

Beyond Conventional Marketing Tactics

Alan A. Ayers, MBA, MAcc
Content Advisor
Urgent Care Association of America



Objectives

- Understand the lifestyles and media preferences of urgent care consumers and the limitations of traditional advertising in building word of mouth.
- Identify appropriate grassroots tactics to reach target affinity groups including schools, churches, recreation leagues, and small businesses.
- Describe the elements of an Internet presence including the roles of search engine optimization and social media.
- Explain basic public relations tactics and develop a plan to establish media contacts, create press releases, and position as a medical expert.
- Build volume through reciprocal referral relationships with retail pharmacies, primary care, specialists, and emergency departments.

Capturing Word of Mouth

- Starts with a good patient experience.
- Patients must have a sufficiently good experience to want to:
 - Return for services themselves.
 - Recommend the urgent care to others.
- A “good experience” is defined as:
 - Earned with the co-operation of patients
 - Delivers value for the price paid
 - Exemplifies “Golden Rule” behavior
 - Fosters trust and engages employees

Net Promoter



Detractors

*undermine current
business*



Passives

*easily wooed by the
competition*



Promoters

*extend sales and
marketing*

Goal is to “neutralize” detractors and “convert” passives.

Drivers of Urgent Care Visits

- Insurance referrals
- Drive-by visibility
- Clear signage
- Repeat visits
- Word-of mouth
- Paid advertising
- Grassroots tactics
- Employer referrals
- Physician referrals
- Media exposure
- Internet search

