



Marketing for Urgent Care Start-ups

Alan A. Ayers, MBA, MAcc

Content Advisor,
Urgent Care Association of America

Vice President of Strategy, Execution
and Product Management
Concentra Urgent Care

Objectives

1. Understand the drivers of urgent care volume and describe what differentiates urgent care marketing from other consumer businesses.
2. Explain the impact of seasonality on urgent care volume and the types of advertising messages that drive consumer behavior.
3. Differentiate common urgent care marketing tactics including paid advertising, grassroots, business-to-business, digital media, and public relations.
4. Compare advertising opportunities using concepts of relevance, reach, and frequency of exposure.
5. Develop a basic marketing strategy and collateral to support marketing activities.

Urgent Care Marketing

- Urgent care profitability depends on volume.
- Tomorrow's visits are driven by today's foot traffic.
- Word of mouth takes too long to reach critical mass.
- Advertising is critical to drive the initial volume necessary for start-up success.
- Advertising should be viewed as an investment (with a return) rather than an expense (to be controlled).

Urgent Care Marketing Challenges

- Urgent care is not a planned purchase and is not a daily consumable.
 - Not a “direct response” —consumers may intend to use the center but haven’t yet had a medical need.
 - Return on marketing investment is difficult to quantify.
- Urgent care marketing must “educate” consumers, correct misperceptions:
 - How much it costs: *it’s expensive*
 - What it treats: *its for emergencies only*
 - Services provided: *no doctor in the center*
 - Patient experience: *“urgent” means zero wait*

Building Top of Mind Awareness

- Clinical capabilities and credentials that a physician feels differentiate a center are likely unimportant to consumers.
- Instead, tap into the *primitive, fight-or-flight brain* where decisions are made:
 - Answer “what this means to me”
 - Use visual stimuli to grab attention
 - Focus on emotion over reason



**“Hey Mom,
I need a
physical by
Monday!”**

**Let The Little Clinic help —
camp and school sports
physicals for only \$29!**

- No Appointments little or no waiting time
- Located inside your neighborhood supermarket
- Open 7 days including nights and weekends
- Professional, caring Nurse Practitioners

The Little Clinic®
Convenient Neighborhood Medical Care

Located inside select Kroger Supermarkets
See reverse side for locations.

For additional locations and general information, visit www.thelittleclinic.com


Marketing Messaging

- Vague terms like “convenient, high-quality, affordable medical care” can describe any number of health care options.
- Rely on simple contrasts—*before/ after; now/later; with/without*—that address consumer “pain points”:
 - Co-pay of \$100 for the E.R. *vs. \$35 for Urgent Care.*
 - 45 day wait for a primary care appointment *vs. being seen immediately.*
 - Driving downtown to a general hospital *vs. supporting a practice in your neighborhood.*
 - Suffering an illness *vs. returning to work and life.*

Messaging: Solve a Problem



IF IT'S NOT AN EMERGENCY,
why pay for one?

 IntermountainSM
InstaCare

SYRACUSE	LAYTON
M-F 9 am – 9 pm; Sat-Sun 9 am – 1 pm	M-F 8:30 am – 9 pm; Sat-Sun 8:30 am – 5 pm
745 South 2000 West	2075 North 1200 West
801.525.2410	801.779.6200

Insurances Accepted

Aetna	GEHA	Most insurances accepted, however it is best to always confirm with your insurance carrier that your physician is on your plan
Beech Street	Mailhandlers	
DMBA	PEHP	
Educators Mutual	Regence BlueCross Blue Shield	
Medicare and Medicare Advantage Plans	Select Health United Healthcare	

Messaging: Strike an Emotional Chord



Here when you need us at
five Triangle locations offering
extended hours every day of
the year, including holidays.
No appointment necessary

Duke Urgent Care
Rapid walk-in care for all of life's bumps, bruises, and bugs

dukeurgentcare.org 1-888-ASK-DUKE



Messaging: Capture Attention

The screenshot shows the Nationwide Children's Hospital website. The header includes the hospital's logo, navigation links (Diseases/Conditions, Meet Our Doctors, Site Map, News Room, En Español), a search bar, and a secondary navigation menu (PATIENTS/FAMILIES/VISITORS, GIVING, CAREERS, ABOUT US, RESIDENTS/FELLOWS, MEDICAL PROFESSIONALS, RESEARCH). The main content area is titled "Urgent Care Centers" and features the headline "We know **snot**, **vomit** and **ouchies**." Below this, a sub-headline reads: "We know kids. And all the things they get, break, spread, twist, scratch and sprain. Don't you feel better just knowing we're here?" A yellow banner at the bottom of the main content area says "CLOSE TO HOMESM CENTERS WITH URGENT CARE SERVICES". A left sidebar contains a "Maps & Directions" section with a list of locations and a list of services including "Find a Doctor/Service", "Online Bill Pay", "Send a Greeting Card", "E-Newsletter Sign-Up", "Education Classes", "Inpatient Guide", "Surgery Guide", "Clinic Guide", "Urgent Care Guide", "Visitor's Guide", "Admitting & Registration", "Volunteering", and "Financial Assistance".

