

DIFFERENTIATION IN THE SEA OF SAMENESS

**Strategies for Start-Up and Ongoing Success in an
Increasingly Crowded Urgent Care Marketplace**

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**Urgent Care
ConsultantsSM**

What Business Are You In?



Merely delivering a “service” makes for a commodity provider that by definition has no brand loyalty and no competitive advantage.

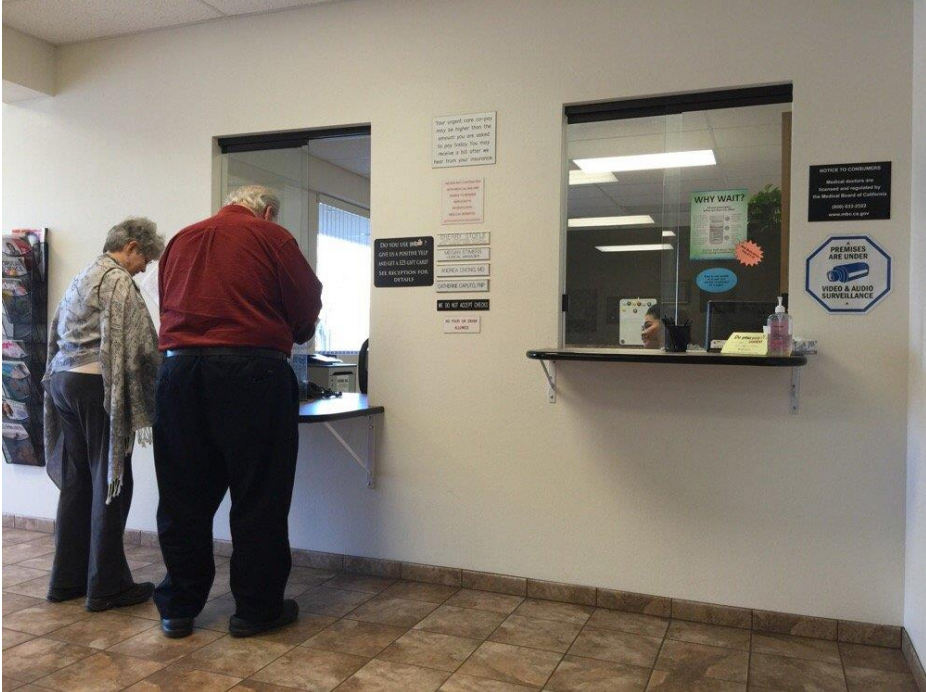
Success in urgent care requires resolving the medical problem that is the reason for the patient’s visit—efficiently and courteously—in a way that creates a *positive emotional connection* with the patient.

Value of Positive Patient Experiences

- Urgent care is in the “patient satisfaction” business—in consumer eyes *comparable to* retailers, restaurants, banks and other service providers.
- Long-term success requires capturing *repeat business* and generating *positive word of mouth*.
- Patients evaluate the *quality* of their urgent care visits based on *clinical outcomes* and their *feelings about the experience*.
- Patients who don't like the experience provided, don't value it, or don't think it meets their needs or expectations *won't come back*.



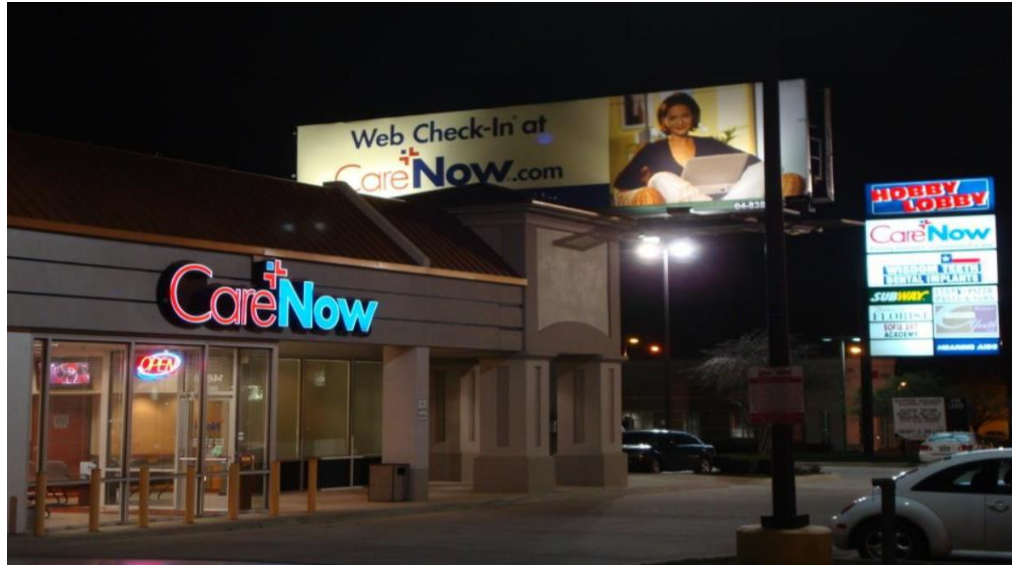
First Impressions: Registration and Payment