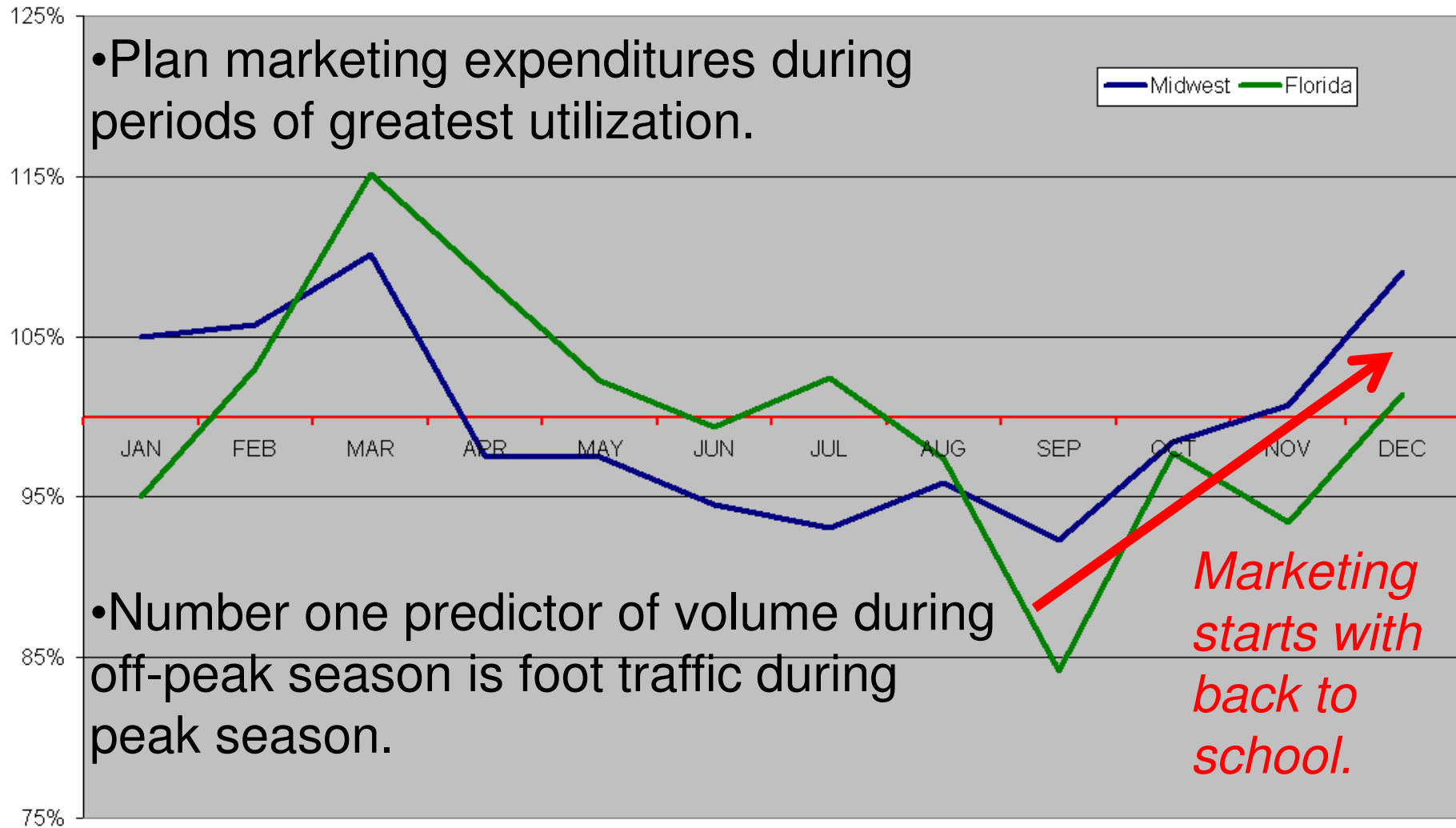


Municipal Signage



Urgent Care Seasonality

- Plan marketing expenditures during periods of greatest utilization.



- Number one predictor of volume during off-peak season is foot traffic during peak season.

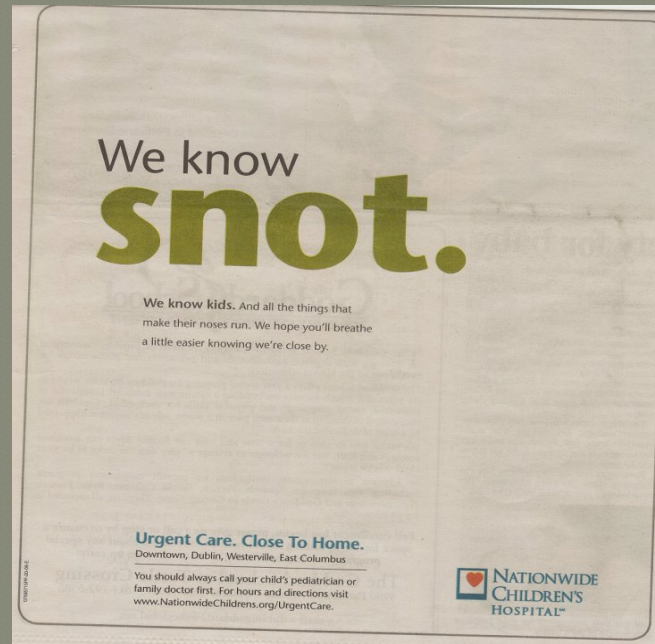
Marketing starts with back to school.

Reach and Frequency

- Is your advertising reaching the “right” people?
 - Target segments most likely to use urgent care:
 - Married families with children
 - Above-average household incomes
 - Employer-provided health insurance
 - Owner-occupied housing
 - Reaching people who can not or will not use the center is a waste of resources.
- How often is your advertising reaching target segments?
 - The “right” people must hear the message a sufficient number of times to achieve “top of mind.”
 - Multi-tactic campaigns are most effective.

Conventional Advertising Limitations

- Multi-tactic campaigns require scale
- It's expensive to get adequate frequency of exposure
- It's inefficient to reach people unlikely to use the center
- It's difficult to measure Return on Investment



Grassroots Marketing

- *When properly executed, grassroots marketing can be less expensive and more effective than paid advertising.*



Grassroots Marketing Activities

- Primary Care/Specialist/Retail Health Referrals
- Chambers of Commerce
- Community Organizations
- Community Events
- Apartment Complexes
- Hotels/Motels and Convention/Visitors Bureaus
- Parks/Recreation Facilities
- Health Clubs
- Churches/Religious Congregations
- Local Schools (PTA, Athletic Boosters)
- College Campuses
- Ethnic Groups/Advocacy Organizations

