

Urgent Care Reputation Performance Snapshot 'Quick Take' Report

Your brand promise is only as valuable as what consumers think, feel,
and say about you.



Your Reputation Matters

Patients no longer rely solely on brand promise or referrals, they turn to crowdsourced consumer feedback to uncover the truth. In fact, **over 86% of consumers read online patient reviews, and 73% of those consumers demand a minimum star rating of 4 stars to even consider engaging with a provider.**

At the same time, **the healthcare industry has seen patient feedback surge 150% over five years** - leveraging insights from this feedback can help healthcare marketers drive appointments and engagement.

Are you driving patient trust?

In this report, we analyzed millions of pieces of reputation performance data from hundreds of different sources, to uncover insights that highlight how leading Urgent Care Centers are delivering on their brand promises in a marketplace where the consumer's voice holds more sway than ever before.

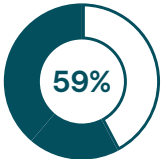
Reputation's real-time benchmarking, tracking, and sentiment data across every urgent care center location in the U.S. can provide you with detailed reports on your group's performance and your top competitors.

[Book a meeting with our team to gain valuable insights.](#)

How does your Urgent Care center compare to industry benchmarks?

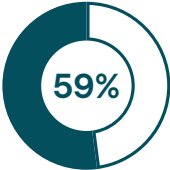
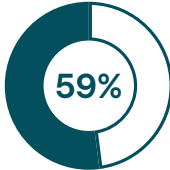
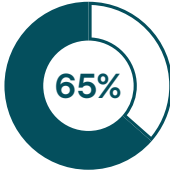
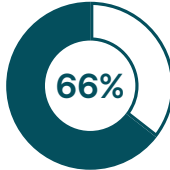


Urgent Care Industry Benchmarks Calendar Year 2023

Average Rating	4.5 ★★★★★☆	Average Review Response Rate	 59%	Average Review Volume/Location	98
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Urgent Care centers are outperforming other facilities like Academic Hospitals, Acute Care Hospitals and Children’s Hospitals when it comes to reputation performance. This may be attributed to the growth in Urgent Care post-COVID as [Forbes cites](#) “research from 2021 [indicating] that the number of people choosing urgent care for their medical needs was already up 58% since 2019.”

Industry Benchmarks Calendar Year 2023

	Urgent Care	Academic Hospitals	Acute Care Hospitals	Children’s Hospitals
Average Rating	★★★★★ 4.5	★★★★☆ 3.5	★★★★☆ 4	★★★★☆ 3.9
Average Review Response Rate	 59%	 59%	 65%	 66%
Average Review Volume/Location	98	125	88	56



What do patients talk about in Urgent Care Reviews?

Effective reputation management demands continuous attention and strategic action. In a competitive marketplace where many providers boast high star ratings, how can you distinguish your urgent care center? By leveraging location-level insights from patient reviews, you can identify key areas for operational enhancement and highlight your strengths. Our data reveals that patient experience can be significantly improved by focusing on several categories that are most commonly mentioned in patient reviews.

Strengths:

Patients frequently praise these aspects, with high star ratings and positive sentiment scores, reflecting the importance of exceptional service.

Weaknesses:

By prioritizing and refining these critical areas, your urgent care center can stand out, providing an outstanding patient experience that distinguishes you from the competition.

Category	Mentions	Star Rating Associated
Staff	324.1k	★★★★☆ 4.4
Bedside Manner	120.8k	★★★★★ 4.7
Cleanliness	25.0k	★★★★★ 4.7

Category	Mentions	Star Rating Associated
Wait Time	324.1k	★★★★☆ 3.7
Testing	28.4k	★★★★☆ 3.1
Affordability/ Value	12.4k	★★★★☆ 2.2



Operationalize Insights from Feedback

Best Practice

Establish an alert system to notify your team of new reviews. Configure automated workflows to ensure the proper teams are notified based on the sentiment and content of reviews to enable quick and effective service recovery.

Reputation customer Yuma Regional Medical Center's Ambulatory Department did just that to refine their service recovery workflows.

“Every node of the organization is informed of all reviews, so any negatives are immediately filtered to the operations team for action.

We've even seen instances where a patient leaves a review about wait times while still sitting in our lobby. Thanks to our connected system, you could receive a call from marketing, patient experience, or an operational leader, prompting immediate service recovery by having a clinical leader address the issue on-site.”

