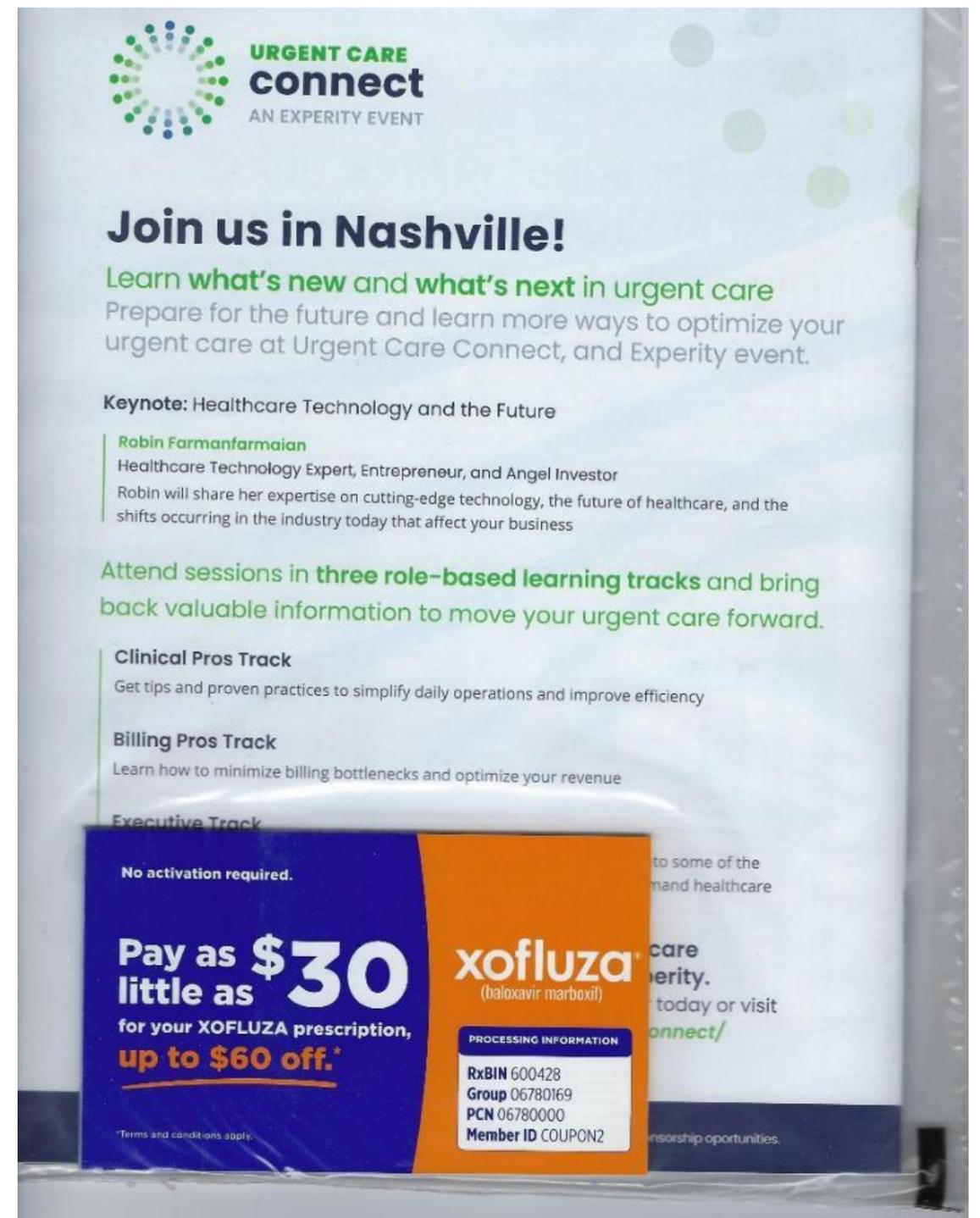
Scan here to learn more

# Polybag with JUCM

- A brochure, sell sheet or coupon can polybag with the monthly issue of JUCM
- Piece is supplied by client.
- Geo targeted selection available
- Minimum of 5,000 pieces
- Specs
  - Size should not exceed: 8"W x 10 3/4"H
  - Weight should not exceed: 1 oz
  - Bulky or multiple part outserts will be priced higher, depending upon sample piece provided
- Costs\*
  - 5,000 copies      \$0.95 net per piece/copy
  - 10,000+ copies    \$0.85 net per piece/copy
  - \*sample piece is needed to create an exact cost