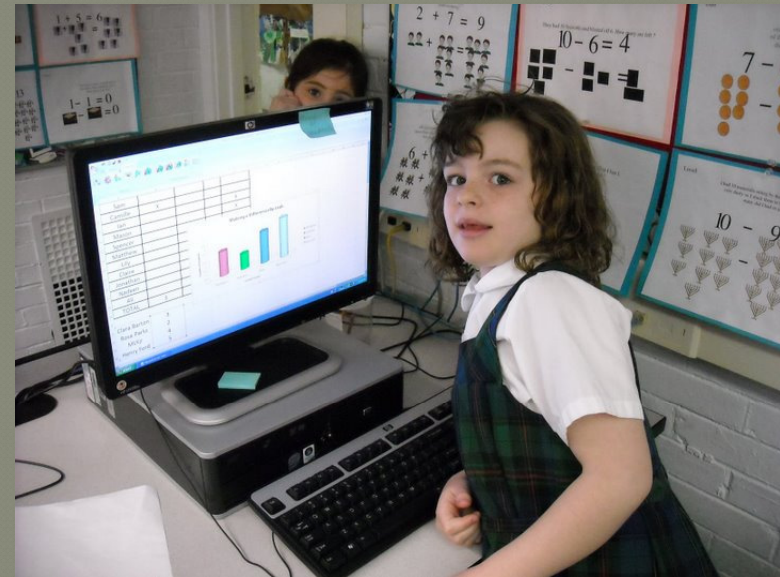
Grassroots marketing reaches people where they live, work and play...

- Demonstrates a commitment to the community.
- Engages providers and staff in marketing.
- Extends business relationships.
- Strengthens referral relationships.
- Spurs word of mouth and creates “buzz.”



Primary and Secondary Schools

- *Parents with school-aged children are the prime urgent care demographic—even when kids have a pediatrician for primary care, after-hours illness and injury still occurs.*



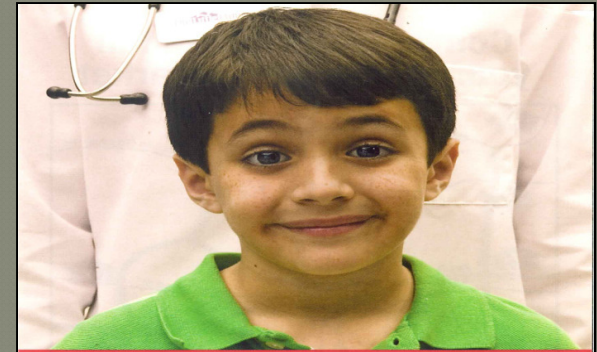
Primary and Secondary School Activities

- Sponsorship of school events, “mothers” groups, parent-teacher associations, and athletic boosters.
- Sports and camp physical promotions.
- Flu clinics or wellness screenings.
- Referral relationship with school nurse.



Sports and Camp Physical Promotions

- Incremental revenue from cash-pay physicals.
- Familiarizes families with the center and its providers.
- Leads to utilization for sports injuries and personal illness.
- *Builds loyalty in families—a family with three children playing multiple sports could require 40-50 physicals in a 12-15 year period.*



**“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

Sports and Camp Physical Strategies

- Understand State High School Athletic Association requirements.
- Introduce in the Spring, prior to summer break and sports camps:
 - Athletic directors (directs coaches and trainers)
 - School communications (parent newsletters)
 - Local media (community newspapers)
 - In-center promotion
- Have school physical forms on hand in the center.

When Feeling Great Can't Wait!

Athletes and Sports Enthusiasts

- See a skilled and compassionate medical provider TODAY - don't get behind on homework or work from being sick!
- **WAHOO!™** - call us or register online and wait at home or anywhere you choose; we'll call you when your exam room is ready.
- Convenient, affordable school and sports physicals are available today - no appointment is necessary.
- We will treat your minor breaks, sprains, cuts and more to help you get back in the game.
- All major insurance is accepted or a medical discount program is available.

Locations:

FREDERICKSBURG
HARRISON CROSSING
 5825 Plank Rd., Ste.105

WHITE OAK
 330 White Oak Rd.

