

# 3 Critical Factors to Urgent Care Success



80/20



### SPEED: FOLLOW THE 80/20 RULE.

Labor is the highest operating expense in urgent care, so operators must invest in systems that lead to greater productivity. Greater volumes of patients through the center X at greater speed = higher productivity.

Let the 80/20 Rule guide your practice. Establish standing orders, protocols and templates around the most common urgent care conditions. Chartlet, the newest feature in Practice Velocity's EMR software, offers single-screen charting for the most common patient conditions—about 80% of patient visits. Patient documentation in Chartlet can be done in about 1 minute.

### FLOW: WAIT TIME IS #1 PATIENT COMPLAINT.

Wait times are the #1 complaint of patients. Even waiting 15 minutes or less can cause a patient to register less customer satisfaction with the overall visit.

Improve flow by making sure the employee culture throughout your facility focuses on speed and patient service. System speed can improve by shifting routine data entry tasks from employees to patients – through processes like online pre-registration and check-in.



#1

3.5  
to 4



### THROUGHPUT: AIM FOR 3.5-4 PATIENTS PER PROVIDER/PER HOUR.

It might sound counterintuitive, but higher patient volume will lead to greater efficiency in your center. That's because staff will be able to scale operational activities.

Consider adding occupational medicine to fill in the gaps in walk-in traffic. Shift scheduled appointments to off-peak hours to build patient volume without overwhelming your facility. Well-performing physicians should be able to see 3.5-4 patients per hour.



The insurance market playing field is becoming a rough terrain. A few large insurance companies are consuming other insurance companies, changing the dynamics of competition in the field.

Anthem and Aetna have dominated [headlines](#) in recent weeks as they seek to acquire Cigna and Humana, respectively. If the two mergers proceed, Anthem would insure about 53 million members and Aetna would cover 33 million. The consolidation of major players in the insurance industry could make it tougher for providers to negotiate fair and reasonable reimbursement rates to become in-network providers. But it's not yet clear if the mergers will proceed or if government regulators will intervene.

However, there is much more to consider than private insurance reimbursement when determining whether your [urgent care center model](#) will be a success. Three factors critical in to urgent care success are also those that help athletes on an actual playing field.

Consider these conditions need to achieve a winning business venture:

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