## Ship pieces to:

JUCM, The Journal of Urgent Care Medicine  
Intellicor West  
Attn: Receiving / George Gordon  
3575 Hempland Rd  
Lancaster, PA 17601  
717-285-6818



# JUCM.com Monthly Traffic



https://www.jucm.com  
Raw Data

[Go to report](#)

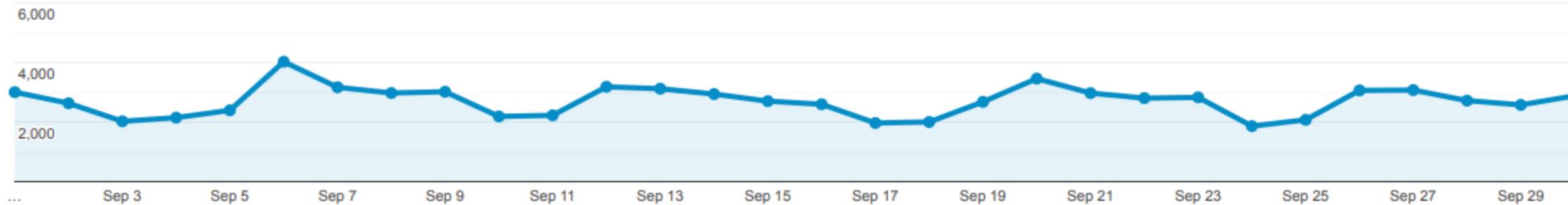
## Audience Overview

Sep 1, 2022 - Sep 30, 2022

All Users  
100.00% Sessions

### Overview

#### Sessions



Sessions

81,165

Users

73,357

Pageviews

93,919

Pages / Session

1.16

Avg. Session Duration

00:00:35

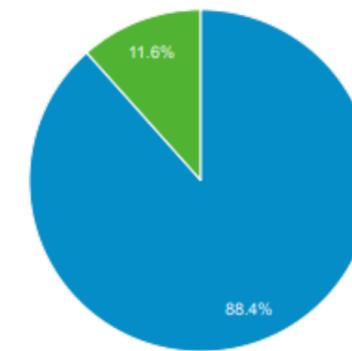
Bounce Rate

91.20%

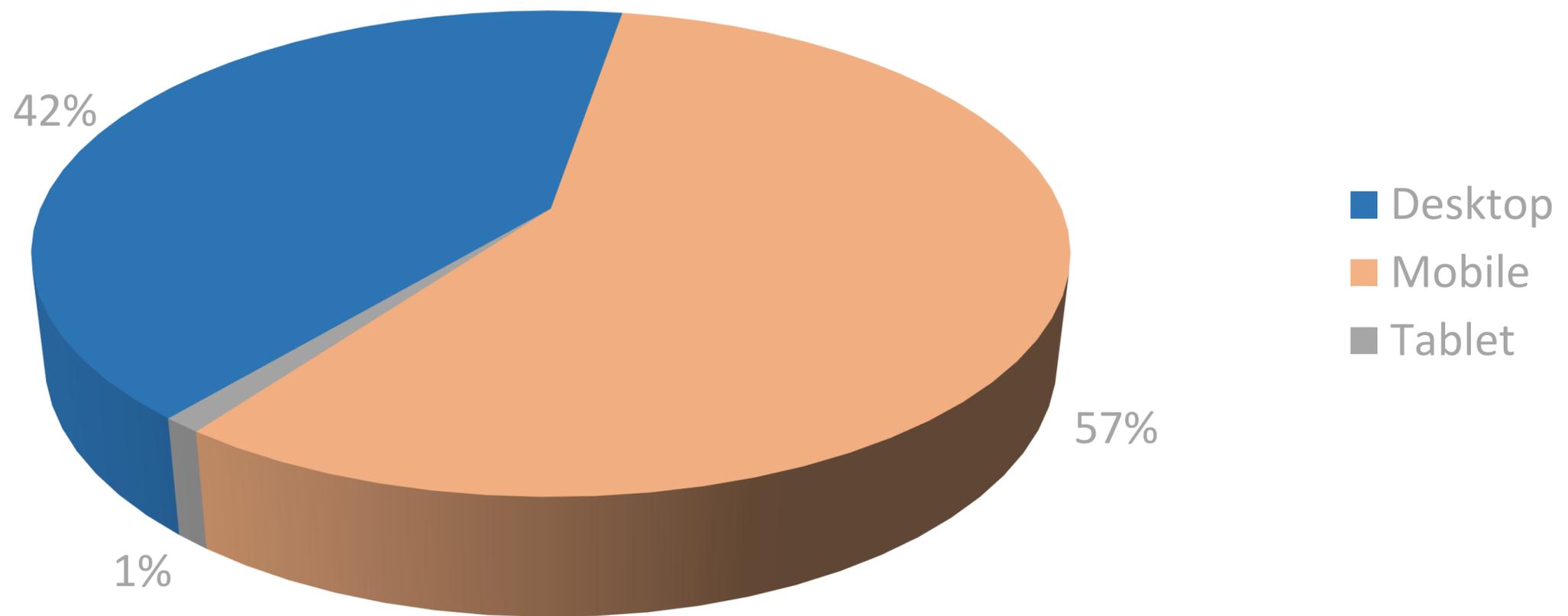
% New Sessions

88.40%

New Visitor Returning Visitor



# JUCM Website Access Type



Our products are optimized for viewing by whatever platform is preferred by the reader

Source: Google Analytics, November 2022

# Banner Advertising

- **Top Tall Box Ad:**
  - 300w x 600h pixels. Appears on home page and all other content pages
  - **\$95 per thousand impressions**
- **Top Horizontal Ad:**
  - 970w x 90h pixels or 728x90. Appears on home page and most content pages
  - **\$85 per thousand impressions**
- **Big Box Ad 1&2:**
  - 300w x 250h pixels. Appears on home page and most content pages
  - **\$75 per thousand impressions**
- **Mobile Versions**
  - All ads have a 300x250 mobile version that runs on mobile devices. There is also an option for 320x50 pixel ad that is permanently displayed at the bottom of the mobile viewer