GATEWAY
 15 South Gateway Dr., Ste.101

WOODBIDGE
 12581 Milledge Way, Ste.103 Open January 12, 2011

DUMFRIES
 3990 Fetter Park Dr. Open February 2011

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 1-888-364-8024
 nextcare.com

- **WAHOO!™** - Skip the lobby, we'll call you when your exam room is ready!
- Insurance accepted or a medical discount program is available.
- M-F 8am-8pm, S-S 8am-4pm at multiple locations.

Mary Washington Healthcare
NextCare
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Sports Physicals \$25**
 Must present coupon at time of visit. Normally \$45!

1-888-364-8024
 nextcare.com

**Offer subject to change. • \$75 with EKG. • Offer valid at all NextCare locations. Not eligible to enroll/enrolled members of governmental health plans (e.g., Medicare, Medicaid). Code: ADJ SP 25

College Campus

- Student health service:
 - Often limited in scope (nurse or mid-level only; no x-ray or procedures)
 - Inconvenient (weekday hours)
 - Inaccessible (to off-campus students)
 - Unaffordable (uninsured, part-time students)
 - Embarrassing

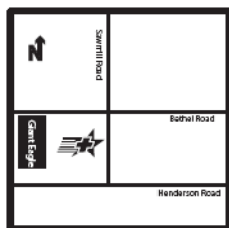


College Campus Activities

- Student health referrals for after-hours, weekday overflow, and special needs.
- Direct advertising in student media.
- Athletic, club, or event sponsorship.
- Travel health and immigration physicals.

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

Community Events and Parks and Recreation Sponsorships

- Recreational activities bring increased risk of personal injury and may require pre-participation physicals.
- “Soccer moms” are interested in health information and make medical decisions for the entire family.
- Parks and rec departments hire many part-time, seasonal workers.



Parks and Recreation Activities

- Event participation and sponsorship including festivals, parades, and fun runs.
- League, team, or club sponsorship.
- Medical presentations and screening programs to community organizations.
- Banner placement at recreation venues.



Banner Sponsorship



Event Participation



Literature Drops, Information Tables, and Health Clubs

- Venues with heavy foot traffic—retail stores, shopping centers, office buildings, and health clubs.
- Retailers are looking for activities to drive consumers in to their stores and keep them in their stores longer.
- Retailers welcome and even cross-promote activities that add value to their customer base.



Retail/Health Club Activities

- Distribute literature, set up literature displays, and canvass nearby retail businesses.
- Information tables, health screenings, and flu clinics at mass merchants, in shopping centers, office buildings, or health clubs.
- Medical presentations on clinical topics of interest (like sports injury prevention and recovery).



Apartments and New Movers

- Apartment communities have a high proportion of residents who are transient, uninsured, and do not have a relationship with a primary care provider:
 - Young adults in mid-20s
 - Empty nesters older than 50
 - The 75% of all households that are single adults, childless couples, non-family households, and single-parent families...



Apartment and New Movers Activities

- Literature rack in apartment leasing office
- Presentation to apartment, condo or homeowners association
- Flyer in welcome kit and/or magnet on refrigerator
- Resident newsletter or event sponsorships
- Word-of-mouth through realtors movers, and homebuilders



A screenshot of the Camden Living Excellence website. The page displays search results for apartments in Las Vegas, NV. The search criteria include State: Nevada, City: Las Vegas, Zip code: 89129, Price Range: \$553 - \$964, and Move-in date: immediate. The results list 1. Camden Bel Air, 7075 W Gowen Rd, Las Vegas, NV 89129. The page also includes a map of Las Vegas with markers for various locations, a list of amenities (Ceiling fans, Ceramic tile, Crown molding, Expanded cable TV), and a link to view all amenities. The page is titled "29 matches found for the following criteria: Las Vegas, NV".

Religious Organizations and Ethnic Marketing

- Describes communities of interest—concentrated in a geographic area—with shared values, culture, and language.
- Reaches segments who are less influenced by conventional advertising and more swayed by word-of-mouth.