Center Aesthetics



Mastering the “Retail Elements” of Urgent Care



Consumer-driven venue for low-acuity medical services recognized for:

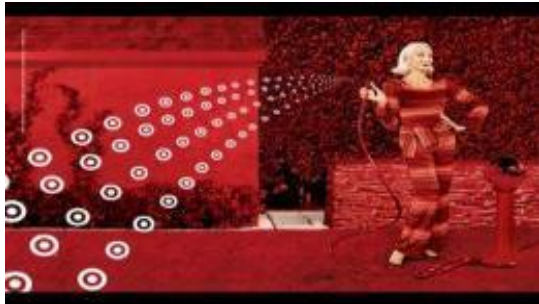
- High-traffic, high visibility locations
- Extended evening and weekend hours
- Walk-in, on-demand convenience
- Short waits with rapid throughput
- Lower cost than the ED
- Customer service emphasis

The Sea of Sameness



**Consumers generally view all urgent care centers as “equal.”
Few centers have established differentiated brands.**

Differentiation in Retail



Differentiation in Retail, cont'd.



What Patients Want and Expect



Focus on Throughput: Practicing Urgent Care Medicine,
Maximizing Provider Efficiency, Reducing Non-Value Added Activities

Forecasting Model Components

- Households or Establishments
- Population or Employees
- Demographics or SIC Codes
- Propensity to Utilize Services

- Retail Adjacencies/Draw
- Signage Visibility
- Traffic Counts/Accessibility
- Aesthetics

- Operating Hours
- Medical Providers/Training
- Equipment/Capabilities
- Customer Service

**Density:
Trade Area Factors**

**Site:
Real Estate Factors**

**Operations:
Delivery Factors**

**Marketing:
Limiting Factors**

Volume Projection

Historic Urgent Care Demographics



Married Couple with Children Present



College Graduate Age 35-54



Owner-occupied Single Family Housing



Growing Suburbs of Major Metro Areas



Employer-Provided Health Insurance



Household Income \$50,000 to \$100,000

Saturation of Major Markets



Charleston, SC Population: 127,000 (664,000 in MSA)
Number of Urgent Care Centers: 44

Fast Pace: Focus on Rural Markets



- Home
- Locations
- Services
- Pricing & Insurance
- Contact
- About Us
- Careers

Urgent, Walk-In and Primary Care Services

Find a provider and the care you need at one of our many area locations.

Find the Closest Clinic

[View All Locations ->](#)

How We Help

Fast Pace Urgent Care is dedicated to providing primary, walk-in and urgent care to the communities we serve.

We provide treatments for a wide range of illnesses, injuries, and common conditions, as well as provide a variety of wellness, diagnostic and screening services.

[Complete List of Services ->](#)

Payment Flexibility

Fast Pace Urgent Care strives to create easier access to convenient and affordable health care. We accept most major insurance providers and offer competitive self-pay prices.

[Pricing Information ->](#)



Treatment

We offer a wide variety of treatment options that include health screenings and tests, minor injuries, skin conditions, and diagnostics.



Prevention & Wellness

Fast Pace strives to keep its patients healthy by promoting health and wellness through screenings and tests, routine physicals, and vaccines.



Occupational Health

Fast Pace Urgent Care provides much more than urgent care. Take advantage of our broad range of employer services to help keep your business moving forward.



Monitoring & Management

At Fast Pace Urgent Care we are able to help you manage conditions such as acid reflux, asthma, diabetes, blood pressure, cholesterol, and much more.