The screenshot displays the JUCM website interface. At the top, the JUCM logo is prominent, with the tagline 'THE JOURNAL OF URGENT CARE MEDICINE'. Navigation links include NEWS, JOBS, CLINICAL, PRACTICE MGMT, GET CME, BUYER'S GUIDE, AUTHORS, ARCHIVES, and ABOUT US. A search bar and 'Subscribe/Get Access | Log In' options are also visible.

Key banner advertisements include:

- Top Horizontal Ad:** A yellow banner at the top promoting CME credits, stating 'Earn up to three CME credit hours per issue' and 'An annual CME subscription of \$145 includes a print copy, and up to 33 hours of CME credits'.
- Top Tall Box Ad:** A large green vertical ad for Practice Velocity, featuring a testimonial from a software engineer and the headline 'I power extraordinary TOP TALL BOX AD'.
- Big Box Ad 1&2:** A yellow and green ad for Teleradiology, advertising 'BIG BOX AD' and 'QUALITY REPORTS' with a 'GET YOUR FREE QUOTE' button.
- Another Big Box Ad:** A green ad for Practice Velocity promoting 'BIG BOX AD' for 'Front office data entry and scanning'.

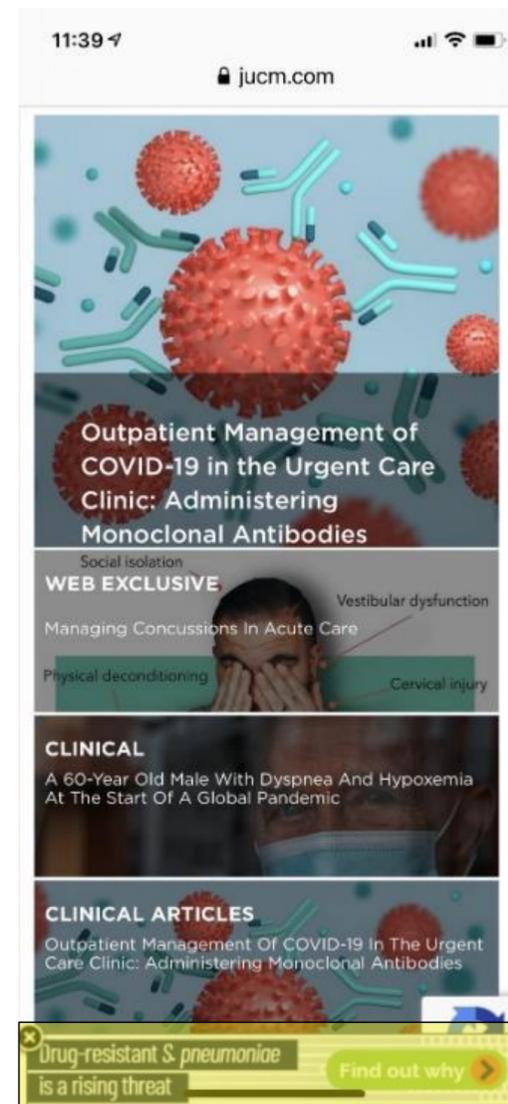
The main content area features a large article titled 'A 44-Year-Old Man with Cough of Several Weeks' Duration' with a photo of a doctor and patient. Below this are several smaller article teasers under categories like 'WEB EXCLUSIVE', 'CASE REPORTS CLINICAL', 'CLINICAL ARTICLES', 'PRACTICE MANAGEMENT ARTICLES', and 'IMAGES CHALLENGE'.