Religious Organizations and Ethnic Marketing, cont'd.

- Appeals to demographic segments with high urgent care utilization—namely families with children.
- Meets immediate needs of participants including:
 - Urgent care for illness and injury
 - Travel medicine for mission trips
 - Camps/sports physicals



Mega-Church



*Prestonwood Baptist Church and Schools,
Plano, Texas*



Ethnically-Focused Church



Religious and Ethnic Activities

Generally the provider must be culturally affiliated with the target group.

- Festival/Event Sponsorships
- Health/Wellness Screenings
- Newspaper/Newsletter Advertising
- Presentations on a Relevant Topic
- Marketing collateral at frequented businesses



Referral Relationships

- *Referral relationships can generate increased visits for urgent care but must be mutually beneficial to the referral provider.*



Physician Referrals

- Focus on higher-volume family practice, internal medicine and pediatric practices
- Relationships must be peer-to-peer
 - Personal visit, phone call, breakfast meeting
- Overcome objections
 - Episodic versus longitudinal care
 - Duplicative services
 - Competitive threat



Physician Referrals, cont'd.

- Consider in-network insurance limitations
- Identify and meet a need of the practice
 - New patients
 - Weekend, after-hours, overflow coverage
 - Specific services such as lab, x-ray, or Workers Comp
- Communicate to patients
 - Written correspondence about after-hours
 - Marketing collateral/maps at front desk, waiting room
 - After-hours notice on door, answering machine
- View referrals as a strategic resource
 - Reduce time, simplify process for referring providers
 - Refer back urgent care patients for longitudinal care
 - Forward chart, progress updates for existing patients

Pharmacies and Retail Health Clinics

- 39,000 pharmacies operated by drug, supermarket, and mass retail chains; 17,000 independent pharmacies, and 1,100 retail host model clinics in the United States.
- Patients are increasingly seeking health care advice from pharmacists—in regards to OTC products or where to go for more serious conditions.
- Retail clinic services are limited by 100-300 sq. ft. space, equipment, and the practice scope of mid-level providers.



Pharmacy/Retail Health Activities

American Academy of Family Practice Guidelines: “Retail health clinics must have a referral system to physician practices or to other entities appropriate to the patient’s symptoms beyond the clinic’s scope of work.”

- Urgent Care materials on display at the pharmacy counter.
- In-store information table, flu clinic or screening event.
- Referral relationship with mid-level provider in retail health clinic.



Public Relations

- Public relations is a cost-effective substitute for some (but not all) paid advertising—problem is it's difficult to control where, when and in what form the news will appear.



The image shows the front page of the 'Dublin News' newspaper. At the top, it says 'HAPPY NEW YEAR!' in a festive font. Below that is the masthead 'Dublin News' in a large, bold, serif font. To the right of the masthead is a small logo for 'SNP PUBLICATIONS'. Below the masthead, it says 'Volume 28, No. 34' and '50 cents'. The main headline is 'Dublin's 2007 was filled with numerous thrills, spills, chills, excitement'. Below this is a sub-headline 'Backers of bullfrog haven't given up Statehouse efforts'. The page features several articles, including one about Grizzell Middle School students working on a strategy to continue their efforts to have the bullfrog named the official state amphibian. There is also a photo of students working on a project. The page is dated 'January' and 'February'.

Public Relations, cont'd.

- Create press releases for grand opening, expanded hours, events and 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



Public Relations, cont'd.

- Make donations, sponsor high-profile events, activities



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NEWS & MEDIA
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LAW SCHOOL HOME

