

# Marketing for Urgent Care Start-ups

**Alan A. Ayers, MBA, MAcc**

Content Advisor—Urgent Care Association of America

Associate Editor—*Journal of Urgent Care Medicine*

Vice President —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).

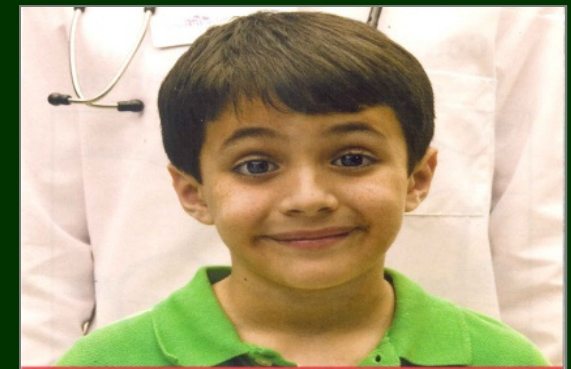
# Urgent Care Marketing Challenges

- 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](http://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?*

 Intermountain<sup>SM</sup>  
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
<b>801.525.2410</b>	<b>801.779.6200</b>

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](http://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 bar with links for Patients/Families/Visitors, Giving, Careers, About Us, Residents/Fellows, Medical Professionals, and 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 HOME<sup>SM</sup> CENTERS WITH URGENT CARE SERVICES". A left sidebar contains a "Maps & Directions" section with a list of locations and a "Find a Doctor/Service" section with various links.

NATIONWIDE CHILDREN'S HOSPITAL<sup>SM</sup>

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 HOME<sup>SM</sup> 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, it says "Urgent Care. Close To Home." followed by "Downtown, Dublin, Westerville, East Columbus" and "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](http://www.NationwideChildrens.org/UrgentCare).

NATIONWIDE CHILDREN'S HOSPITAL<sup>SM</sup>

# Messaging: Understand the Patient

## 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](http://www.AmericasUrgentCare.com)

# Messaging: Differentiate with Humor



# 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



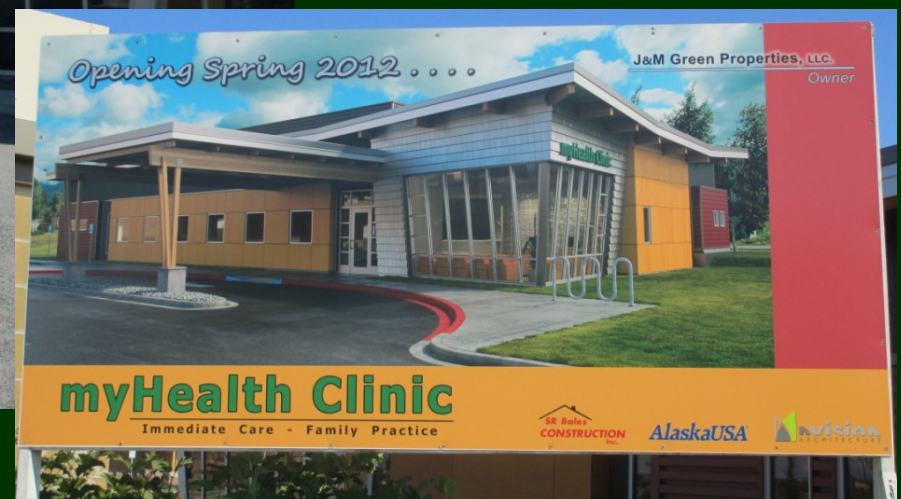


# Promotional Signs Boost Center Visibility





# Promotions: Pre- and Grand Opening





# Promotions: Seasonal Campaigns





# Municipal Directional Signage

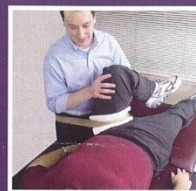
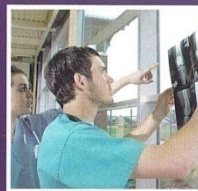
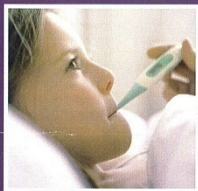




