

Limited Healthcare Access Leaves Families Paying the Price

A new survey by WellNow Urgent Care reveals a concerning trend: families are increasingly forced to delay or skip medical treatment due to cost. With primary care often unavailable and emergency rooms too expensive, parents are left with few affordable options.

Families Struggle to Access Convenient Care



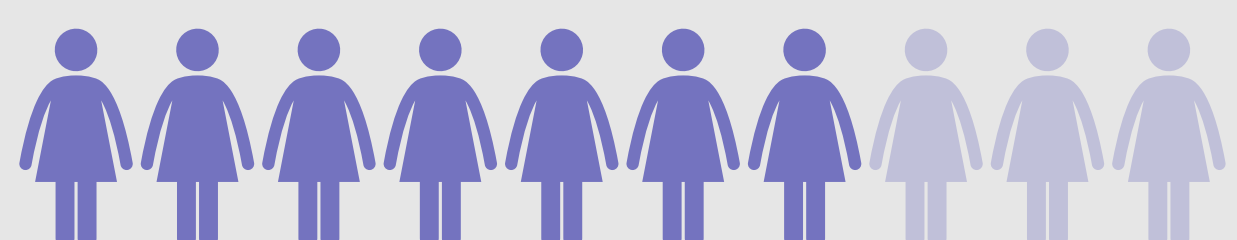
"Sick days" are creating economic pressure on working families, **with 74% of mothers forced to use paid time off for medical appointments.**

33% A third of mothers aren't likely to get a same-day appointment when sick or injured

57% More than half report their primary care provider is unavailable outside of standard business hours

64% Around two thirds have no access to their child's pediatrician on Sundays

The Financial Strain Affects Vital Household Expenses:



Just over seven in ten mothers sacrifice paying for other household expenses to pay for medical care.



25% have skipped utility payments to afford urgent medical care



19% have delayed rent or mortgage payments



14% have missed car payments



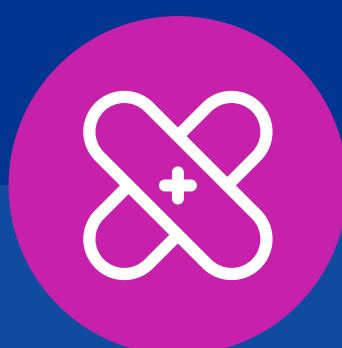
39% have eliminated entertainment spending

Urgent Care:

The affordable and convenient solution

90%

90% of adults are likely to consider going to an urgent care for minor medical emergencies or illnesses, and 85% of adults who are parents reported visiting an urgent care at least once a year for their children's illnesses or injuries.



The adoption was particularly strong among mothers surveyed. **96% were likely to consider visiting urgent care with 80% using it at least once a year** for their children.



Urgent care offers **shorter wait times and lower costs** than emergency rooms while providing extended hours unavailable through traditional primary care.



For more information about WellNow Urgent Care including services, hours and locations, visit [wellnow.com](https://www.wellnow.com).

Survey Methodology:

The survey was conducted by Atomik Research between June 20-30, 2025, among 1,005 adults (18-54) and 255 mothers (32-45) across five markets. Margins of error: plus or minus 3 percentage points (general population), plus or minus 6 percentage points (mothers), 95% confidence level.