



Family of Urgent Care & Walk-in Centers

e² Exceptional Experience Every Patient. Every Time



Our goal is for every patient experience to be an *exceptional* one. That's why we call our guest experience program e². From having an inviting, clean lobby and helpful, friendly staff - to providers who take time to respectfully answer questions - to minimizing wait times as much as possible, we want guests to leave feeling valued and well cared for.

We emphasize “Every Patient - Every Time” because each patient is important and each visit is significant. The objective of our e² program is to ensure our Team Members consistently deliver a memorable experience. The program is designed to raise behavioral expectations of all Team Members by using the following guiding principles to ensure an exceptional experience for each patient at every point in the visit.

- Build Trust
- Communicate
- Act Responsibly
- Recognize Emotional States
- Go Above and Beyond

Our urgent care centers receive a monthly Net Promotor Score (NPS), which comes directly from patients through a patient satisfaction survey emailed after each visit. A center must achieve a high NPS for three consecutive months to gain e² status. If a center receives these scores 12 months in a row, the center will achieve Gold e² status and team members are rewarded accordingly.

The Urgent Team Family of Urgent Care & Walk-in Centers is committed to this program - and ensuring each guest has an exceptional visit each time they visit one of our centers.