# Starting Collateral: Brochure/Flyer

## Care UNITED MEDICAL CENTER™

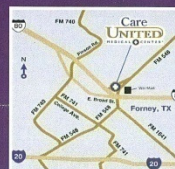
*Close to home. Care you can trust.*



- 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](http://www.careunited.com)



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

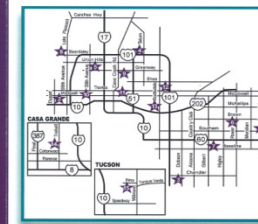
**Our Mission:**  
*To treat every patient with  
sincerity, respect, and  
compassion, and provide  
prompt, affordable, quality  
health care every day of the year.*



### 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  
600 S. Chandler Rd.
- ★ DESERT RIDGE  
20000 N. Tatum Blvd.
- ★ GLENDALE  
18000 N. 59th Ave.
- ★ MESA  
1700 E. Thomas Rd.
- ★ MESA/GILBERT  
11301 E. Baseline Rd.
- ★ PEORIA  
14075 N. Lake Pleasant Rd.
- ★ PHOENIX  
2222 E. Greenway Rd.
- ★ PHOENIX  
5000 W. McDowell Rd.
- ★ PHOENIX  
1701 E. Thomas Rd.
- ★ SCOTTSDALE  
7425 E. Shea Blvd.
- ★ TEMPE-NEW  
10007  
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](http://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](http://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
- Dizziness, 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](http://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 80% savings on NextCare services, or go online and purchase your ValueCare card today at [www.nextcare.com/valuecare](http://www.nextcare.com/valuecare)!

## NextCare MEDICAL BENEFITS NETWORK

#### Receive Additional Healthcare Discounts

Inquire today about our XtraCare 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](http://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**      **Employment Physicals**  
**Well-Woman Care**      **Pre-Placement Physicals**  
**Insurance Certification**      **DOT/DMV Physicals**





# Starting Collateral: Magnets

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

**MedExpress<sup>+</sup>**  
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](http://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](http://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**

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

**[www.RockyMountainUrgentCare.com](http://www.RockyMountainUrgentCare.com)**

**IMPORTANT NUMBERS**

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

 **solantic**  
walk-in urgent care

**Great care. Fast and fair.**

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

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

**[www.solantic.com](http://www.solantic.com)**  
**Open nights & weekends!**

# Search Engine Optimized Website

[Check in On-line](#) | [Call Ahead](#) | [Find the PrimaCare Nearest You](#)

[About PrimaCare](#) | [Services](#) | [Locations](#) | [Insurance](#) | [Advantage Plus Discount Card](#) | [Contact](#)



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.

© 2009 PrimaCare

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Website design and development by NetSuccess



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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.



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

### Locations

[View all locations](#)



# 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=

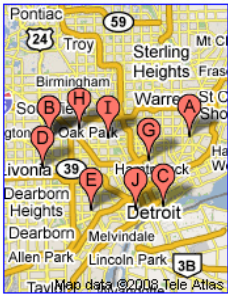
File Google urgent care detroit Go 112 blocked Check Look for Map AutoFill Send to urgent care detroit Settings

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 -

**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

**Pay Per Click**

**Google Maps**

**Organic Search**



# Internet Banner, Pop-up and Sidebar Ads

The image shows a screenshot of a web browser displaying several types of internet advertisements:

- Top Banner:** A large banner for "Concentra urgent care" with the text "Find out how to get a **FREE** sports physical every Saturday in August." It features a soccer ball icon and a group of children in sports gear.
- Browser Interface:** The browser shows the address bar with "ClickOnDetroit.com - Health" and various toolbars including Norton, Phishing Protection, Identity Safe, and Logins.
- Website Header:** The website "CLICKON DETROIT" is visible, along with a navigation bar for "Employee pricing for everyone!" and a car advertisement for "NORTH BROTHERS" featuring Ford and Mercury vehicles.
- Main Content Area:** The page is titled "Homepage / HEALTH" and features a large image of a woman sneezing into a tissue. A "Concentra urgent care" pop-up is overlaid on this image with the text "Shoo the Flu Get Vaccinated" and a link "Click here for flu shot coupon".
- Left Sidebar:** A sidebar titled "Seen on Local 4" lists various health-related topics such as Diet And Fitness, Healthy Recipes, and Breast Cancer.
- Right Sidebar:** A sidebar titled "POWER SEARCH" includes search options for Site, Web, Keyword, and Yellow Pages, along with a "GO" button.
- Bottom Section:** The page includes a "LOCAL 4 HEALTH VIDEO" section with links to "How Tech Gadgets Are Helping The Health Industry" and "World AIDS Day Celebrated".

