

CASE STUDY

Creating Alignment in Urgent Care Strategy

“We’re always looking to improve our patients’ experience and provide the best care we can. Merchant Medicine helped to ensure that our patients were getting the best service we can provide.”

—Stephen Jones
VP Carolinas HealthCare System

“Merchant Medicine was able to share with us their broad perspective on what works and what doesn’t in the field of urgent care. Their feedback helped guide our strategy, resulting in continued success in this important service line.”

—Zeev Neuwirth, MD
Senior Medical Director,
Population Health, Carolinas
HealthCare System

Background

With more than 900 care locations, Carolinas HealthCare System is one of the leading healthcare organizations in the Southeast and one of the most comprehensive not-for-profit systems in the country. With approximately 30 urgent care centers located in the system’s core service area, Carolinas HealthCare was committed to growing its on-demand healthcare solution. The system turned to Merchant Medicine to evaluate its program and make recommendations to ensure optimal operational efficiency and continued growth.

Solutions

Merchant Medicine conducted a thorough evaluation of the system’s urgent care strategy and detailed a number of opportunities for the organization to consider. These recommendations included national best practices in the areas of site analysis for future locations, software systems, pricing, staffing, and patient flow. In particular, Carolinas HealthCare focused on implementing a Queuing Management System to achieve the industry goal of less than 60 minutes for a patient visit. While not new to the field of healthcare, Merchant Medicine brought this practice into the forefront of the urgent care industry.

Results

With the implementation of the Queuing Management System, Carolinas HealthCare urgent care centers were able to realize significant drops in patient throughput times along with an increase in patient satisfaction.

Walk-in patients
are treated in
less than 30 minutes
on average.

Online reservation
patients are treated in
less than 10 minutes
on average