Two \$1 million grants fund Diane Halle Center for Family Justice and NextCare Urgent Care Family Violence Legal Clinic
A \$1 million grant from the Bruce T. Halle Family Foundation has established the Diane Halle Center for Family Justice at the Sandra Day O'Connor College of Law at Arizona State University. And a second \$1 million grant from NextCare Urgent Care will fund the NextCare Urgent Care Family Violence Legal Clinic, which will be housed within the Center.
The Center and Clinic were established in partnership with the AVON Program for Women and the O'Connor House Project, committed to furthering the vision of U.S. Supreme Court Justice Sandra Day O'Connor (Ret.) to encourage purposeful civil talk which will lead to positive civic action.
"It is wonderful news that the Halle Foundation, the AVON Foundation for Women and the ASU College of Law have made significant financial commitments to work on the issue of domestic violence," O'Connor said. "Solutions for domestic violence require a comprehensive approach to connect the wealth of resources that are needed to tackle this issue -- from legal to social welfare to health services. This is a challenging issue that fits with our mission at the O'Connor House which is to bring people and ideas together so we can reach consensus and take action on difficult issues that affect us all."
Diane Halle, President of the Bruce T. Halle Family Foundation, said the Center will serve an urgent need.
"Providing access to justice both for victims of family violence and for other poor families who are in need of legal service is often a matter of life and death," Halle said. "To make real change happen for our families, we need to make sure that all who are in need have access to justice. There is real urgency to take action now."
The issue is one that NextCare Urgent Care has been involved with for many years.

Public Relations, cont'd.

- Develop relationships with news reporters
 - Looking for a “pool” of experts to call upon
 - Make personal introduction, provide bio, references



Internet Tactics

- *The Internet has replaced yellow pages, word of mouth and primary care as the first place consumers turn for health care information.*



CareNow Web Check-In®

ABOUT US SERVICES LOCATIONS PHYSICIANS INSURANCE HEALTHY SAVINGS REGISTER CAREERS

The convenience you need,
the care you deserve

CareNow's medical centers provide convenient medical care to families in the Dallas / Fort Worth area. Board-certified doctors treat a range of Primary Care, Urgent Care and Occupational Medicine needs. Most insurance is accepted. No appointment is needed, and you can check in online.

[Click here for a money saving coupon!](#)

Our clinics are open late, seven days a week:
Weekdays 8am - 10pm | Saturday 8am - 8pm
Sunday 9am - 5pm
Bedford-Eules Extended Hours
Weekdays 6am - 12am
Saturday 8am - 8pm
Sunday 8am - 8pm

Find a CareNow location near you. [search](#)

Healthy Savings

- 365 sick visit
- Save 10-50% on select HealthCare Services
- Rx Discounts

"Infants and the elderly are at higher risk for influenza (flu). Early diagnosis is essential to minimize illness."

CareNow Login

username [I forgot my username](#)

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Don't have a CareNow account? [Register with CareNow!](#)



Dermatology Center **Texas MedClinic** **PRO SPORTS REHAB**
For Life's Little Emergencies

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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.

Open 8am-11pm
7 days a week

Texas MedClinic is now offering the flu vaccine at all of our locations.

[click here for more information](#)

In The News

January 1st 2009
[Where O' Where is my Antibiotic Prescription?](#)
Texas MedClinic Physicians

December 23rd 2008
[Got the Flu? Most Prescribed Flu Medicine May Not Help](#)
WOAI.com

Locations [View all locations](#)

Map showing locations in Leon Springs, New Braunfels, and San Antonio.

Key to a successful Internet strategy is a high search engine ranking.

urgent care detroit - Google Search - Windows Internet Explorer

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

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

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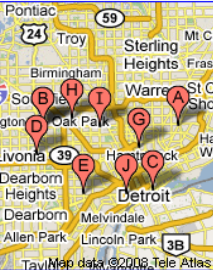
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Web Maps

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

Targeted Internet Advertising: Banner and Sidebar Ads

The screenshot displays a web browser window with the address bar showing "ClickOnDetroit.com - Health". The browser's toolbar includes various icons for search, anti-spy, groups, mail, bookmarks, and games. The website's header features the "CLICKON DETROIT" logo and a banner for "Employee pricing for everyone!" with a car image. The main content area is titled "Homepage / HEALTH" and includes a "HEALTH" section with a photo of a person sneezing. A sidebar on the left lists various health-related topics. A central advertisement for "Concentra urgent care" promotes flu vaccination. A "POWER SEARCH" box is visible on the right, and a "DMC" (Detroit Medical Center) advertisement is at the bottom right. The browser's taskbar at the bottom shows several open applications, including Microsoft Money, Mail, and the ClickOnDetroit.com browser window.