On the right side, there is a 'Login' form with fields for 'Username' and 'Password', a 'Remember Me' checkbox, and a 'LOGIN' button. Below the login form is a 'Lost Password' link.

At the bottom right, there is a red button that says 'Sign Up For The JUCM'.

# Banner Advertising

- **Mid-Page Horizontal Banner:**
  - 728x90 pixels on desktops. Defaults to 300x250 for mobile view. Appears on home page and most content pages.
  - \$60 per thousand impressions
- **Big Box Footer Ad:**
  - 300w x250h pixels. Appears on home page and most content pages
  - \$50 per thousand impressions
- **Banner Ad Specs**
  - Max Load Size: 200 KB
  - Max Animation: 15 sec 3x loop
  - File Types: JPG, GIF, PNG, HTML5, 3rd Party Tag



### JUCM CAREER CENTER

Urgent Care Physician Opportunities – Bon Secours Medical Group – Greenville, SC May 15, 2018

URGENT CARE PHYSICIANS – HealthPartners – Minneapolis/St. Paul, MN May 13, 2018

Medical Director – OhioHealth Urgent Care – OH May 10, 2018

Family Medicine and/or Emergency Medicine Physicians – Main Line Health – Broomall, PA May 9, 2018

Urgent Care Physician – Sansum Clinic – Lompoc, CA May 8, 2018

### DOWNLOAD PAST ISSUES

April 2019

March 2019

February 2019

January 2019

December 2018

[VIEW ISSUES ARCHIVE](#)

**MID-PAGE HORIZONTAL AD**

QUIDEL Lyme FIA

CLIA waived

not days.

### CASE REPORTS

A 44-Year-Old Man with Cough of Several Weeks' Duration

Urgent message: Lung cancer—the leading causes of cancer-related deaths in the United States—may first present with ...

Infection Masquerading as a Fall in the Elderly

Shortness of Breath in a Postprocedural Pneumothorax

Cat Scratch Disease Presenting as Parinaud's Oculoglandular Syndrome

A Pregnant Mother Presenting to Urgent Care with Chickenpox

### HEALTH LAW

What Exactly Are Whistleblower Lawsuits—and How Can You Protect Your Urgent Care Operation?

Urgent message: The increasingly visibility of "whistleblower cases," in which employees share in any fines from ...

What is the Liability for an Urgent Care Slandering a Competitor on Social Media?

The Finer Points of Video Surveillance in an Urgent Care Center

Education is Key to Avoiding Increasingly Sophisticated Cyber Crime

What Happens if You Break a Commercial Lease?

### ABOUT US

The Journal of Urgent Care Medicine® (JUCM) is the official journal of the Urgent Care Association (UCA). Each issue contains a mix of peer-reviewed clinical and practice management articles that address the distinct clinical and practice management needs of those who are working in today's busy urgent care centers. JUCM's reach of over 42,000 includes qualified clinicians, business and administrative professionals working in urgent care facilities nationwide

### QUICK LINKS

About Us  
Advertise  
Subscribe  
Submit An Article  
Careers  
Contact Us

### FOOTER AD

MINIMUM DISRUPTIONS

JUCM IS THE OFFICIAL JOURNAL OF UCA URGENT CARE ASSOCIATION COLLEGE OF URGENT CARE MEDICINE

# JUCM eNewsletters

- eNewsletters deploy on Tuesdays and Fridays
- Friday eNewsletter
  - JUCM News
- Tuesday eNewsletters
  - 1<sup>st</sup> Tuesday - JUCM Editorial Content
  - 2<sup>nd</sup> Tuesday - Web Exclusive
  - 3<sup>rd</sup> Tuesday - Images Challenge
  - 4<sup>th</sup> Tuesday - Web Exclusive

# Urgent Care News eNewsletter

- Every Friday
- Curated, full-text summaries of medical news selected and rewritten with urgent care relevance
- Distribution to 25,000+
- 35% open rate
- Multi-sponsored
- Static Banners Only
  - 600 wide x 250 high
- \$950 flat cost
- 3 @ \$810
- 6 @ \$690



