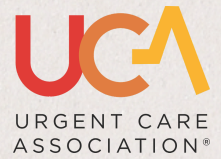


URGENT CARE AUDIENCE



➤ UCA IS THE ASSOCIATION REACHING THE URGENT CARE INDUSTRY



4,400

Member Centers



2,200

Accredited Centers



381

Member Organizations

REACH THE FULL SPECTRUM OF URGENT CARE DECISION-MAKERS IN ONE SEND

The entire UCA membership is represented within our audience reach. 4,400 Member Centers, represent 381 Member Organizations; 2,200 Centers of the 4,400 are Accredited

Association editorial content

UCAccess

42% open rate

9% click rate

Distributed to 18.8K contacts

Advocacy eNewsletter

25% open rate

29% click rate

Distributed to 18.8K contacts

**29% click rate —
10x the healthcare digital average**

Urgent Updates

46% open rate

11% click rate

Distributed to 11.1K contacts*

*CUCM and UCCOP contacts only

Product & sponsor-specific content

Solutions.Delivered

20% open rate

10% click rate

Distributed to 18.8K contacts

Solutions.Webinar

20% open rate

50 - 150 registrants**

Distributed to 18.8K contacts

Website Ads

Over 40% of interior pages

Average 3,300 impressions

1.1% click rate

**Registrant counts provided by sponsor post-event

42% OPEN RATE

vs. 35% industry average

Website Visitors/Mo

96,000

Email Subscribers

18,800

*1% bounce rate, 0.2% unsubscribe rate

Social Followers

12,000

Average Impressions **491**

Average CTR **3%**

Average Engagement **5.4%**

18.8K AUDIENCE DEMOGRAPHIC

Clinical

58%

Physician **50.6%**

APC **37.6%**

Other Clinical **11.8%**

Administrative

31%

C-level, Owner **56.6%**

Manager **39.2%**

Other Admin **4.2%**

Hybrid Roles

11%

GET IN TOUCH



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<http://www.urgentcareassociation.org>