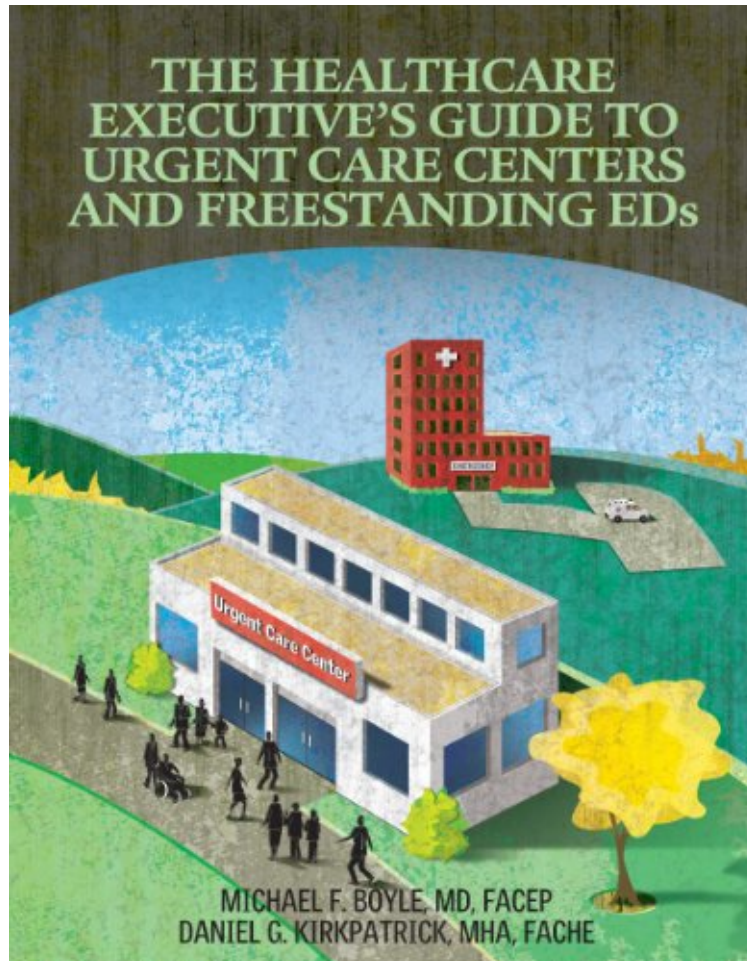


(Free) The Healthcare Executive's Guide to Urgent Care Centers and Freestanding EDs

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

*HCPPro Inc., HealthLeaders Media, Michael F. Boyle MD FACEP, Daniel G. Kirkpatrick MHA FACHE*

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**HCPPro Inc., HealthLeaders Media, Michael F. Boyle MD FACEP, Daniel G. Kirkpatrick MHA FACHE : The Healthcare Executive's Guide to Urgent Care Centers and Freestanding EDs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Healthcare Executive's Guide to Urgent Care Centers and Freestanding EDs:

10 of 10 people found the following review helpful. Helpful Resource for Anyone Interested in This MarketBy ekruepI got this book after I started interviewing urgent care owners about their common struggles and desires. It confirmed much of what I learned directly from the owners, as well as connecting many dots about the real value of urgent care clinics in the larger healthcare delivery network (i.e., the opportunities in this market). The book is comprehensive, but in an easily-digestible way. It was a little pricey, but will serve as a nice resource beyond being a one-time read. The authors are clearly experts on the subject.

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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About the Author  
Michael F. Boyle, MD, FACEP, is a regional director at Emergency Consultants, Inc. (ECI) in Traverse City, Michigan. Dr. Boyle oversees ECI-affiliated facilities in New York. Formerly clinical assistant professor of emergency medicine at the University of Texas at Houston, Dr. Boyle has supervised emergency services for a five-hospital group in Houston and a six-hospital group in Corpus Christi, Texas. Daniel G. Kirkpatrick, MHA, FACHE brings more than 30 years of healthcare management experience in consulting, staff and administrator roles to his position as leader of client services at BestPractices, Inc., an emergency medicine leadership and staffing practice affiliate of EmCare. His background in hospital and medical practice management gives him a deep sensitivity to the complex issues confronting healthcare providers.