NATIONWIDE CHILDREN'S HOSPITALSM

Diseases/Conditions • Meet Our Doctors • Site Map • News Room • En Español

PATIENTS/FAMILIES/VISITORS | GIVING | CAREERS | ABOUT US | RESIDENTS/FELLOWS | MEDICAL PROFESSIONALS | RESEARCH

Hospital Home > Patients/Families/Visitors > Maps & Directions > **Urgent Care Centers**

Maps & Directions

- Main Campus
- **Urgent Care Centers**
- Canal Winchester
- Downtown
- Dublin
- East Columbus
- Westerville
- Why Choose Us
- What To Know
- Close To Home Centers
- Primary Care Centers
- Behavioral Health Care Centers
- Homecare and Hospice
- Orthopedic Center
- Sports Medicine and Orthopedic Center
- Occupational and Physical Therapy Center
- Center for Autism Spectrum Disorders

Find a Doctor/Service
Online Bill Pay
Send a Greeting Card
E-Newsletter Sign-Up
Education Classes
Inpatient Guide
Surgery Guide
Clinic Guide
Urgent Care Guide
Visitor's Guide
Admitting & Registration
Volunteering
Financial Assistance

We know **snot**, **vomit** and **ouchies**.

We know kids. And all the things they get, break, spread, twist, scratch and sprain. Don't you feel better just knowing we're here?

CLOSE TO HOMESM CENTERS WITH URGENT CARE SERVICES



A print advertisement for Nationwide Children's Hospital Urgent Care. The headline reads "We know **snot**." Below it, the text says: "We know kids. And all the things that make their noses run. We hope you'll breathe a little easier knowing we're close by." At the bottom, a yellow banner says "Urgent Care. Close To Home." followed by "Downtown, Dublin, Westerville, East Columbus". Below this, it says: "You should always call your child's pediatrician or family doctor first. For hours and directions visit www.NationwideChildrens.org/UrgentCare." The Nationwide Children's Hospital logo is in the bottom right corner.

We know **snot**.

We know kids. And all the things that make their noses run. We hope you'll breathe a little easier knowing we're close by.

Urgent Care. Close To Home.
Downtown, Dublin, Westerville, East Columbus

You should always call your child's pediatrician or family doctor first. For hours and directions visit www.NationwideChildrens.org/UrgentCare.

NATIONWIDE CHILDREN'S HOSPITALSM

Messaging: Capture Attention

Discreet, Private Health Care Just 10 minutes from Campus



From Campus: Take 315 North to Bethel Rd. West on Bethel (3 miles) to Sawmill.



Open Seven Days a Week

No Appointment Necessary

OSU Health Plans Accepted

Visits Starting at \$69* for Uninsured

Private Health Care:

Colds & Flu	Cold Sores
Sinus Infection	Gonorrhea & Chlamydia
Bladder Infection	Athletes Foot
Yeast Infection	Other Personal Health Conditions

Convenient Access:

4661 Sawmill Road
Sawmill & Bethel
(614) 583-1133

*Subject to limitations. See program brochure for details.