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 2 people like this.

  
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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.  
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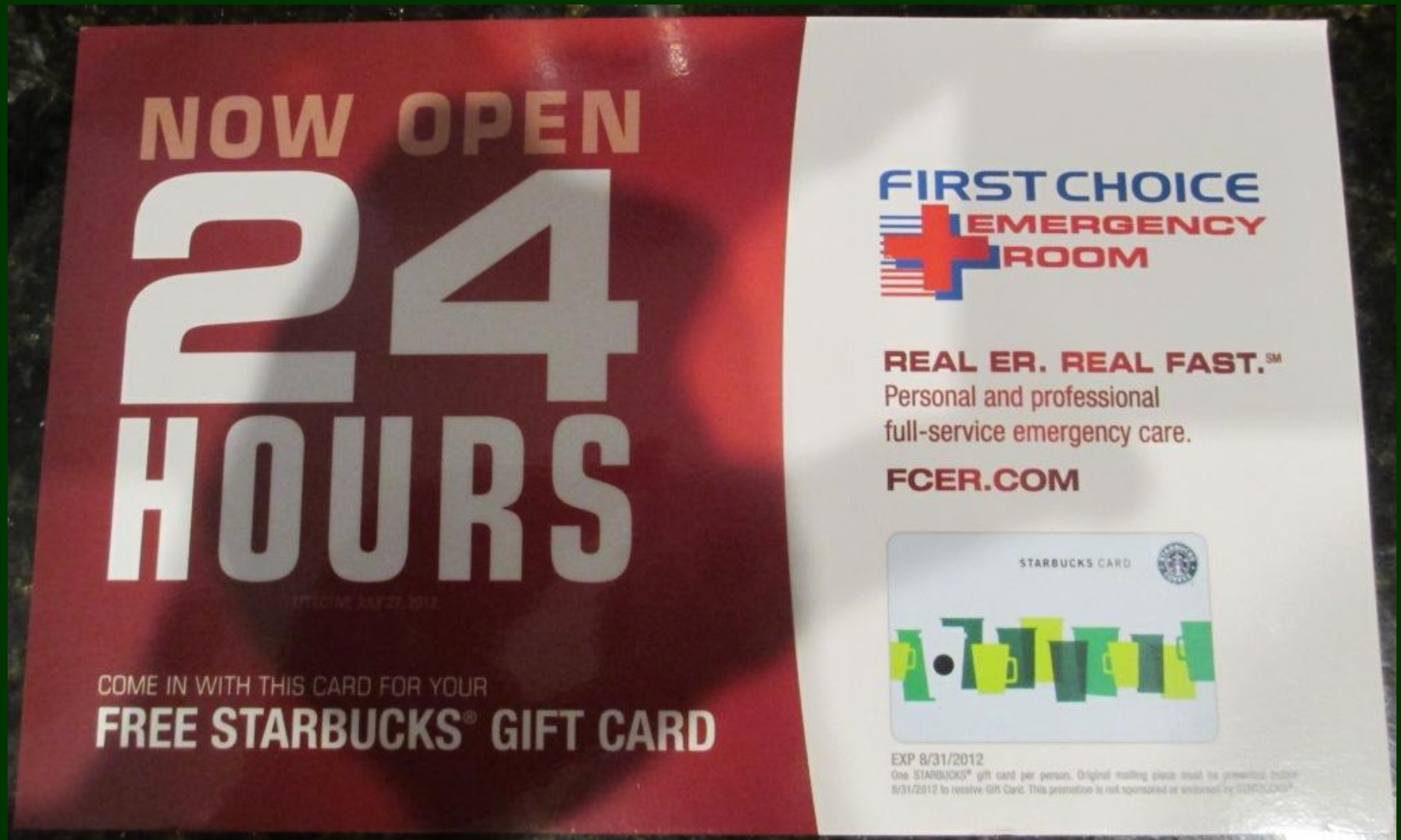
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## Tech Center News.