## Web Exclusive: Handling Paid Time-Off In Overtime And Unpaid Leave Situations

Urgent message: Paid time-off (PTO) is a common benefit among urgent care providers, but when urgent care operators benefit from an "always on" culture that is open evenings, weekends, and holidays, there may be times when employees are unable to utilize their PTO and expect some kind of accommodation for sacrificing this benefit back to the company. According to the Society for Human Resource Management (SHRM), 98% of all companies offer paid time off (PTO) to their employees, with urgent care being no exception. [Read more](#)

An advertisement for Practice Velocity. On the left is a black and white photo of a smiling male doctor in a white lab coat with a stethoscope. To his right, the text "100.00 PERCENT" is displayed in large, bold, blue letters. Below this, it says "UPTIME FOR THE LAST 60 DAYS" and "How is your EMR doing?". At the bottom right, there is a blue button that says "SCHEDULE A FREE DEMO NOW". The Practice Velocity logo and contact information "888-779-0541 | practicevelocity.com" are at the bottom.



## CDC Offers New Guidance On Caring For Children With Possible Concussion

Roughly 800,000 children are brought to emergency rooms after sustaining a blow to the head every year, according to the Centers for Disease Control and Prevention. Clearly, many others appear in urgent care centers—and that segment is likely to grow as parents continue to become more aware that urgent care is often the best choice for many complaints. Now the CDC has released new guidelines on evaluation and treatment of children who've sustained a blow to the head. All told, there are 19 recommendations based on five core concepts:

# JUCM Print Issue Overview eNewsletters

- First Tuesday of Month
- Distribution to 24,000+
- 35% open rate
- Multi-sponsored
- Static Banners Only
  - 600 wide x 250 high
- \$950 flat cost
- 3 @ \$810
- 6 @ \$690



## The Approach To The Hypertensive Patient In The Urgent Care Setting

Urgent message: Previously undiagnosed hypertension is common among ambulatory patients, and urgent care providers are often the first to recognize and diagnose this condition. [Read more](#)

**100.00 PERCENT**  
UPTIME FOR THE LAST 60 DAYS  
How is your EMR doing?  
PRACTICE VELOCITY  
SCHEDULE A FREE DEMO NOW  
888-779-0541 | practicevelocity.com



## Rhabdomyolysis In A Previously Healthy 33-Year-Old Man

Urgent message: Life-threatening degrees of rhabdomyolysis can be seen in young, healthy patients with stable presentation and nearly normal examination findings. [Read more](#)



## Building Ethical Organizations And Teams

Urgent message: As consumers pay closer attention to the ethical behaviors of the companies they do business with, the topic of workplace ethics has garnered renewed interest. [Read more](#)



# JUCM Web Exclusive Content eNewsletter

- Second and Fourth Tuesday of Month
- Special Releases, online-only case studies and practice management
- Distribution to 22,000+
- 31% open rate
- Multi-sponsored
- Static Banners Only
  - 600 wide x 250 high
- \$850 flat cost
- 3 @ \$725
- 6 @ \$595

**JUCM**  
THE JOURNAL OF URGENT CARE MEDICINE

Original Research, Online Release Ahead of Print



## Evaluation of a Point-of-Care COVID-19 Testing Platform Using Self-Collected Nasal Swabs in an Urgent Care Setting

Bronson Elizabeth Delasobera, MD; Amanda Joy, PA; Masashi Waga; Rita Malley, MS; Anisha Patel, MS; Sarah Greenwood, PA; Jerry Creighton, RN; Sameer Desale, MS; and Moira Larsen, MD, MBA

**Urgent message:** A validated platform effective in performing rapid point-of-care tests for SARS-CoV-2 would be ideal for use in urgent care centers. While reports of false negative results with one system called the viability of such a platform into question, results of this study support the use of POC testing using self-collected nasal swabs.

**WEBINAR**

Laboratory Blood-Based Testing for Lyme Disease at a National Reference Laboratory: A 7 Year Experience

**Watch On-Demand Now**



### Introduction

The Abbott ID NOW Point of Care (POC) system is designed to perform rapid on-site nucleic acid amplification polymerase chain reaction (PCR) testing. However, recent publications from academic settings have reported concerning and varying false negative (FN) rates with this diagnostic test.<sup>1-4</sup> It is unknown if the high FN rate is a function of the POC machine, the training of the clinical staff, or the specimen collection type. We therefore undertook a validation study in a "real world" community setting of symptomatic patients presenting to urgent care clinics or testing tents. Each patient had two samples collected: one for POC testing (either nasopharyngeal (NP) or nasal) and one NP specimen to run on a high-throughput