www.AmericasUrgentCare.com

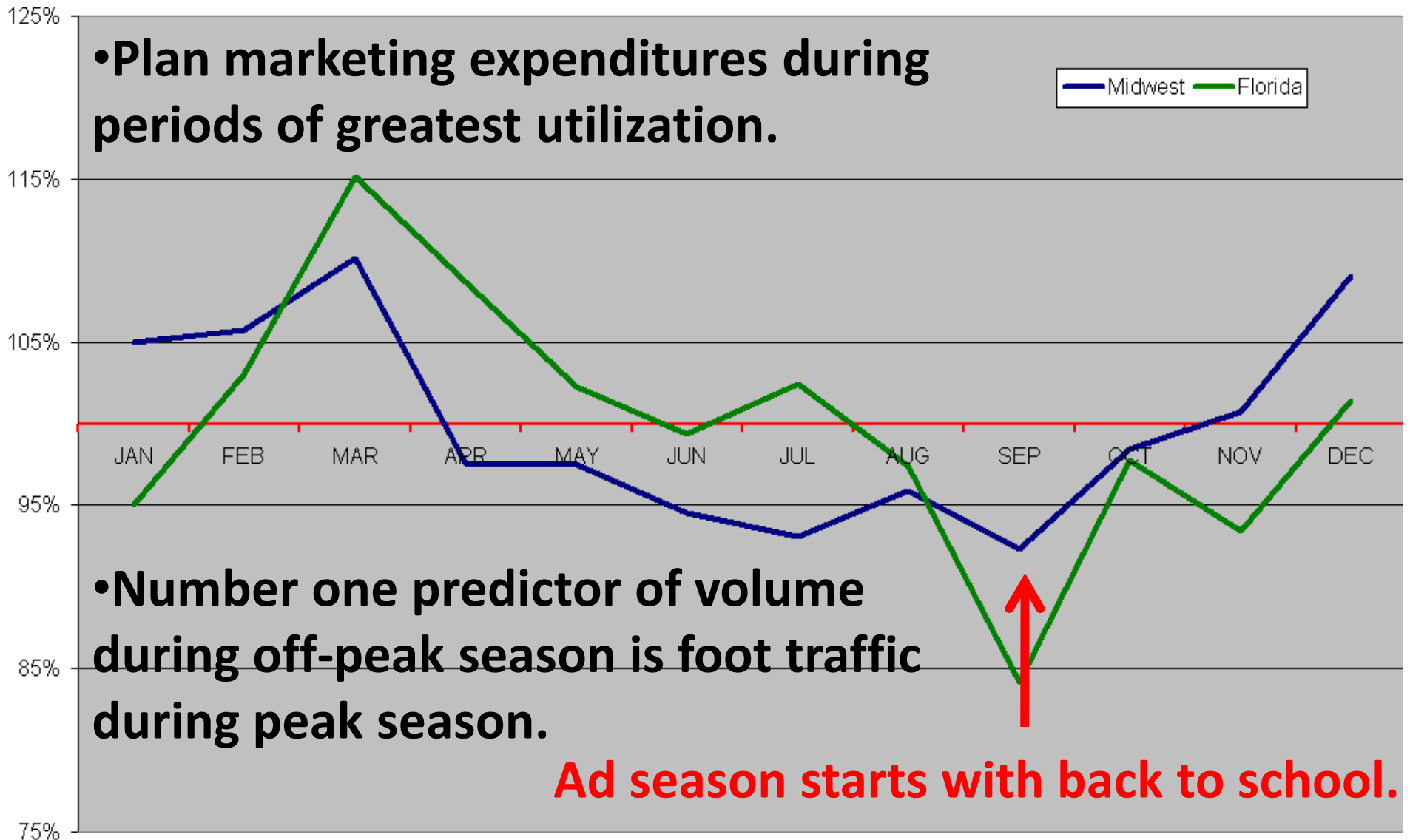
Messaging: Differentiate with Humor



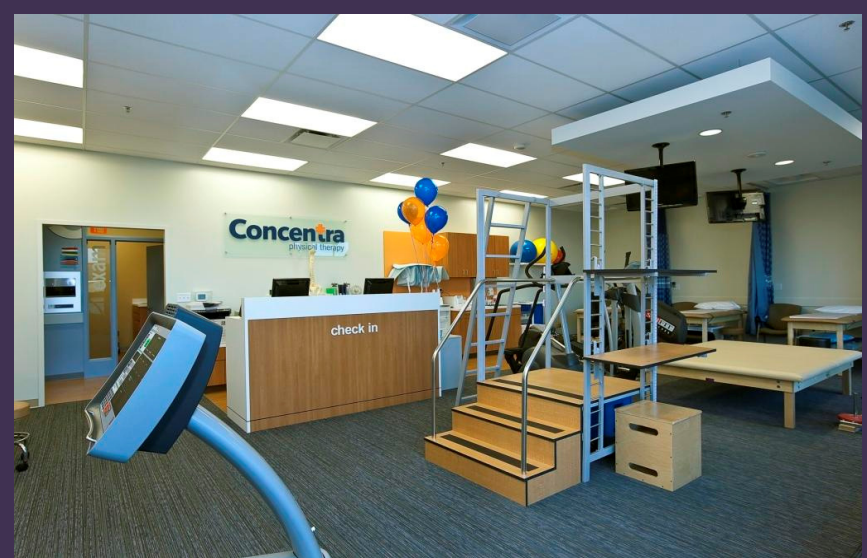

**LANSING
URGENT
CARE.com**



When to Market: Urgent Care Seasonality



Readiness Factor: Physical Plant



Readiness Factor: Patient Experience



Detractors
*undermine
current business*

Neutralize



Passives
*easily wooed by
the competition*

Convert



Promoters
*extend sales and
marketing*

Evangelize

Urgent Care Visit Drivers

Organic Growth

- Insurance referrals
- Drive-by visibility
- Word-of-mouth

Physician Referrals

Public Relations

Paid Advertising

- Billboards/outdoors
- Yellow Pages
- Internet
- Print media
- Direct mail
- Radio/Television

Grassroots Tactics

- Community Events
- Sponsorships

Critical Success Factor: Signage Visibility

- Same ad impact as a billboard
- Should include “urgent care” or connote services
- Boosts return of all other marketing investments



Signage Should be Simple, Clear and Relevant



Signage Should be Visible Both Day and Night



Optimize Space on Monuments and Poles



Promotional Signs Boost Center Visibility



Promotions: Pre- and Grand Opening



Promotions: Seasonal Campaigns



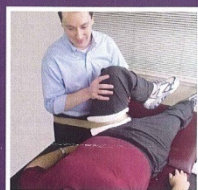
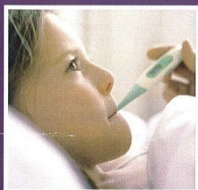
Municipal Directional Signage



Starting Collateral: Brochure/Flyer

Care UNITED MEDICAL CENTER™

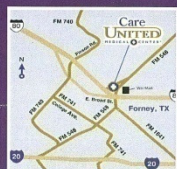
Close to home. Care you can trust.



