



Urgent Care Website Development

The Program Overview

As more patients utilize online solutions to support their daily activities and functions—including finding, researching, and engaging healthcare providers—the need for a well designed, reliable website for your business is more important than ever. A ‘do-it-yourself’ or ‘the cheaper the better’ solution simply doesn’t cut it any longer.

That is why Urgent Care America has created a partnership with McMurry to create cutting-edge, urgent care-focused website solutions for our clients and affiliates.

With the solution we have outlined, you easily leverage the urgent care expertise of Urgent Care America and the interactive marketing expertise of one of the most reputable communications firms in the healthcare industry. And you can trust that we have thought of all of the basics and even have solutions for the more innovative concepts entering the healthcare industry today.

What You Get

Through Urgent Care America’s partnership with McMurry, you will receive a professionally designed website utilizing a proven website template designed specifically for urgent care centers. You also get a complete website content management system—WebEdge ver2.0—currently in use by over 200 healthcare providers.

WebEdge ver2.0 allows you to access and manage of your own website including the following:

- Ability to manage website content yourself
- Add and manage all provider profiles
- Add Google Maps for maps and directions
- Upload PDFs for registration documents
- Access and manage visitor interactions
- And more!

Additionally, you have industry experts designing, managing, and supporting your website from beginning to end—initial contact to on-going hosting.

What It Costs

The initial design, development, implementation, and WebEdge training for your new urgent care website costs \$2,500 and takes 30-45 days for complete implementation. From there you pay \$99 a month for on-going hosting, WebEdge licensing, and unlimited technical and customer support.

Contracts extend for 36 months and with a license of WebEdge you always have access to the latest technology solutions McMurry offers, including assured performance in new internet browsers and general software improvements aggregated from our vast client feedback.

There are also multiple upgrade options that can also be created including online patient registration, online career center with full job applications, Google Analytics implementation, search engine optimization, search engine marketing (pay-per-click), and more.



About McMurry

McMurry is the 13th largest independent marketing communications firm in the U.S. with practice specialties in healthcare, finance and insurance, but also services brands such as The Ritz-Carlton, Amtrak, Aon, CBS, IBM, 24 Hour Fitness, and Office-Max. Our interactive services group has recently doubled in size following the acquisition of Cyrus—a healthcare interactive services provider with over 60 hospital clients around the country.

McMurry has offices in Phoenix, Scottsdale and New York, and the outcome of the services we provide to clients is experienced in all 50 states and 27 countries. The company was named one of the top 10 Best Companies to Work For in the U.S. by the great Place to Work Institute and Society for Human Resource Management, and our over 1,300 awards of excellence are unsurpassed. Combined, the acknowledgments speak to the quality and service you can expect from us.