CLICKON DETROIT

Employee pricing for everyone!

NORTH BROTHERS

Homepage / HEALTH

HEALTH

GOOD HEALTH HEADLINES

DMC

POWER SEARCH

Site Web Keyword

Yellow Pages

GO

DMC

DMC

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.

Concentra urgent care

Shoo the Flu Get Vaccinated

Click here for flu shot coupon

LOCAL 4 HEALTH VIDEO

How Tech Gadgets Are Helping The Health Industry

World AIDS Day Celebrated

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Social Media: Keeping in Touch with Patients

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We Do Immediate Care

FLU SEASON IS COMING
FLU SHOTS will be available starting OCT.1st!

MONTHLY SPECIAL
\$25 School and Sports Physicals!
Just stop into your nearest location to take advantage of this amazing offer!

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We Do Immediate Care!

Since 1987, we have been offering our customers value through our ongoing commitment to quality medical care and spectacular customer service. Our Facebook and

Physicians Immediate Care We Do Immediate Care! Special Labor Day hours: IL – Rockford-Morsay (9am-6pm), Open 9am-3pm: Loves Park, Machesney Park, Rockford-South Alpine, Belvidere, Bolingbrook, Chicago-Six Corners & Loop, Elgin, Joliet; OK – Bartlesville (9am-4pm) on Friday

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Write something...

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Physicians Immediate Care We Do Immediate Care! Special Labor Day hours: IL – Rockford-Morsay (9am-6pm), Open 9am-3pm: Loves Park, Machesney Park, Rockford-South Alpine, Belvidere, Bolingbrook, Chicago-Six Corners & Loop, Elgin, Joliet; OK – Bartlesville(9am-4pm)
Yesterday at 10:57am · Comment · Like


 **Cynthia Berry** JERMY THIS IS SOMTHING U SHOULD LOOK INTO
Yesterday at 11:09am · Report

Write a comment...

Physicians Immediate Care 2009 H1N1 Influenza Vaccine Q&A
CDC H1N1 Flu | Questions & Answers Novel H1N1 Influenza Vaccine
Source: www.cdc.gov
Note: Javascript is disabled or is not supported by your browser. For this reason, some items on this page will be unavailable. For more information about this message, please visit this page: About CDC.gov.
Thu at 1:47pm · Comment · Like · Share · Report

Physicians Immediate Care September is Baby Safety Month. Find out more on how to keep your baby safe with tips and information from The Juvenile Products Manufacturers Association (JPMA)
Baby Safety Month 2009
Source: www.jpma.org

twitter Home Profile Find People Settings Help Sign out



AdvantageUCareG

> Following

Feds advise businesses to brace for heightened H1N1 flu outbreak
<http://phoenix.bizjournals...>
about 3 hours ago from web

@socialmediabl Thanks for the follow. Lon Safko is the king of all social media. Your latest book is heavy and heavily inspirational.
about 3 hours ago from web

Walk in for amazing care. Open early, closed late. Advantage Urgent Care is Arizona's Flu Headquarters
www.advantageurgentcare.com
9:15 PM Aug 31st from web

RT @kpho New poll! What do you think about using alternative medicine to fight H1N1 flu? Vote at KPHO.com or in the...
<http://bit.ly/1Y0gDV>
9:13 PM Aug 31st from web

The CDC is recommending that the following groups at risk of becoming especially sick from H1N1 flu be immunized
www.unitedhealthcare.com
3:52 PM Aug 20th from web

CDC has posted new guidelines for K-12 schools and childcare facilities. <http://bit.ly/lqqRV>

Name Urgent Care Arizona
Location Glendale, Arizona
602-530-6189
Web <http://www.advant...>
Bio Advantage Urgent Care is committed to providing our customers, providers and the community with amazing care. Open weekends, early & late. Try our web check-in.

150 following 48 followers

Tweets 9

Favorites

Actions
block AdvantageUCareG

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View All...

RSS feed of AdvantageUCareG's tweets

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.

JUCM
THE JOURNAL OF URGENT CARE MEDICINE

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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
ayersa@sbcglobal.net