- Urgent Care
- Minor Emergencies
- Family Medicine
- Occupational Medicine Services
- Wellness Programs
- High-tech X-Ray Department
- Onsite Radiology & Laboratory Services
- Computerized self check-in
- Cyber Cafe
- Wireless Internet Access



OPEN LATE 7 DAYS A WEEK
972-564-0044 • www.careunited.com



HWY 80 & FM 548 IN FORNEY (SHAFTER PLAZA AT MUSTANG CROSSING)

Our Mission:

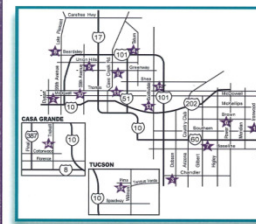
*To treat every patient with
sincerity, respect, and
compassion, and provide
prompt, affordable, quality
health care every day of the year.*



NextCare Urgent Care Values:

Friendliness • Integrity
Sincerity • Humility
Teamwork • Optimism
Empathy • Service Excellence

NextCare URGENT CARE



- ★ APACHE JUNCTION
2000 W. Baseline Ave.
- ★ AVONDALE
13075 W. McDowell Rd.
- ★ CHANDLER
800 S. Chandler Rd.
- ★ DESERT RIDGE
20000 N. Green Blvd.
- ★ GLENDALE
18000 N. 50th Ave.
- ★ MESA
1700 E. Thomas Rd.
- ★ MESA/GILBERT
11301 E. Baseline Rd.
- ★ PEORIA
14075 N. Lake Pleasant Rd.
- ★ PHOENIX
1220 E. Greenway Rd.
- ★ PHOENIX
5000 W. McDowell Rd.
- ★ PHOENIX
1700 E. Thomas Rd.
- ★ SCOTTSDALE
7425 E. Shea Blvd.
- ★ TEMPE-NEW
IN 2007
874 N. Scottsdale Rd.
- ★ CASA GRANDE
1700 N. Tatum Rd.
- ★ TUCSON
6228 E. Pima St.

1-877-7-WHAT NEXT
(1-877-794-2863)
www.nextcare.com/whatsnext

What Next?

NextCare URGENT CARE

General Medical Care
Physicals, X-Rays, Labs, Vaccines
Occupational Medicine



1-877-7-WHAT NEXT
(1-877-794-2863)
www.nextcare.com/whatsnext

NextCare URGENT CARE

See a Doctor Today!

NextCare Urgent Care Overview:

- Qualified providers available extended hours 365 days a year
- NextCare treats any non-life-threatening illness or injury that needs immediate attention
- Save time and money by using NextCare as an alternative to the emergency room
- The perfect, convenient solution for families and individuals of all ages, including those who can't get in immediately to see their primary doctor, are visiting from out of town or are new to the area and currently don't have a doctor
- Comprehensive occupational health services offered to meet the medical needs of your business
- Compassionate, quality care provided along with many additional services

When To Use NextCare Urgent Care:

- Allergies, Sinus Infections
- Cold & Cough, Sore Throat
- Diarrhea, Earaches
- Eye Infections
- Fever, Flu-Like Symptoms
- Hu Shots (Seasonal)
- Insect Bites, Rashes
- Minor Burns
- Minor Cuts/Lacerations
- Minor Back Pain
- Sprains & Strains
- Upset Stomach
- Urinary Tract Infections
- Vomiting and Diarrhea
- X-Rays, Labs and Drug Screens
- And More...

When To Use An Emergency Room:

- Life-threatening conditions such as heart attack or stroke, severe bleeding, head injury, or other major trauma.



All major insurance accepted
Walk-in patients welcome
Convenient online check-in
Medical discount programs offered

Schedule An Appointment (Optional)

For added convenience, request an appointment by calling 1-877-7-WHAT NEXT (1-877-794-2863). Walk-ins are welcome.

Conveniently Register Online

Shorten your time at the clinic by registering online at www.nextcare.com/whatsnext for your next urgent care visit. Complete your registration paperwork in the comfort of your own home!

Prescriptions Offered On-Site

Save yourself a trip to the pharmacy and purchase your prescriptions at our clinic during the same visit! NextCare's on-site formulary has over 50 commonly prescribed medications, all at an affordable price!

ValueCare MEDICAL DISCOUNT PROGRAM

No Insurance or Limited Coverage?

Ask us about our ValueCare Medical Discount Program for up to 50% savings on NextCare services, or go online and purchase your ValueCare card today at www.nextcare.com/valuecare!