By the publishers of Detroit Auto Times



**Durant Made Buick Number One, Then He Went On to Form GM**

By David Jacoby Staff Reporter

General Motors Corp. began the construction of its national headquarters in 1908, and Durant was the driving force behind it. He was the first to see the need for a central office, and he was the first to build it. He was the first to see the need for a central office, and he was the first to build it. He was the first to see the need for a central office, and he was the first to build it.



**Health Trusts Deemed Confidential**

By David Jacoby Staff Reporter

Health trusts are deemed confidential under the new rules. This means that health trusts are now considered confidential under the new rules. This means that health trusts are now considered confidential under the new rules.

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# Radio/Television

- Advertising to people who cannot or will not use the center is a waste of money.
- 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



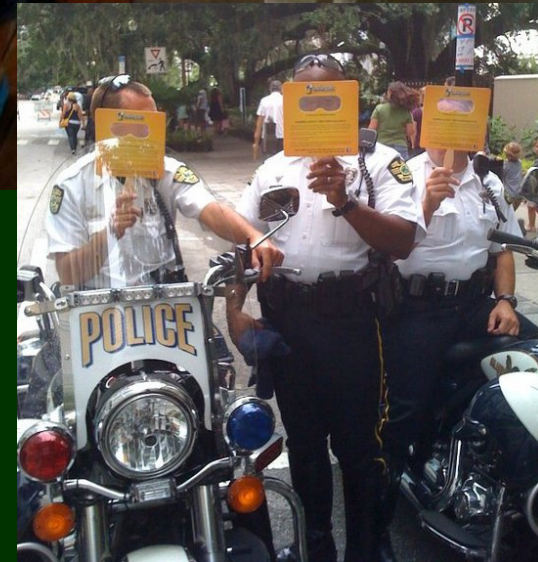


# Parks and Recreation Sponsorship





# Event Participation: Flash Mob





# Event Participation: Games and Giveaways



# Sports Physical Promotions

- Relationships with athletic directors backed by advertising and public relations.
- Keep State High School Athletic Association or school-specific forms in center.
- “Free” is often viewed as “no value” — attracts people looking for something free.
- Promotional pricing maintains value of the service but offers an inducement to trial:
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  - Average utilization is 1.7x/year

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<b>Boca Raton / Delray Beach</b> 7035 Beracasa Way Boca Raton, FL 33433 Phone (561) 361-1515 NW Corner of Palmello Park Road & Powerline in the Winn Dixie Plaza. I-95 Exit 44	<b>Royal Palm Beach / Wellington</b> 11501 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	<b>West Palm Beach</b> 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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# Start-up Marketing Budget

•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>
<b>TOTAL</b>	<b>\$</b>	<b>50,000</b>

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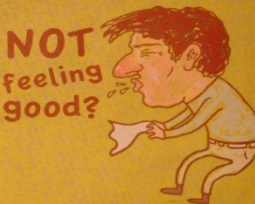



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## Contact Information

Alan A. Ayers, MBA, MAcc

Dallas, Texas

[aayers@ucaoa.org](mailto:aayers@ucaoa.org)

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# 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



# Public Relations Examples

WZTV FOX 17/Nashville

**FOX 17**  
WZTV NASHVILLE

CAPTAIN D: THURSDAY NIGHT LIGHTS

HOME NEWS WEATHER CONTESTS TN MORNINGS SPORTS COMMUNITY

- FOX 17 TOP STORIES
- SWINE FLU COVERAGE
- TENNESSEE NEWS
- KENTUCKY NEWS
- ALABAMA NEWS
- NATIONAL NEWS
- INTERNATIONAL NEWS
- FOX FUEL GAUGE
- FOX LINKS
- FOX FEEDBACK
- TRAFFIC CAMERAS & CONSTRUCTION
- FOX FREEZE REPORT/SCHOOL CLOSINGS
- FOX FOCUS
- YOUR STORIES
- SPECIAL REPORTS
- TBI'S MOST WANTED
- FOX RESTAURANT REPORT
- FOX HEALTH BEAT
- FOX SOAPBOX
- TRAVELIN' TENNESSEE

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New Medical Clinic in Middle Tennessee-Erika Lathon

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Urgent Care Centers say patients can save time and money by bringing minor emergencies to them.