# Images Challenge eNewsletter

- Third Tuesday of the Month
- Distribution to 22,000+
- Single-sponsored
- 33% open rate
- 728x90 banner appears on email invitation
- \$1,200 for outgoing newsletter banner

JUCM <newsletters@jucm.com> | swilliams@jucm.com 4/18/2017

Urgent Care Images Challenge - 47-Year-Old Male with Hip Pain

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

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Follow Us:   

**IMAGES IN URGENT CARE CHALLENGE**

[click here to submit the relevant images and information via our electronic submission page. We will get back to you promptly with any questions.](#)

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Straight Arm  
DR X-ray System**   
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**FEATURED CHALLENGE**

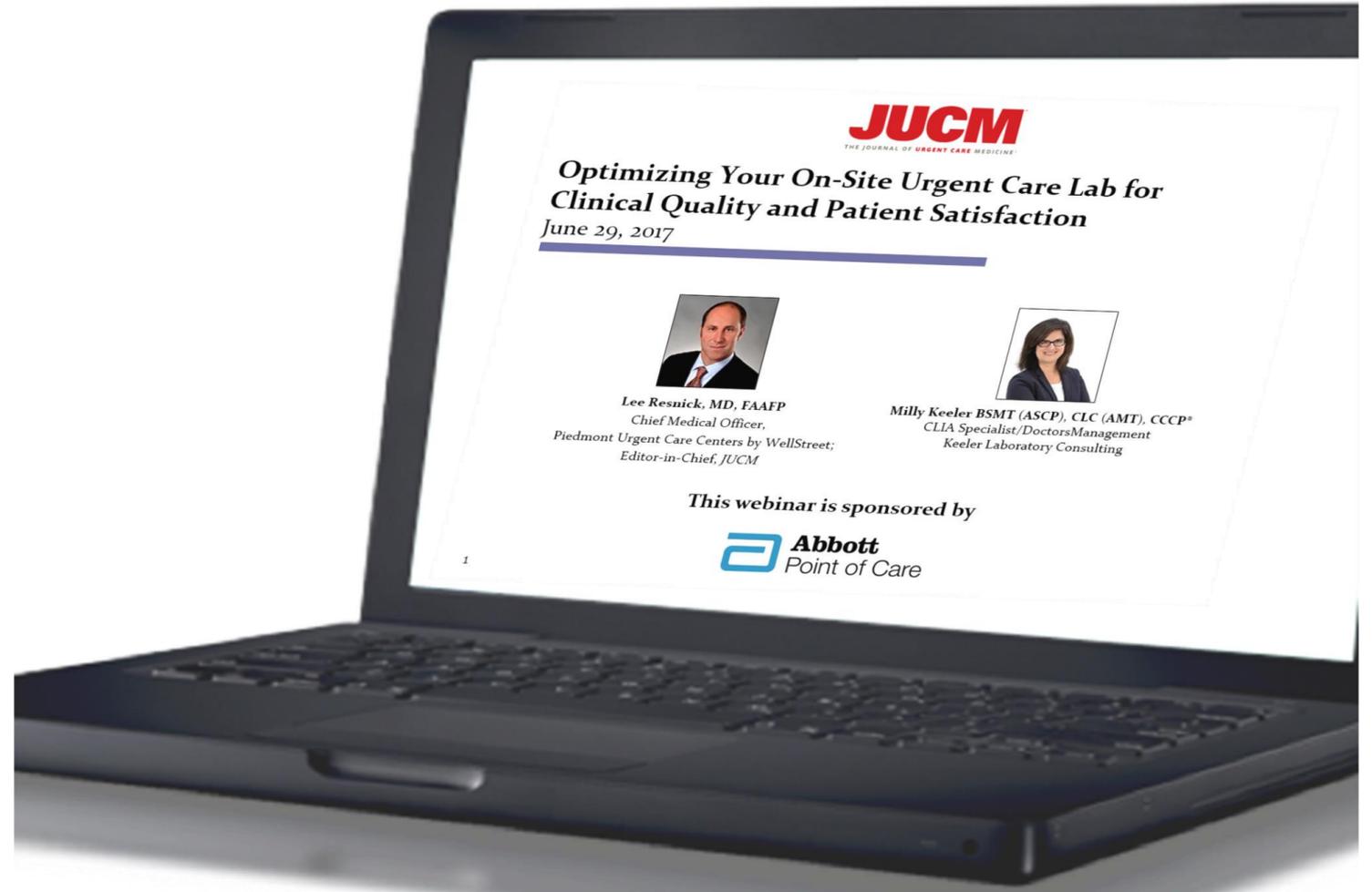
 

*A new urgent care case is available:*

A 47-year-old male presents to your urgent care center with an exacerbation of chronic hip pain. The patient offers little by way of explanation; he reports he's felt discomfort in his right hip "for years," but that it's grown worse recently... View the images taken and consider your next steps, along with possible diagnoses.