NextCare MEDICAL BENEFITS NETWORK

Receive Additional Healthcare Discounts

Inquire today about our X-raCare Medical Benefits Network card for additional health-related benefits and discounts (including vision, dental, pharmacy, hospital and NextCare Urgent Care savings), regardless of whether you do or do not have health insurance. Start saving today!

This is NOT insurance. This discount card program contains a 30-day consultation period.

1-877-7-WHAT NEXT
(1-877-794-2863)
www.nextcare.com/whatsnext

Clinic Hours

Monday - Friday 8am-8pm
Saturday - Sunday 8am-4pm
Holidays - call for hours

Utilize Our Occupational Health Services

Our comprehensive approach to occupational health will assist your company in reducing the overall costs associated with your work-related injuries. NextCare adheres to the highest standards of care and our services are delivered by a team of top-quality physicians.

Key Benefits Of The Occupational Program Include:

- Timely & Consistent Communication & Reporting
- Controlled Case Management
- Prompt Treatment of Work-Related Injuries & Illnesses
- Return to Work Philosophy
- Substance Abuse Testing Through Certified Labs
- In-House Certified Medical Review Officer
- Breath Alcohol Testing
- Physical Exams including DOT & OSHA Regulated Programs
- Laboratory & Screening Services
- Immunizations/Vaccinations
- On-Site Screening & Testing Services



Don't Wait For A Physical Exam

We Provide A Variety Of Immediate Medical Exams Including:
School & Sports Physicals
Well-Woman Care
Insurance Certification
Employment Physicals
Pre-Placement Physicals
DOT/DMV Physicals



Starting Collateral: Magnets

URGENT CARE • 8am to 8pm • 7 Days a Week

MedExpress⁺
Great Care. Fast.®

Just Walk In!

6th Ave. Frontage Road, Between Simms & Kipling
605 Parfet Street, Suite 103 • Lakewood, CO 80215
p: 303-462-DOCS (3627) f: 303-462-2274
www.medexpress.com

Piedmont HealthCare
URGENT CARE

Save time, bypass the wait with...
eCheck-In.

Express Medical Care
Open extended hours 7 days a week
No Appointment Necessary
www.phcurgentcare.com

Concord Mills Blvd. Across from the Mall (704) 979-8765	Harris Blvd. I-77 Exit 18 (704) 688-9650	Lake Norman I-77 Exit 36 (704) 660-9111
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SAVE THIS MAGNET

 **Rocky Mountain Urgent Care**

- No Appt. Necessary • X-Ray On-site
- Stitches • Broken Bones • Minor Illness

Open days, evenings, weekends & holidays

1-877-889-1522

AURORA	13650 E. Mississippi Ave.
COMMERCE CITY	18240 E. 104th Ave.
ENGLEWOOD	3601 S. Clarkson St.
WESTMINSTER	5044 W. 92nd Ave.

www.RockyMountainUrgentCare.com

IMPORTANT NUMBERS

ALL EMERGENCIES	911
DENVER INTL. AIRPORT	303-342-2000
POISON CONTROL	303-739-1123
XCEL ENERGY	800-895-1999
CDOT ROAD INFO.	303-639-1111

 **solantic**
walk-in urgent care


Great care. Fast and fair.

Arlington 2401 Monument Rd. 904-642-0337	Beaches 410 Atlantic Blvd. 904-241-0117	Mandarin 12303 San Jose Blvd. 904-288-0277
Northside 2032 Dunn Ave. 904-757-2008	Orange Park 2140 Kingsley Ave. 904-213-0600	Southside 8705-2 Perimeter Pk. 904-248-3910
Westside 5915 Normandy Blvd. 904-378-0121	Yulee inside Wal-Mart supercenter 464016 State Road 200 904-261-3913	

1-866-SOLANTIC
(1-866-765-2684)

www.solantic.com
Open nights & weekends!



Search Engine Optimized Website



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Find the location nearest you

We have locations in San Antonio, Austin, and New Braunfels. To find the one closest to you enter in your zip code below.



Locations Page. Come Visit our Newest Clinic in Austin, Texas! We are open 7 Days a week

Locations

[View all locations](#)





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Healthcare for the way we live and work today.®



 Find us on facebook

 Follow Us On twitter

Camp, Sport and School Physicals

PrimaCare Medical Centers is pleased to announce that we are offering camp, sport and school physicals for \$12 for patients who are 18 years and younger. It is that time of year again so come in to the location near you today. This \$12 offer expires on August 31.

[Locations](#) [Online Check-In](#) [Call Ahead](#) [Occupational Medicine](#)



Find the PrimaCare Nearest You

Enter your zip code and click the "Go" button to find the PrimaCare location closest to you.

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Website design and development by NetSuccess

Advertising Reach and Frequency

- Mass media reaches many consumers who will never use the center due to location, insurance, and other factors.
- Target segments most likely to use urgent care:
 - Married families with children
 - Above-average household incomes
 - Employer-provided health insurance
 - Owner-occupied housing
- The “right” people must hear the message a sufficient number of times to achieve “top of mind.”
- Multi-tactic campaigns are most effective.

