

UCP MERCHANT MEDICINE
Urgent Care Reimagined

CASE STUDY

INTEGRIS Health · AllSet Urgent Care

UCPMM partners with INTEGRIS Health to take AllSet Urgent Care from 3 legacy sites to an 18-site network ranked #1 in Oklahoma City, without trading speed for quality.

THE RESULTS

3 → 18
URGENT CARE CENTER GROWTH

1,000+
NEW PATIENTS PER MONTH

15-min
83% OF METRO WITHIN A 15-MIN DRIVE

96 NPS
TOP 1% OF NATIONAL NPS SCORES

DOOR-TO-DOOR TIME, BEFORE & AFTER

Before UCPMM	61 min	
With UCPMM	29 min	52% shorter

THE CHALLENGE

INTEGRIS Health set out to expand urgent care access across the fast-growing Oklahoma City metro - and to do it quickly. Leadership needed a growth engine that could open new sites fast while keeping patient experience, clinical consistency, and site-level economics sound at every location. The primary challenges were:

- **Coverage Gaps.** Limited convenient access across a large, fast-growing metro footprint left patients defaulting to the ER or waiting days for a primary care slot.
- **Slow Throughput.** Door-to-door times that frustrated patients, capped visit volume, and left revenue on the table at every new site.
- **Inconsistent Care.** Front-line variation in interviews, triage, and documentation put quality and compliance at risk, arresting any growth potential.
- **Scale vs. Margin.** Needed to grow fast without overstaffing clinical teams or eroding per-visit profitability, a common tension in rapid urgent care expansion.

THE SOLUTION

Not a project, a partnership: UCPMM's three-phase model, powered by Intellivisit AI.

PHASE 01

Strategy

Market analysis, financial modeling, and clinical design - scoring 600 candidate sites to pinpoint exactly where AllSet could win and building each site to hit target volume and margin from day one.

PHASE 02

Execution

UCPMM embedded directly with the INTEGRIS Health team as an extension of it - building SOPs and a 500-page training manual, hiring staff, deploying Intellivisit, and sequencing 15 de novo launches plus 3 conversions.

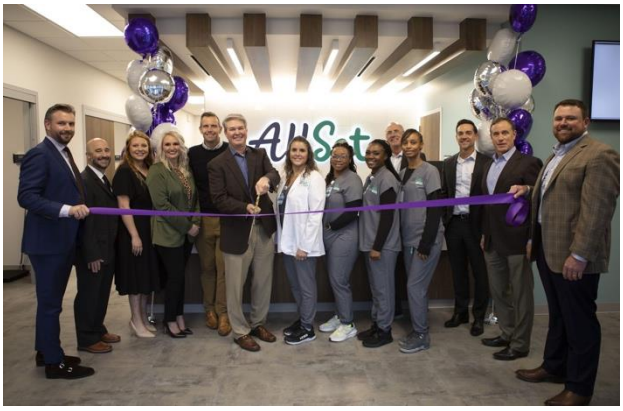
PHASE 03

Operating System

Intellivisit runs always-on across every AllSet location, with 88% visit adherence, giving leadership one real-time view of clinical, financial, and operational performance - benchmarked for continuous improvement.

WHY IT MATTERS

Quality and patient experience aren't the cost of rapid growth - they're what make it durable. By pairing hands-on consulting with Intellivisit AI as the always-on operating layer, INTEGRIS Health built a Modern Urgent Care network that gets faster and more consistent as it scales, not less. Today, AllSet brings 1,000+ new patients a month into INTEGRIS Health, opening the front door to the health system.



UCPMM President Brandon Robertson (far left) at one of the AllSet Urgent Care grand openings - Norman, OK

> *"In just 20 months, we grew from 3 average urgent care centers to 16 world-class INTEGRIS Health AllSet locations, within a 15-minute drive for over 83% of the Oklahoma City metro. We cut average door-to-door times from 61 minutes to 30 and increased Net Promoter Score, consistently performing in the top decile nationally. UCP Merchant Medicine has been an amazing partner that enabled INTEGRIS Health to rapidly bring this innovative urgent care model to our market."*
>
> **Tim Pehrson · CEO, INTEGRIS Health**

Source: INTEGRIS Health AllSet Urgent Care; Blake Windham, Chief Ambulatory Executive, INTEGRIS Health, The Symposium, Sept.2026.

Ready to reimagine urgent care?
Schedule a 30-minute conversation
ucpmm.com