

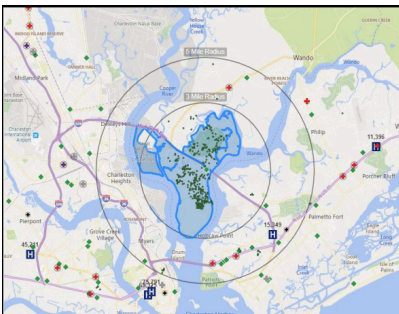
## Mobile Data Customized for Urgent Care Providers

In today's digital world, cell phone activity can provide Urgent Care operators with a rare insight into consumers daily shopping patterns, including frequency of visits to a specific site.

National UC Realty can provide custom reports using this mobile information to clearly define the true trade area of your existing or planned clinics, and monitor the activity of competing Urgent Care Clinics in your market.

Some of the key benefits of Mobile Data include:

- **Select the Strongest Site** — Mobile Data is a superior resource to help you position your Urgent Care clinic in an area with the “Strongest Draw” to attract patients based on their actual travel patterns.
- **Filter out Misleading Data** – Traditional analysis techniques such as Radius Rings & Drive-Times often misrepresent a true trade area since they do not account for physical and psychological barriers (perceived or tangible) between an upscale and a depressed part of town.
- **Evaluate Visitor Frequency** – Our reports let you select a maximum or minimum number of visits to a site so that you can compare frequent visitors to one-time visitors.
- **Competitor Analysis** – It's unlikely that you have direct access to a competitor's patient records. But with mobile data, you can see where their patients are coming from and compare their “draw” to your current or planned clinics.



*Mobile Data can help you select the **Strongest Sites** for your new clinics and **gain new insights** on the patient “draw” of other Urgent Care clinics in your markets.*

**NEXT STEP** – we want to help you use Mobile Data to gain a competitive advantage in your markets. For additional information or to schedule a webinar to learn more, please contact Dean Hutchison at (813) 438-4951 or via email at [dean@nationalucr.com](mailto:dean@nationalucr.com).