Out-of-Home Advertising

- \$750-\$5,000/month depending on location, traffic, and visibility.

Directional message en-route to center.



Brand-building message raising awareness.

Limit Billboard Content, Simplify Design



Drive All Proposed Billboards Before Purchase



- Consider traffic counts, speed/direction of traffic, proximity to center.

Effective Billboards Extend Center Signage



Out-of-Home Also Encompasses Public Transit, Airport, Mall and Sports Venues



Advertising effectiveness depends on frequency of exposure.

Yellow Pages

- \$200 to \$5,000 per month depending on:
 - Size of market, distribution of book
 - Color, graphics, size of ad
 - Section placement: Urgent Care, Physicians, Drug Testing
 - When multiple publishers, choose the primary book.
- 12-month commitment, long lead time, no updates:
 - Difficult to plan for grand opening.
 - Providers, hours, services may change.
- Diminishing in importance:
 - Mobile users, Internet, handheld devices.
 - Appeals to seniors, travelers.
 - Defense against competition.

Internet Listings: Google

urgent care detroit - Google Search - Windows Internet Explorer

http://www.google.com/search?hl=en&q=urgent+care+detroit&aq=f&oq=

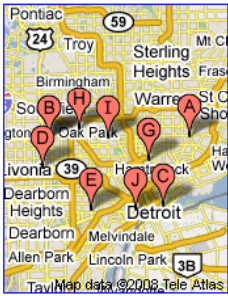
File Google urgent care detroit Go 112 blocked Check Look for Map AutoFill Send to urgent care detroit Settings

Web Images Maps News Shopping Gmail more Sign in

Google urgent care detroit Search Advanced Search Preferences

Web Maps Results 1 - 10 of about 164,000 for [urgent care detroit](#) (0.34 seconds)

Local business results for [urgent care](#) near **Detroit, MI**



A. [Saratoga Urgent Care](#) - [www.saratogaurgentcare.com](#) - (313) 527-4000 - [More](#)
B. [Woodland Urgent Care LLC](#) - [www.michiganurgentcare.com](#) - (313) 387-8700 - [More](#)
C. [Concentra Urgent Care](#) - [www.concentra.com](#) - (313) 259-7990 - [More](#)
D. [Primecare Medical Centers](#) - [www.primecaremedicalcenters.com](#) - (313) 387-2100 - [More](#)
E. [Dearborn Urgent Care](#) - [www.dearbornurgentcare.com](#) - (313) 846-8400 - [More](#)
F. [Woodland Time Share Clinic](#) - [maps.google.com](#) - (313) 533-3720 - [More](#)
G. [Adult & Pediatric Medicine The](#) - [maps.google.com](#) - (313) 369-1000 - [More](#)
H. [Walk-In Medical Clinic](#) - [maps.google.com](#) - (248) 968-0140 - [More](#)
I. [Prestige Group The](#) - [maps.google.com](#) - (313) 864-8000 - [More](#)
J. [United Community Hospital Urgent Care](#) - [maps.google.com](#) - (313) 964-5990 - [More](#)
[More results near Detroit, MI »](#)

[After Hours & Urgent Care, Henry Ford Hospital, Detroit, MI](#)
Henry Ford Hospital in **Detroit** Michigan offers breakthrough treatments ... After Hours & Urgent Care. The Henry Ford After Hours Care service is now ...
[www.henryford.com/body.cfm?id=48446](#) - 88k - [Cached](#) - [Similar pages](#)

[Urgent Care at St. John Hospital & Medical Center, Detroit](#)
If you're looking for a St. John outpatient service, but don't know where it's at, try the outpatient services directory.
[www.stjohn.org/hospitalscenters/HospitalOutpatientFacility.aspx?OutpatientFacilityID=301](#) - 16k - [Cached](#) - [Similar pages](#)

[Livonia Urgent Care](#)
Welcome to Livonia Urgent Care providing patients with wide range of urgent care services. We diagnose and treat all accidents and illnesses of pediatric ...
[Show map of 37595 7 Mile Rd, Livonia, MI 48152](#)
[www.livoniaurgentcare.com/](#) - 2k - [Cached](#) - [Similar pages](#)

[Riverview Urgent Care - Detroit, MI - Detroit News](#)
Riverview Urgent Care. 7733 E. Jefferson, Detroit, MI, 48266. Tags: There are no tags. Venue Type: Hospital / Medical Center. Neighborhood: Islandview ...
[events.detroitnews.com/detroit-mi/venues/show/970050-riverview-urgent-care](#) - 23k -

Pay Per Click

Google Maps

Organic Search

Sponsored Links

[Detroit Walk-In Clinic](#)
Come in Today for Same Day Urgent Care for Kids and Adults.
[www.NorthsideMedCenter.com](#)

[Concentra Urgent Care](#)
Urgent Care services by experienced providers, but without ER prices.
[www.ConcentraUrgentCare.com](#)
Detroit, MI

[Detroit Urgent Care](#)
Find urgent care in your area. Maps, reviews & More!
[www.AreaGuides.Net](#)
Michigan

[Health Care Services](#)
Search For Urgent-care By Location At Local.com!
[Local.com](#)
Detroit, MI

Internet Banner, Pop-up and Sidebar Ads

Find out how to get a **FREE** sports physical every Saturday in August.