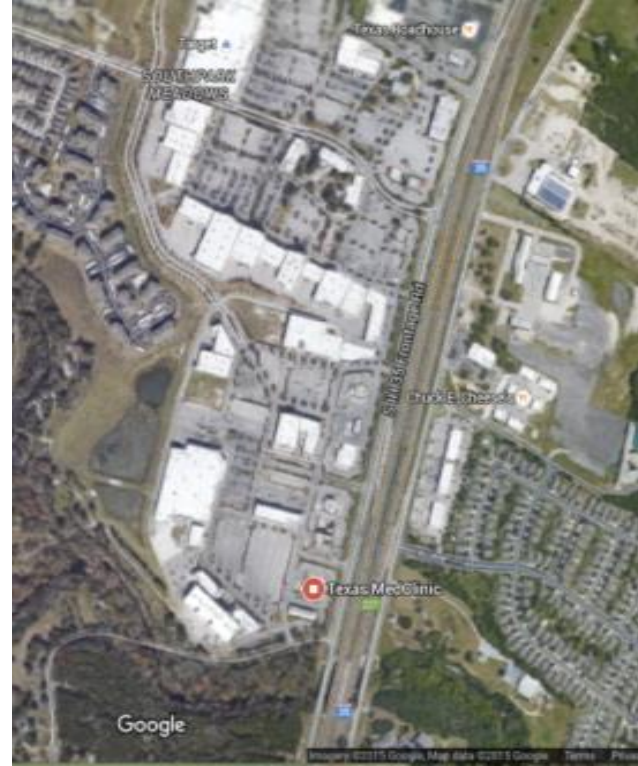
Urgent Care Retail Adjacencies



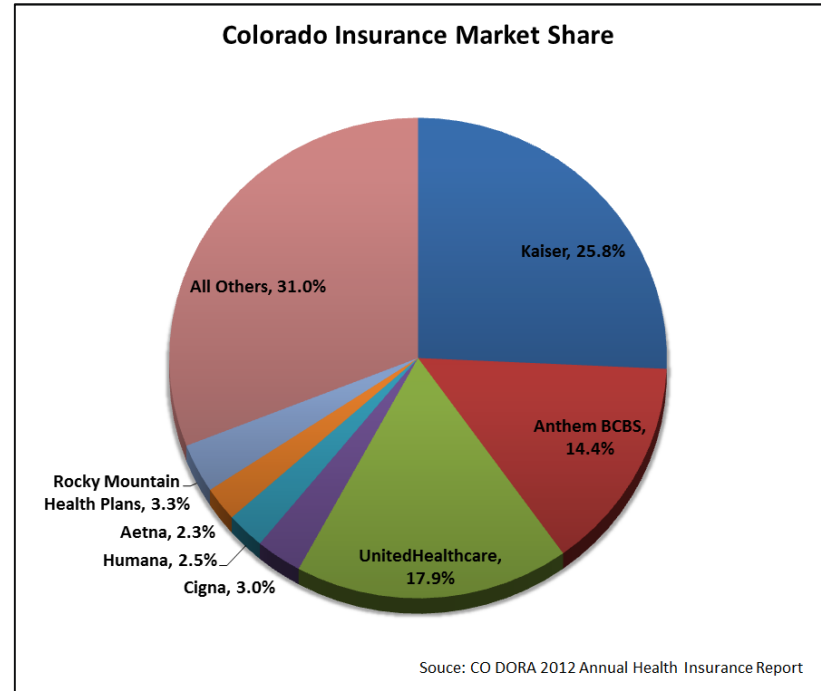
Urgent Care Retail Adjacencies, cont'd.