# JUCM Webinars

- Turnkey Solution
  - Non-Promotional Format
  - You are named as the sponsor in promotion and during the webinar
  - We do all the work
    - consult with you and agree on topic content
    - Recruit speaker
    - Recruit attendees via print ad, web promotion and email invitations
    - Execute webinar
    - Record and post webinar to JUCM website, give copy to client for their website
    - Deliver registrant information to client
  - Recent webinars
    - ~250 registrants
    - ~125 live attendees, approximately half of non-attendees watched the on-demand webinar later via provided link
  - ~\$5,000



# Urgent Care Buyer's Guide - Print

- JUCM branding for credibility and trust
- Over 100 categories customized to Urgent Care
- Comprehensive print and digital distribution for year-long exposure
- High value for a limited expenditure
  - Full Page Ad plus Boxed Listing - \$3,270
  - Half Page Ad plus Boxed Listing - \$2,530
  - 1/3 Page Ad plus Boxed Listing - \$2,050
  - Boxed Listing - \$560

[Click here to link to digital Buyer's Guide](#)

2017/2018

**UC+BG** **URGENT CARE**  
Buyer's Guide™

One-Stop Shopping for All  
Your Urgent Care Needs

[urgentcarebuyersguide.com](http://urgentcarebuyersguide.com)

A Supplement to **JUCM**  
THE JOURNAL OF URGENT CARE MEDICINE™

# UrgentCareBuyersGuide.com

- Website companion to UCBG Print
  - Dynamic, online version
  - Visible on all platforms
    - Computer
    - iPad
    - Mobile devices
- Includes all print listings and more
  - Upgraded listings
    - Picture panels
    - Expanded descriptions
    - Key contact info
- New sections on home page
  - Rotating Product Ads
  - Monthly promotions
  - Featured listings
  - Banner Ads

The screenshot shows the homepage of UrgentCareBuyersGuide.com. At the top, there is a navigation bar with the phone number 201-529-4004, social media icons, and an 'ADVERTISE' button. The main header features the 'URGENT CARE Buyer's Guide' logo and a search bar. Below the header is a navigation menu with categories like 'CLINICAL SERVICES', 'EMR & BILLING', 'MEDICAL EQUIPMENT', 'SUPPLIES', 'PRACTICE MGMT', 'START UP SERVICES', and 'CONTACT'. A prominent banner for 'EXPERITY' states 'All urgent care. All the time.' and 'Software and services solutions built for urgent care.' Below this is a 'PRODUCT SHOWCASE' section with three featured items: 'Comprehensive, 62 Hour, 8 Module Curriculum', 'MANAGE YOUR COMPLIANCE TASKS IN THE CLOUD AND REDUCE PAPER BINDLES TO THE CURB', and 'C.A.P.D. Revenue Integrity, C.O.I.'. The 'PRACTICE RESOURCES' section includes articles such as 'Most Urgent Care Centers Give Immunization a Shot', 'Smoothing Ebb-and-Flow for Greater Staff Efficiency and Shorter Wait Times in Urgent Care', 'What to Do If A Competing Urgent Care Opens in Your Community', and 'Creating the 'Ideal' Urgent Care Experience'. A 'CATEGORIES' sidebar lists various service areas with expandable arrows. At the bottom right, there is a 'READ THE LATEST JUCM ISSUES' section featuring the 'JUCM' logo and a 'BEST PRACTICE' award graphic.

# Urgent Care Buyer's Guide

## Print Distribution

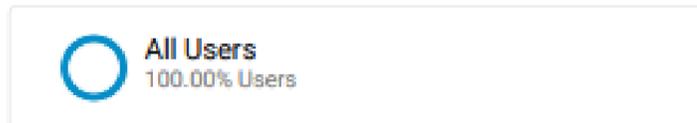
- 20,000 copies distributed with the September JUCM
- 1,000 copies distributed in the attendee welcome bags at the UCA Annual Meeting