[ClickOnDetroit.com - Health](#)

Employee pricing for everyone!

Seen on Local 4

- Home
- Health
- Diet And Fitness
- Healthy Recipes
- Dieting Resources
- Caregiving Advice
- Breast Cancer
- News
- Weather
- School Closings
- Sports
- Entertainment
- Rescue 4
- Elections
- Health
- Consumer
- Money
- Business News
- Instant Feedback
- House and Home
- 4 Star Best

Homepage / HEALTH

HEALTH

Recession Can Do Wonders For Your Health
Think the stress of losing your job will compromise your health? Research shows public health actually improves during economic downturns. [More Stress-Relieving Tips | Save Money](#)

LOCAL 4 HEALTH VIDEO

- How Tech Gadgets Are Helping The Health Industry
- World AIDS Day Celebrated

GOOD HEALTH HEADLINES

Flu Clinics Open In Michigan

close

is upon us. Find out where flu clinics are in your area. [More](#)

Shoo the Flu Get Vaccinated

[Click here for flu shot coupon](#)

- Youthfulness An American Obsession
- Worm That Eats Through Skin Nearly Beaten
- Woman To Give Kidney To Co-Worker

POWER SEARCH

Site Web Keyword

Yellow Pages

GO

DMC

America's Best Doctors Work Here

Talk to the DMC - At dmc.org, help is just a click away. Click the "Talk to DMC" button, and we'll call you to help you get what you need. [Click here.](#)

<http://www.clickondetroit.com/health/18049918/detail.html>

Social Media: Facebook, Twitter, YouTube, etc.

facebook 


Physicians ImmediateCare®
Why wait when you can walk right in

[Suggest to Friends](#)
[Subscribe via SMS](#)

We Do Immediate Care!
For hours & locations:
<http://www.physiciansimmediatecare.com/clinics/locations.php>

Physicians Immediate Care
[Wall](#) [Info](#) [Extended Info](#) [Photos](#) [Video](#) [Reviews](#) [»](#)

Attach:   [Share](#)


Physicians Immediate Care Thanks everyone for coming out the the The Taste of Orland Park. Physicians Immediate Care was proud to be a sponsor of this amazing event. If you missed it, be sure to attend next year. Great food, great music, great people!!!
<http://www.orland-park.il.us/index.aspx?nid=919>

 August 20 at 10:40am · [Comment](#) · [Like](#) · [Share](#)
 2 people like this.


Rachel Patterson Hey, if you like pasta and pets you should come out to [Pasta for Paws](#) on Saturday Aug 21st at 6pm for a benefit dinner for Paws Humane Society. There will be a raffle, music and great food for a great cause!!
August 14 at 10:18pm · [Comment](#) · [Like](#) · [Flag](#)


Physicians Immediate Care Thanks Rachel, and if anyone has an allergic reaction at the event or needs medical attention, send them to Physicians Immediate Care. We have extended hours and are open on weekends.
Check out our "Extended Info" tab above for information ...
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A map of the North Carrollton area. It shows the intersection of Highway 121 and Highway 35. Highway 190 runs vertically on the right, labeled 'Tollway'. Highway 635 runs horizontally at the bottom. The locations 'Lewisville', 'North Carrollton', and 'Farmers Branch' are labeled. A star is placed in the North Carrollton area, near the intersection of Highway 121 and Highway 35.

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- Generally viable for multi-site operations spanning a metro area or in small markets where a single center is accessible to the majority of the audience.
- Families are spending less time watching TV—except for news, “Soccer Moms” often record shows and watch commercial-free.
- Not a single tactic—needs to be integrated with other media (billboards, print) to attain sufficient frequency of exposure.

Grassroots Marketing Activities

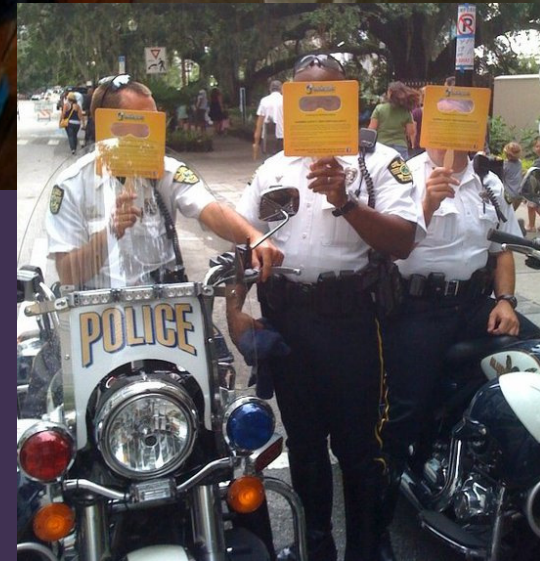
- Chambers of Commerce
- Community Organizations
- Community Events
- Apartment Complexes
- Hotels/Motels
- Parks/Recreation Facilities
- Health Clubs
- Churches/Religious Congregations
- Local Schools (PTA, Athletic Boosters)
- College Campuses
- Ethnic Groups/Advocacy Organizations