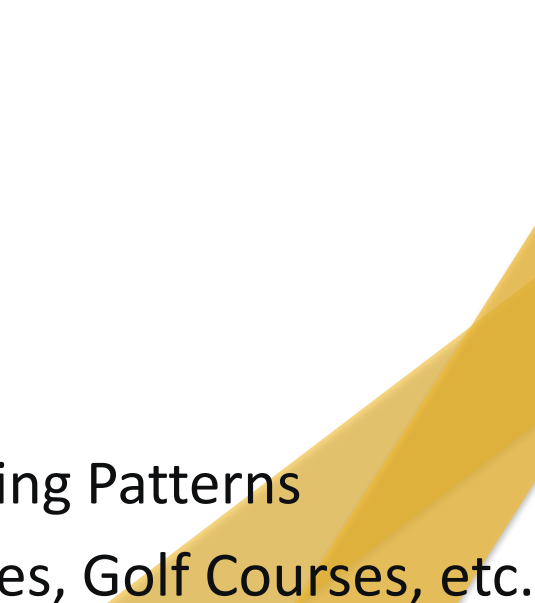
Traffic Counts and Signage Visibility



Payer Penetration/Contract Availability



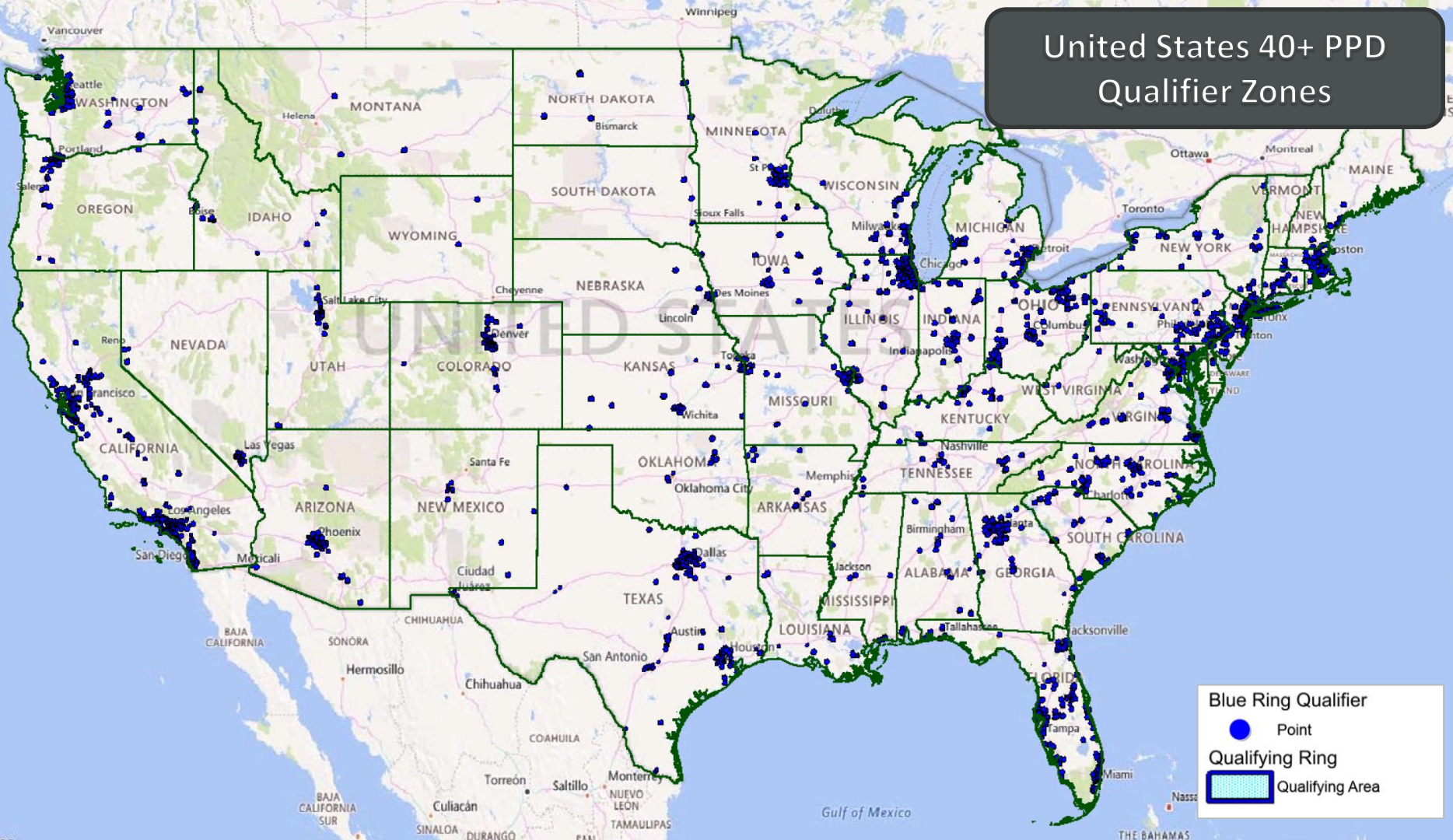
Natural and Psychological Barriers

- Political Boundaries (City/County/School District Lines)
 - Retail Trade Areas
 - Socio-demographic Changes
 - Gentrification
 - Economic and Ethnic Segregation
 - Major Freeways, Cross-Streets
 - Traffic and Commuting Patterns
 - Construction/Changes to Traffic/Commuting Patterns
 - Lakes/Rivers, Mountains, Parks, Cemeteries, Golf Courses, etc.
- 