**The Flu Hits Michigan**  
HEALTH EDGE WXYZ.COM

12A - TUESDAY, DECEMBER 9, 2008 - USA TODAY

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-Allen H. Neuharth, Founder, Sept. 15, 1982  
President and Publisher: Craig A. Moon

**USA TODAY**

Today's debate: Medical care

## Sleep-deprived residents still pose risks for patients

**Our view:**  
"Culture of expectation" and lax enforcement thwart changes.

Few passengers would board an airplane if they knew that the pilot had been on duty for 30 straight hours. You don't need a medical degree to know that sleep deprivation causes fatigue that impairs judgment and ability.

Unfortunately, that fact seems to escape educators at hospitals where the nation's 100,000 medical residents — doctors in training who make critical decisions affecting patients' lives — routinely work punishing hours.

The long-standing, but weighty tradition in medicine is that young physicians need to toil around the clock to "toughen up" and provide continuity of care for patients. Never mind all the studies that show how exhausted physicians make substantially more serious medical mistakes, such as sticking a tube in the wrong vein or ordering 10 times the correct dosage of a medication. Or that going 24 hours without sleep is comparable with having a blood alcohol level of .108 — legally drunk in every state in the country.

To reduce the danger to patients, the Accreditation Council for Graduate Medical Education (ACGME) required, in 2003, that residents work no more than 80 hours a week (down from 100-plus), averaged over four weeks, and no more than 30 hours straight.

Five years later, though, some hospitals aren't following even these minimal rules. A report last week by the Institute of Medicine (IOM), an expert panel that advises the government on health issues, found rampant

and underreported violations of the limits on duty hours, partly because the "culture of expectation, if not overt intimidation, results in pressure on residents to work more than their assigned hours."

A prime reason for the lack of progress is ACGME's weak monitoring of residency programs. The average program is reviewed once every 3.7 years, and the audits are announced in advance. Only 2,666 of the 8,804 citations it issued in 2006-07 were for non-compliance issues. Instead of firing violators, the clinic gives them more time to comply.

Monitoring must be strengthened with more unannounced visits. Tougher whistleblower protection is needed because residents worry that complaints will damage their careers.

ACGME also needs to insist on overlapping schedules during shift changes to reduce the chances for error during the handoff of patients from one doctor to another.

IOM sensibly recommends that medical residents get at least five hours of sleep after working 16 hours. It also would impose residents' days off to five per month, restrict moonlighting during off-hours, demand greater supervision by experienced physicians and limit caseloads.

Reform won't come easily or cheaply. The cost for extra personnel to handle in-house residents' work could be \$1.7 billion annually. That's a lot of money, but it's half the \$3.5 billion in extra medical costs of treating drug-related injuries resulting from errors that occur each year, not to mention the cost in lives, lawsuits and patient suffering that could be prevented.

Allowing residents to get adequate rest isn't a molly-coddling ploy. It's the right medicine to prevent injury to patients.

### Residents' workweek varies by country

Limits on how many hours a week medical residents are supposed to work vary widely around the world:

Denmark — 37  
France — 52.5  
United Kingdom — 50-64  
New Zealand — 72  
USA — 80  
Australia — 110 limit