Machele Headington, MBA
Senior Vice President Marketing & Communications
Yuma Regional Medical Center



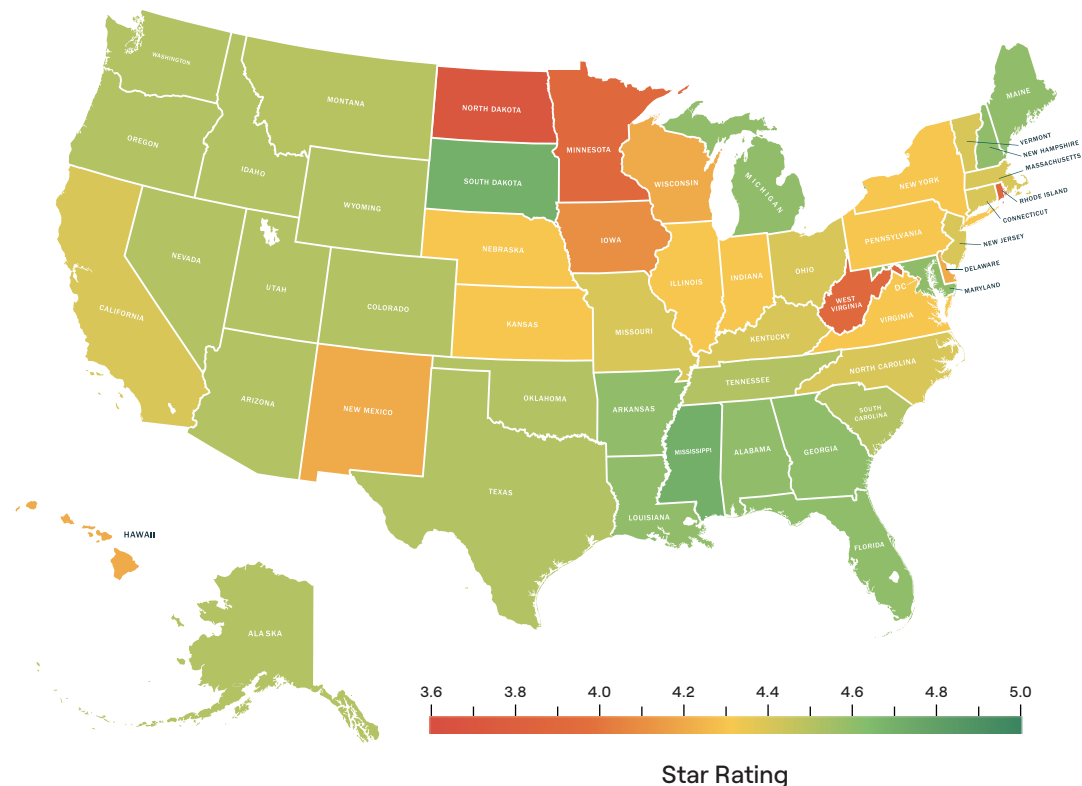


Which states have the highest and lowest average star ratings across their Urgent Care Centers?

Our comprehensive data reveals that while bedside manner is appreciated across the board, North Dakota's healthcare facilities lag in areas like wait time and staff interactions. Patient feedback highlights a significant opportunity: enhance front office training to create a more pleasant waiting experience. By addressing these key areas, your organization can elevate patient sentiment and stand out as a leader. This is just a glimpse of the actionable insights we can deliver to help your organization thrive.

Mississippi and South Dakota are leaders with a 4.7 average star rating, 0.2 stars above the industry benchmark of 4.5.

Meanwhile, North Dakota is the laggard with an average star rating of 3.7, 0.8 stars below the industry average of 4.5





How can healthcare marketers build and execute a Reputation Performance Program for Urgent Care Centers?

To build and execute a reputation performance program that drives up your [Reputation Score](#), which aggregates your entire online presence into a single metric that has been proven to tightly correlate with lead generation and revenue, ensure that you are actively managing the following:

- ✓ **Be the obvious top choice for care-seekers:** Potential patients are searching for Urgent Care Centers like yours. Ensure you're found and chosen by generating quality reviews and listings to make every one of your locations and providers the obvious choice to patients in the area.
- ✓ **Deeply understand consumer sentiment:** Understanding your consumers is paramount to building trust. This becomes increasingly challenging in the digital age where consumers have more opportunities to provide public and private, structured and unstructured feedback across hundreds of different digital channels. Get the entire picture with Reputation.
- ✓ **Leverage insights for targeted action:** Leverage programmatic insights to understand how you are performing against industry benchmarks and your competitors at the brand, region, facility and provider levels. These insights can inform what you need to do to drive up Reputation Score and increase patient volume.



Reputation offers real-time benchmarking, tracking, and sentiment data for every urgent care center in the U.S. This allows you to get detailed reports on your group's performance and see how you compare to top competitors.

Schedule a meeting to gain valuable insights

Reputation is trusted by leading Healthcare Systems



Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.

