

Market Overview

Sample Location

- Trade Area Map
- Radius Scorecard Benchmark Comparison + Weighted Competition Summary
- Drive Time Scorecard Benchmark Comparison + Weighted Competition Summary
- CEL Polygon Scorecard Benchmark Comparison + Weighted Competition Summary
- Site Score Summary
- Financial Summary

The map displays a 5-mile radius around a central point, with a 10-minute drive time (DT) area highlighted. The map includes a legend for various traffic types (Urgent Care, Retail, Hospital, etc.) and a Walmart Poly area. The map shows major roads, parks, and surrounding cities like Bolingbrook, Lemont, and Crest Hill.

MOE Scorecard - 5 Mile Radius			Address: Sample Location				Score: 25 /28 89%		
Project Trade Area		Subject Site - 5 Mile Radius		Suburban Light Comparison Set 5 Mile Ring - 3085 Units		Subject vs Comp	Optimal 2 pts	Neutral 1 pt	Suboptimal 0 pts
Analytic Attributes	Population	113,188		96,298		118%	✓		
	PPUC +1 ADJ PPUC +1	18,865	19,112	17,627		108%	✓		
	Pop per Physician	1,886		1,188		159%	✓		
	Benchmark Potential Per Unit	181	37	154	28	130%	✓		
	Median Age	39		40		98%	✓		
	Traffic Counts	13,074		Target = 15k - 40k		-		✓	
	Competition Adj.	5.00	4.92	5		98%	✓		
	Pop Under 15	14.85%		14.94%		99%	✓		
	Pop Over 55	28.33%		31.11%		91%		✓	
	Group YXB	61.09%		60.00%		102%	✓		
	Private Payor Mix	70.36%		71.02%		99%	✓		
	Medicaid Payor Mix	18.46%		17.19%		107%	✓		
	Personal Crime (vs. FBI 100)	104		86		121%		✓	
	ER Volumes (within 5 Miles)	60,000		Target = 20K+		-	✓		
	*Benchmark Potential = 4.5 medical events per person with 13% @ UC								
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MOE Scorecard - 10 Min DT		Address: Sample Location				Score: 21 /28 75%			
Project Trade Area		Subject Site - 10 Min DT		Suburban Light Comparison Set 5 Mile Ring - 3085 Units		Subject vs Comp	Optimal 2 pts	Neutral 1 pt	Suboptimal 0 pts
Analytic Attributes	Population	63,594		96,298		66%			✓
	PPUC +1 ADJ PPUC +1	12,719	22,071	17,627		125%	✓		
	Pop per Physician	1,078		1,188		91%		✓	
	Benchmark Potential Per Unit	102	25	154	28	87%		✓	
	Median Age	40		40		101%		✓	
	Traffic Counts	13,074		Target = 15k - 40k		-		✓	
	Competition Adj.	4.00	4.13	5		83%	✓		
	Pop Under 15	14.97%		14.94%		100%	✓		
	Pop Over 55	29.68%		31.11%		95%	✓		
	Group YXB	59.11%		60.00%		99%	✓		
	Private Payor Mix	70.70%		71.02%		100%	✓		
	Medicaid Payor Mix	17.90%		17.19%		104%	✓		
	Personal Crime (vs. FBI 100)	106		86		124%		✓	
	ER Volumes (within 5 Miles)	60,000		Target = 20K+		-	✓		
	*Benchmark Potential = 4.5 medical events per person with 13% @ UC								
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MOE Scorecard - Polygon		Address: Sample Location				Score: 23 /28 82%			
Project Trade Area		Subject Site - Polygon		Suburban Light Comparison Set 5 Mile Ring - 3085 Units		Subject vs Comp	Optimal 2 pts	Neutral 1 pt	Suboptimal 0 pts
Analytic Attributes	Population	80,539		96,298		84%			✓
	PPUC +1 ADJ PPUC +1	16,108	27,372	17,627		155%	✓		
	Pop per Physician	1,549		1,188		130%	✓		
	Benchmark Potential Per Unit	129	41	154	28	146%	✓		
	Median Age	40		40		99%	✓		
	Traffic Counts	13,074		Target = 15k - 40k		-		✓	
	Competition Adj.	4.00	3.14	5		63%	✓		
	Pop Under 15	15.23%		14.94%		102%	✓		
	Pop Over 55	29.06%		31.11%		93%		✓	
	Group YXB	61.71%		60.00%		103%	✓		
	Private Payor Mix	69.18%		71.02%		97%	✓		
	Medicaid Payor Mix	19.29%		17.19%		112%	✓		
	Personal Crime (vs. FBI 100)	122		86		141%		✓	
	ER Volumes (within 5 Miles)	60,000		Target = 20K+		-	✓		
	*Benchmark Potential = 4.5 medical events per person with 13% @ UC								
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Urgent Care Competition List

Radius/DriveTime/Polygon



Impact Zones	Distance (miles)	Practice Name	Address	Existing Units	Building Type	Hours of Operation	Adjusted Hours	Total Google Reviews	Google Rating	Retail Draw Loyalty	Competition Impact Index
R,DT,P	0.39	UC Competitor A	Sample Address	Multiple 10 +	MOB	3,848	93%	232	4.1	40,100	67%
R,DT,P	1.26	UC Competitor B	Sample Address	Single	Freestanding	3,848	93%	827	4.7	40,100	61%
R,DT,P	4.34	UC Competitor C	Sample Address	Multiple 2 to 4	Inline	4,368	105%	82	3.1	0	28%
R,DT	4.54	UC Competitor D	Sample Address	Multiple 10 +	MOB	3,822	92%	109	4.1	17,800	56%
R	4.57	UC Competitor E	Sample Address	Single	Endcap	3,055	73%	67	4.9	0	28%

Competition Strength Index Factors - Total Potential Points Available (18)

• **Retail Draw Loyalty** - Defined as customers making 15 or more visits to a retail draw annually

Over 30,000 visitors - 3 points; 20k - 30K Visitors - 2 Points; 15k - 20k Visitors - 1 Point; Under 15k or no draw within 1 mile - 0 points.

• **Existing Units** - Number of locations operated by competition

10 or more existing units - 3 points; 5 - 9 existing Units - 2 points; 2 - 4 existing units - 1 point; 1 existing unit - 0 points

• **Building Type** - Building location

Freestanding Building - 3 points; Endcaps - 2 points; Inline - 1 point; Medical Office Building - 1 Point

• **Hours of Operation** - Total number of hours operated by clinic annually

Over 4,000 Hours - 3 points; 3,500 - 4,000 Hours - 2 points; 3,000 - 3,500 1 point, Under 3,000 - 0 points

• **Adjusted Hours** - Percentage of operating hours vs. subject sites

Not calculated in Index

• **Total Google Reviews** - Number of reviews posted online

Over 1,000 Reviews - 3 points; 500 - 1,000 Reviews - 2 points; 100 - 500 Reviews - 1 point; Under 100 Reviews - 0 points

• **Google Rating** - Average star rating between all reviews

Over 4.5 Stars - 3 points; 4 - 4.5 Stars - 2 Points; 3.5 - 4 Stars - 1 point; Under 3.5 Stars - 0 points

Sample Location

Market Summary Score		
Radius Score	- 25 / 28	89.3%

Drive Time Score	- 21 / 28	75.0%
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Polygon Score	- 23 / 28	82.1%
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Total Score	- 69 / 84	82.1%
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Comments			
Competition	5	Top Impact Score	67%

Competition	4	Top Impact Score	67%
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Competition	4	Top Impact Score	67%
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Risk	☒ Low	☐ Medium	☐ High
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