Site Selection Case Study: Columbus, Ohio

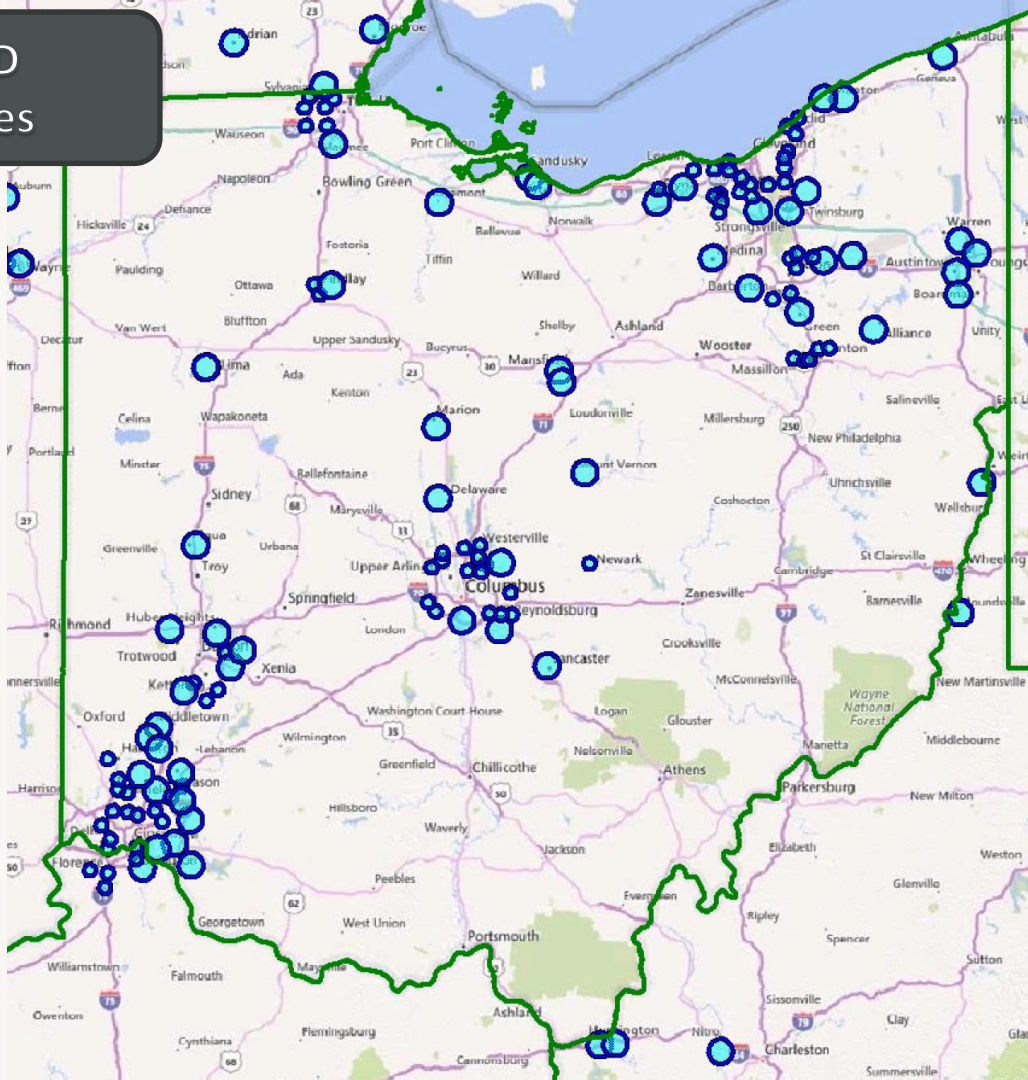
United States 40+ PPD Qualifier Zones



Ohio 40+ PPD Qualifier Zones

Depicted Zones:

- 1.5 Mile (Urban)
- 3.0 Mile (Suburban)

