

# Urgent care can be opportunity for practice expansion

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(HealthDay)—Many physicians are exploring expansion into urgent care as a means to grow their practice, but some important factors should be assessed before jumping in, according to an article published Nov. 25 in *Medical Economics*.

Marisa Manley, J.D., president of Healthcare Real Estate Advisors in New York City, explores what matters medical practices need to consider before expanding into urgent care, including real estate considerations and how to gauge the market and competition.

Prior to committing space or funds, physicians need to evaluate how

urgent care fits into their overall practice strategy. Facility needs may include additional parking, a separate entrance and waiting area, and possibly additional equipment needs. Cost considerations include not only additional space needs, but also marketing efforts. Knowledge of the market and area needs is critical. Long-term considerations need to also be evaluated. Will opening an urgent care center impact your existing referral base?

"Not every physician or group should jump on the urgent care bandwagon," Manley writes. "Following these steps will help you determine if it is the right move for your practice."

**More information:** [More Information](#)

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