Parks and Recreation Sponsorship



Event Participation: Flash Mob



Event Participation: Games and Giveaways



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- Keep State High School Athletic Association or school-specific forms in center.
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Boca Raton / Delray Beach 7035 Beracasa Way Boca Raton, FL 33433 Phone (561) 361-1515 NW Corner of Palmetto Park Road & Powerline in the Winn Dixie Plaza. I-95 Exit 44	Royal Palm Beach / Wellington 11551 Southern Blvd Royal Palm Beach, FL 33411 Phone (561) 788-9411 NE Corner of Southern Blvd & Royal Palm Beach Blvd next to PNC Bank & across from the Royal Palm Inn. I-95 Exit 68	West Palm Beach 2007 Palm Beach Lakes Blvd West Palm Beach, FL 33409 Phone (561) 688-6808 On Palm Beach Lakes just west of I-95 (NW Corner of PB Lakes Blvd & Robbins Rd) Across the street from Hookers. I-95 Exit 71

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•Chamber of Commerce Membership	\$	350
•Coming Soon and Grand Opening Banners	\$	350
•Magnets (8,000 @ .15)	\$	1,200
•Brochures (3,000 @ .30)	\$	900
•Letterhead and Envelopes (2,000 @ .25)	\$	500
•Postage	\$	1,000
•Website Design and Hosting	\$	2,500
•Internet and Search Engine Advertising	\$	4,500
•Post Card Mailings (2x 9,000 homes)	\$	7,000
•Post Card Mailer with Magnet (9,000)	\$	5,300
•Mailing Lists	\$	900
•Door Hangers (2,000 homes)	\$	1,500
•Community Newspaper Ads (26 @ \$500)	\$	13,000
•Grand Opening Event	\$	3,500
•Community Events	\$	<u>7,500</u>
TOTAL	\$	50,000

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Marketing-Related Articles

Getting the Word Out: Introduction to Urgent Care Advertising, JUCM, March, 2009.

Creating a Web Presence to Raise Awareness of Urgent Care, JUCM, July/August, 2009.

Using Social Media to Drive Visits to Your Website and Urgent Care Center, JUCM, October, 2009.

Building Referral Relationships: Pharmacies and Retail Host Clinics, JUCM, January, 2010.

Building Urgent Care Referral Relationships: EDs, PCPs, and Specialists, JUCM, February, 2010.

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Practice Management

March 2009

Getting the Word Out: An Introduction to Urgent Care Advertising

Urgent message: Unlike many other practice models, urgent care must appeal directly to the consumer to stay 'top of mind' and be the first option the patient considers when a need arises.

■ Alan A. Ayers, MBA, MACC

Introduction to Urgent Care Advertising
Urgent care is a healthcare delivery channel built around the needs of consumers—"retail," from a marketing perspective—with convenient locations, evening and weekend hours, walk-in service, the capability to treat a range of illness or injury, and one simple bill.

From an accounting perspective, most of an urgent care center's costs are fixed; rent, utilities, and staff and provider salaries must be paid regardless of the number of patients seen on any given day. As a result, the key driver of urgent care profitability is visit counts. The more patients an urgent care center sees, generally, the more profitable that center will become.



Contact Information

Alan A. Ayers, MBA, MAcc

Dallas, Texas

aayers@ucaoa.org

Appendix

Provider and Facility Referrals

- Develop peer-to-peer relationships—personal visit, breakfast meeting
- Meet a need of the referral practice:
 - Weekend, after-hours, overflow
 - Services—lab, x-ray, workers comp
 - Refer new patients for primary care
- Simplify process for referring providers
- Understand and overcome objections:
 - Duplicative services
 - Forward chart for existing patients
 - In-network insurance



Public Relations

- Cost-effective substitute for some (but not all) advertising
 - Don't know whether news will appear, when or in what form
 - Difficult to link publicity to consumer behavior
- Create press releases for grand opening, events, promotions
 - Consider spin, media interest to potential patients
 - What's news differs in a community weekly vs. a city daily
 - Post news online to raise search engine visibility
- Develop relationships with news reporters
 - Make personal introduction, provide bio, references
 - Write letters to editor on ER accessibility, rising costs, etc.
 - Comment on articles online; write a blog
- Make donations, sponsor and appear at high-profile events

Sleep-deprived residents still pose risks for patients



In BCS system, wins in regular season lose meaning