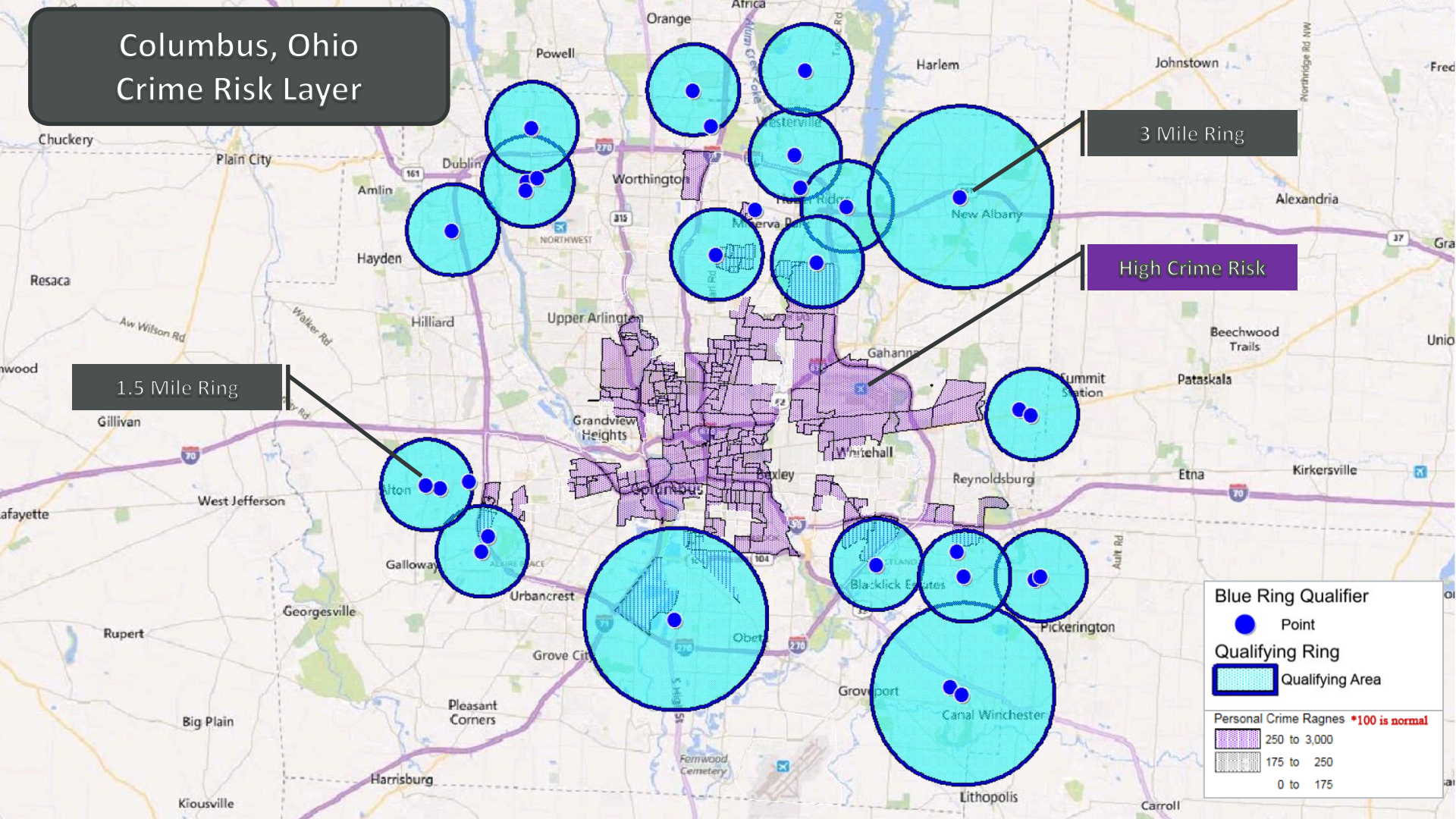


Qualifier Zones are determined based on the population in a 10 minute drive time around the subject site

