



## WRITING SAMPLE

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### 5 Surprising Trends in Urgent Care

By Gretchen Heber

As on-demand medical care grows in popularity, urgent care clinics are responding with updated offerings to better serve health care consumers.

#### **Improvement of the patient experience**

As more urgent care facilities sprout up, and as their prominence in the health care landscape increases, more of these centers are working hard to entice new patients. From convenient online scheduling to valet parking and spa-like lobbies, urgent care offices are going above and beyond to lure and keep customers.

#### **New service types**

Urgent care clinics are updating their service offerings to include new services that meet customer demand. These non-acute and continuing care needs include occupational medicine, telehealth, physical therapy, weight loss and nutrition, and skin care.

#### **Collaboration with your primary doctor**

If you are seen by an urgent care clinic over the weekend for flu and given instructions to follow up with your general practitioner, fear not. Today, many urgent care centers work hand-in-hand with your primary physician to ensure continuity of care.

#### **Price transparency**

In order to be competitive, many urgent care clinics are developing “retail pricing.” This means developing clear and consistent pricing strategies for particular services. Just as you might compare three electronics stores for the best price on a certain TV, some urgent care centers are making it easy to compare the cost of a physical, for example, to other centers.

## **Replacement of primary care physicians**

Many health care consumers, frustrated by the inability to get in to see their primary physician in a timely manner, are turning to urgent care for routine matters. In fact, experts say that many Millennial and Generation Z members don't even have a primary care doctor; they rely solely on walk-in care facilities, citing their convenience and ease of use.