



The Healthcare Executive's Guide to Urgent Care Centers and Freestanding EDs

HCP Pro Inc., HealthLeaders Media, Michael F. Boyle MD FACEP, Daniel G. Kirkpatrick MHA FACHE

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A blueprint for planning, building, and operating a successful urgent care center or freestanding ED.

One in five Americans lacks adequate access to primary care physicians and even those patients with insurance and a primary care doctor can struggle to get same-day appointments, leaving many seeking treatment in overcrowded, high-cost emergency departments. Urgent care centers offer patients a lower-cost, convenient alternative to hospitals. For providers, these centers represent new business opportunities.

This roadmap to urgent care centers will help you and your organization:

- Create a financial plan
- Determine whether to lease or build
- Develop an efficient staffing model
- Effectively market the urgent care center
- Learn strategies to grow and expand the urgent care center's services

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