

ChatGPT prompt – “What suggestions do you have for new Urgent Care operators on new services they could provide?”

For new urgent care operators, adding the *right* services early can differentiate the center, drive higher-margin visits, and build strong community relevance without overcomplicating operations. Below are practical, high-impact service ideas—grouped by strategy—based on what’s working across urgent care today.

1. Employer & Workforce-Focused Services (High ROI, Sticky Relationships)

Why it matters: Employers bring predictable volume and long-term contracts.

- **Occupational medicine (scaled launch)**
Start with DOT physicals, pre-employment exams, urine drug screens, and return-to-work evaluations before expanding to full occ med.
 - **Onsite & mobile services**
Vaccination clinics, flu shots, drug testing, or injury triage at employer locations.
 - **Workers’ comp injury care**
Market rapid access, clear documentation, and employer communication.
 - **Employer subscription programs**
Flat-fee access to urgent care visits for small businesses.
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2. Advanced Diagnostics & Procedures (Higher Acuity, Better Margins)

Why it matters: Keeps patients out of the ED and captures higher reimbursement.

- **Expanded point-of-care ultrasound (POCUS)**
MSK injuries, DVT screening, gallbladder, early pregnancy checks (where appropriate).
 - **Fracture care beyond basics**
Complex splinting, minor reductions, and orthopedic referral pathways.
 - **IV therapy (clinical-focused)**
Dehydration, migraine, hyperemesis, severe nausea—not just “wellness IVs.”
 - **Laceration complexity upgrades**
Tendon assessments, layered closures, and better cosmetic outcomes.
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3. Women’s & Family-Focused Services (Access Gaps = Opportunity)

Why it matters: Patients struggle to get timely access elsewhere.

- **Early pregnancy & gynecologic care**
 - Pregnancy testing + early ultrasound
 - UTI + STI testing with rapid results
 - First-trimester bleeding evaluations (within scope)
 - **Pediatric-specific offerings**
 - Asthma exacerbation care
 - Minor fractures
 - School and sports physical bundles
 - **Family care bundles**
 - “Back-to-school” visits (physicals + vaccines + sick visits)
 - Weekend pediatric availability messaging
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4. Chronic Care “Light” Management (Without Becoming Primary Care)

Why it matters: High repeat visits, but still urgent-care appropriate.

- **Acute flare management**
 - Hypertension spikes
 - Asthma/COPD exacerbations
 - Gout, migraines, low back pain
 - **Medication bridge programs**
 - Short-term refills for common meds with PCP handoff
 - **Remote follow-up visits**
 - 48–72 hour virtual check-ins for high-risk cases
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5. Tech-Enabled & Consumer-Centric Services

Why it matters: Modern access expectations drive patient choice.

- **Hybrid visits**
 - Virtual intake + in-clinic diagnostics
- **Self-pay price transparency**
 - Clearly published bundled pricing

- **Asynchronous care**
 - Rash reviews
 - URI follow-ups
 - Lab result explanations
 - **Patient subscriptions**
 - Annual membership covering visits, physicals, and telehealth
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6. Community & Niche Differentiators

Why it matters: Builds loyalty and local brand identity.

- **Sports medicine partnerships**
 - Local schools, clubs, tournaments
 - On-call injury evaluations
 - **Travel medicine**
 - Vaccines, prescriptions, counseling
 - **Senior-focused urgent care hours**
 - Fall evaluations
 - Medication reconciliation
 - **Behavioral health triage**
 - Anxiety, panic attacks, medication side-effect evaluation (with referral pathways)
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7. Diagnostic & Lab Expansion (Fast Wins)

Why it matters: Improves throughput and clinical confidence.

- Expanded **rapid testing panels**
 - **Send-out labs with tight turnaround SLAs**
 - **In-house A1C, lipids, INR** for flare or bridge care
 - **Respiratory pathogen panels** during peak seasons
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How to Prioritize as a New Operator

Phase 1 (Months 0–6):

Occ med basics, expanded diagnostics, pediatric & family services

Phase 2 (Months 6–12):

IV therapy (clinical), employer programs, women's health, subscriptions

Phase 3 (Year 2):

POCUS expansion, onsite employer care, chronic flare pathways

Bottom Line

The most successful new urgent care operators:

- **Solve access problems**
- **Partner with employers**
- **Safely take on slightly higher acuity**
- **Package services clearly for consumers**