Blue Ring Qualifier

- Point
- Qualifying Ring
- Qualifying Area

Columbus, Ohio Crime Risk Layer



3 Mile Ring

High Crime Risk

1.5 Mile Ring

Blue Ring Qualifier

● Point

Qualifying Ring

Qualifying Area

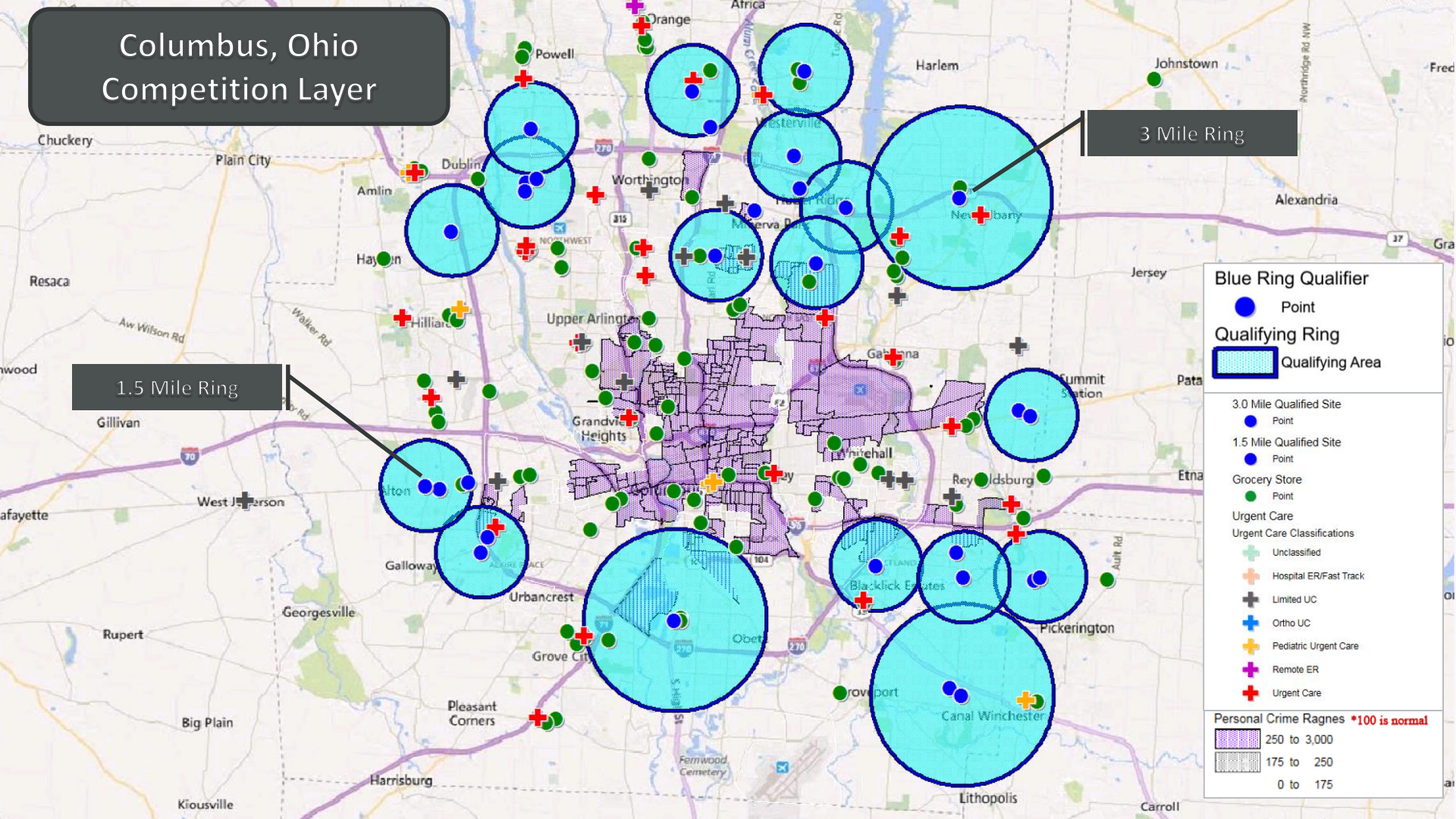
Personal Crime Rates *100 is normal

250 to 3,000

175 to 250

0 to 175

Columbus, Ohio Competition Layer



3 Mile Ring

1.5 Mile Ring

Blue Ring Qualifier

- Point

Qualifying Ring

- Qualifying Area

3.0 Mile Qualified Site

- Point

1.5 Mile Qualified Site

- Point

Grocery Store

- Point

Urgent Care

Urgent Care Classifications

- Unclassified
- Hospital ER/Fast Track
- Limited UC
- Ortho UC
- Pediatric Urgent Care
- Remote ER
- Urgent Care

Personal Crime Ragnes *100 is normal

- 250 to 3,000
- 175 to 250
- 0 to 175

Contact Information



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