



Urgent Care: Using Telemedicine to Extend Reach, Increase Market Share, and Drive New Revenue

Urgent care operators are facing a dynamic marketplace with active competition from retail clinics, fast-track ER services, and direct-to-consumer online medical services that have entered the market in response to consumers' demand for faster and more convenient medical care. To stay competitive, urgent care operators must embrace telemedicine. Using telemedicine to deliver urgent care services can open new markets, increase access to care, increase market share, manage load balancing and generate more revenue per provider.

BENEFITS OF AMN HEALTHCARE FOR URGENT CARE

AMN Healthcare Virtual Care Management's next-generation telemedicine platform enables urgent care providers to extend care directly to the consumer and provide new ways to leverage existing staff to offer new and innovative services. Using these advanced telemedicine tools, urgent care providers can better manage patient traffic and workflow among facilities, offer more convenient, timely access to care for their patients with low-acuity conditions, and extend services to include follow-up visits and more.

Improved Patient Care and Satisfaction

- **Convenient, Timely Access to Care** - Treat patients from any location, day or night. Patients can request an urgent care visit from home, work or on the go, without having to face long wait times.
- **Continuity of Care** - Maintain the continuum of care by keeping patients in-network with timely access to urgent care providers.
- **Real-time Escalation of Cases** - When a patient's condition calls for a specialist or additional assessment, consultation can take place in real-time, ensuring timely care and improving outcomes.
- **Follow-Up Care** - Conduct virtual follow-up visits with your patients, strengthening relationships and encouraging repeat customers.



Increased Operational Efficiency

- **Manage Patient Traffic** - Improve operational efficiency by managing patient traffic between facilities more effectively, connecting patients with available doctors automatically.
- **Balance Onsite Workloads** - Streamline care coordination and balance on-site workloads among multiple facilities by giving instant visibility into the location and status of staff, and automatically connecting the appropriate caregiver—regardless of location—to the patient. Ensure compliance with physician licensure and patient location.

Brand Differentiation

- **Distinguish from Competitors** - Telemedicine can be a means for urgent care providers to distinguish themselves from competitors by enhancing their services and expanding what they provide, and offering more personal, timely attention to patients.

Increased Revenues

- **Expand Geographic Reach** - Delivering remote care can expand the patient pool from those who live within a several-mile radius to your urgent care center to a much larger geographic base.
- **Leverage Consumers' Desire for Convenience** - Studies show that 84 percent of patients prefer virtual visits to a trip to the emergency room. Offering virtual visits as a complement to in-office visits will attract new patients who seek fast, convenient care.
- **Innovate New Services** - Extend your services to include remote follow-up care, or even to expand into school health, hospitality health services, occupational health, assisted living and nursing homes, and chronic patient management, among others.