See also: Staffwork of Medicine

## Teaching hospitals excel

**Opposing view:**  
We're reviewing our standards to improve education, patient care.

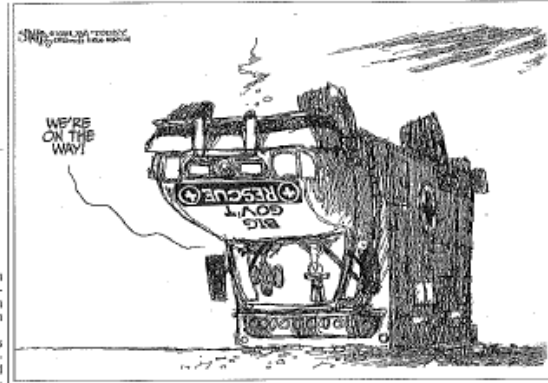
By Thomas J. Novack

The community of educators responsible for training America's future physicians appreciates the work of the Institute of Medicine (IOM) committee in preparing its report on resident physician duty hours.

Duty hours are one element within a complex matrix of educational and health care factors that the Accreditation Council for Graduate Medical Education (ACGME) and

and, about unintended educational consequences of compliance with these same standards. ACGME's responsibility and challenge are to create and enforce accreditation standards that will enhance, and not detract from, the development of the knowledge, values, skills and behaviors required of physicians.

It is reported that the quality of care in America's teaching hospitals (where resident physicians train) is higher than that in non-teaching hospitals (which do not have resident physicians). By learning to deliver high-quality, safe patient care in our teaching hospitals, residents bring these advances to their communities. The American Association of



### Letters

#### Make shift from emergency care

In the for an place, "The ER overload" Kevin Pro pointed out that the strain on our nation's emergency rooms is growing. Although this is correct, the problem is not a new one (The Forum, Wednesday).

Pro was correct when he stated that the appeal of a one-stop shop and the limited availability of primary care physicians after hours and on weekends have led to an increase in ER visits. But when he suggests that easing this strain involves closing serious injuries, I must object.

When a more convenient, lower-cost alternative to the emergency room is made available, consumers will use it. This alternative exists today in the form of urgent care. A 2000 New York University study stated that nearly 75% of ER visits could be treated in a low-acuity setting and do not represent actual emergencies. The proliferation of urgent care clinics is helping to reduce ER overload, allowing doctors to focus on trauma care and true emergencies.

What urgent care clinics provide is more than just overflow relief. These facilities are largely staffed by board-certified physicians, experienced in family medicine, trauma care and other specialties.

One such organization is Concentra, which has hundreds of urgent care clinics. It is delivering expert care for conditions such as fractures, sprains, lacerations and pediatric infections. Urgent care treats a variety of injuries and illnesses, in a setting typically found in a primary care physician's office, and in less time and for less money than the ER.

Urgent care is a growing alternative to the emergency room that offers more than just immediate care; it delivers quality and skilled treatment and a hope for better care for all.

Alan Ayers  
Assistant vice president  
of product development  
Concentra  
Addison, Texas



Big wire Jeff Demps' fourth-quarter touchdown Saturday helps No. 2 Florida defeat top-ranked Alabama 31-20 to win the Southeastern Conference.

#### In BCS system, wins in regular season lose meaning

John Swadlow, coordinator of the Bowl Championship Series, offered up the common defense against momentum for a true college football playoff by citing the need to protect "the unique significance of the regular season" ("BCS Fulfills Its Goal," Sporting News, College Football debate, Friday).

But in practice, what actually happens in the BCS system is that many regular season games are not important at all, even for conference standings that never lose.

In 2004, Arizona went undefeated in what many consider the nation's toughest league, scoring "big" wins over LSU, Tennessee, Georgia and Alabama. But when the BCS left Arizona out of the title game (opting for untested Oklahoma and USC), these games — in fact, the entire season — had no impact on the national championship. Ultimately, the work put in

the impact of a playoff, then why co-society is so woeful?

John M. Vucano  
Stoughton, Conn.

#### Playing conference games

Friday's debate was well put by both sides, but more needs to be said about how the regular season might be altered to accommodate playoffs ("Replacing BCS" with playoffs is change we can believe in," Our view, College Football debate).

What if all the "long" beginning-of-the-season games were replaced by "in conference" games, forcing teams to discontinue from the start that they are worthy playoff contenders? This would also clear time for the playoffs without extending the season. Everyone would be on an equal footing because no team would be playing anything but a meaningful "in