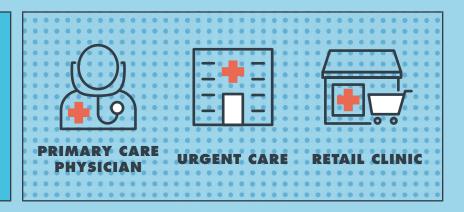# HEALTHCARE: WHO SURVIVES?

SERVING CONSUMERS ON THEIR TERMS

We identified three types of healthcare facilities as the primary places consumers can go to receive healthcare services*.

PRIMARY CARE PHYSICIAN   **URGENT CARE**   **RETAIL CLINIC**

*Refers to **medical care** for the routine maintenance or improvement of health via the **prevention, diagnosis, and treatment** of disease, injury, and other physical illnesses.

The family doctor's office has been a sacred institution for as long as we can remember. Once you choose a doctor, you tend to stick with them. But despite current near-universal satisfaction with primary care physicians, loyalty is eroding, as can be seen with younger consumers. And every day, more competitors pop up threatening the primacy of primary care.

With all of the disruption taking place (and still to come) in the healthcare industry, we wanted to talk directly to consumers.

GEN Z   **MILLENNIALS**   **GEN X**   **BABY BOOMERS**   **SILENT GEN**

1. We asked healthcare decision makers which facilities they consider, use and prefer.

2. We took a deep dive into the reasons they prefer one facility compared to the others.

3. We identified trends based on the perceived benefits of each facility.

4. We identified trends based on age groups.

5. We received feedback on five future-forward healthcare facility concepts.

2,600
Primary Decision Makers for Healthcare Services

Representative of the
TOTAL U.S. POPULATION

While it's clear from our research the primary care physician reigns as the current undisputed leader, several factors, including the emergence of Urgent Care and Retail Clinic facilities, threaten to take market share from PCPs.

Whether you're a primary care physician, an urgent care center or a retail clinic, there are opportunities to better serve customers'/patients' needs. If you need assistance with discovering the opportunities your facility should take advantage of, call us, we'd be happy to help.

Want to know what this means for your brand?
Email us at TalkToUs@wdpartners.com to learn more!

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