# Urgent Care Buyers Guide Usage – Online last year

 Analytics Urgent Care Buyer's Guide  
All Web Site Data

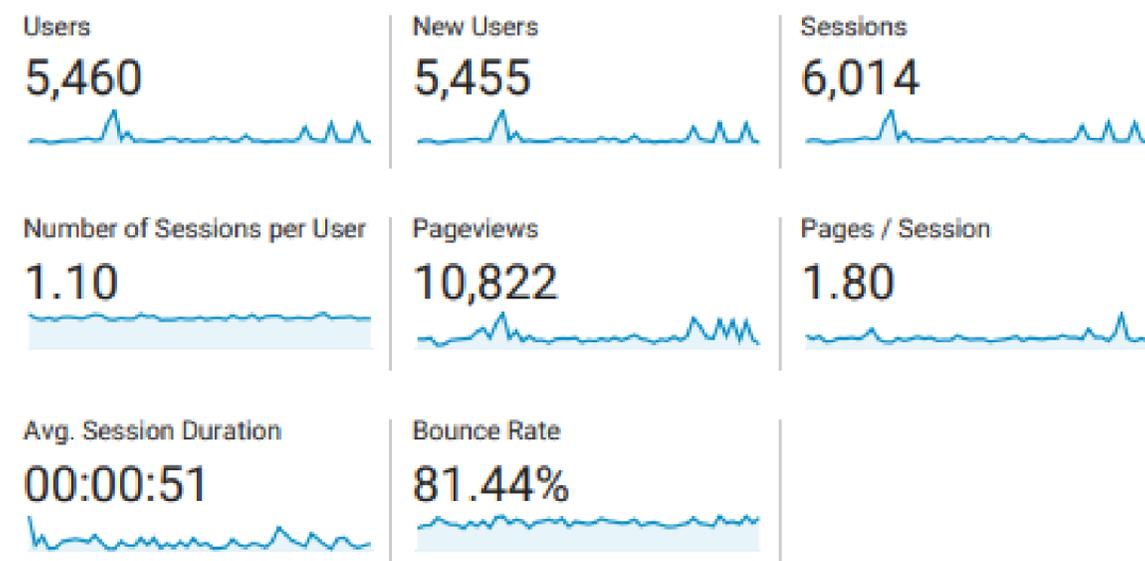
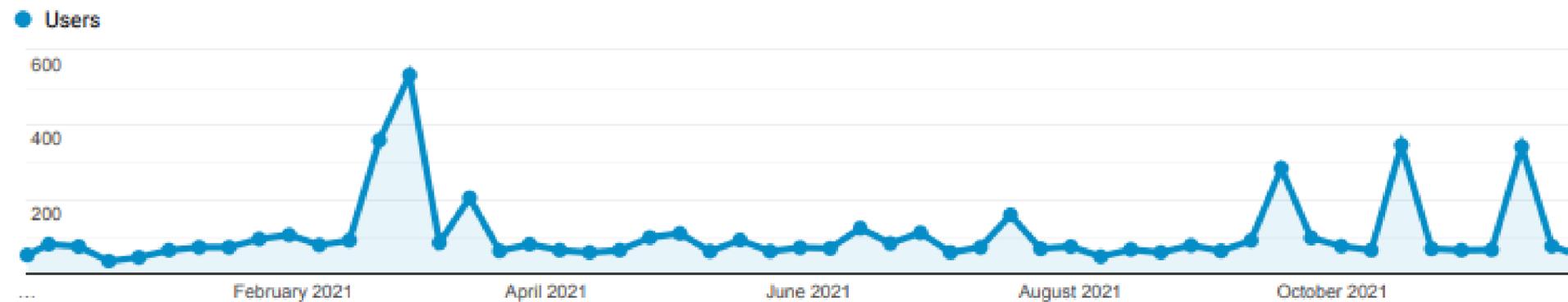
[Go to report](#)

## Audience Overview

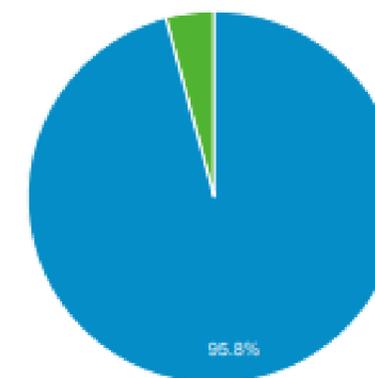


Dec 1, 2020 - Nov 30, 2021

### Overview



■ New Visitor ■ Returning Visitor



**Other Available Resources:**

JUCM Marketing Channels  
JUCM Chart Research Survey

[www.JUCM.com](http://www.JUCM.com)

Urgent Care Buyer's Guide

[www.UrgentCareBuyersGuide.com](http://www.UrgentCareBuyersGuide.com)

**Contact:**

Stuart Williams  
*Publisher*

(201) 529-4004

[swilliams@jucm.com](mailto:swilliams@jucm.com)