

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 for each patient at every point in the visit.

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

Our family and 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 reach 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 experience each time they visit one of our centers.