

NATIONAL REALTY

The 7 Key Metrics of Urgent Care Site Selection

Around the country, the Urgent Care operator's battle for higher patient volume never gets easier. Initially, patient volume may be good. Then competition increases, hits a critical mass, and then oversaturates. Stable markets become volatile. Some operators fail. Patient volume—the cornerstone of most operators' profitability—becomes harder to achieve.

National UC Realty has discovered that Urgent Care operators who open clinics based on 7 Key Metrics enjoy greater long-term success. Best-practice operators maximize clinic performance by considering the role of each Metric in their site selection. Optimizing the 7 Key Metrics is the key to finding “home run” locations.

In every market that National UC Realty has studied, clinic performance is strongly correlated with these 7 Key Metrics. The top operators consistently evaluate potential sites based on these Metrics and focus their efforts, energy and money on the best locations. This is how some Urgent Care operators are able to thrive when many others simply survive.

The 7 Key Metrics

1. Demographics – *how does a site compare to the “top players”?*
2. Psychographics – *what is F Score and why does it matter?*
3. Medical Alternatives – *what is PPTP and why does it matter?*
4. Urgent Care Competition – *what is PPUC+1 and why does it matter?*
5. Retail Density and Placement – *how does Retail Density compare to the “top players”?*
6. Traffic Volume – *what is “flow-to” & “flow-thru” traffic and why does it matter?*
7. Site Characteristics (Parking, Ease of Access, Signage, Visibility)

Urgent Care sites that are strong in these 7 Metrics are what we call **Best Defendable Locations**. These are the Urgent Care sites that are in the strongest position to withstand new competitors moving into a market in the future.

Next Step

Do you have an Urgent Care Site Selection question? Call Jason Scott at (813) 732-3700 or email him at jscott@nationalucrealty.com . To learn more about National UC Realty, please visit www.nationalucr.com.