

# 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



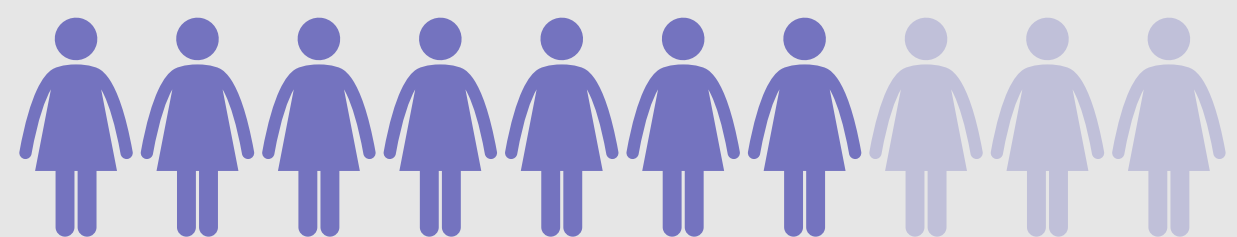
“Sick days” are creating economic pressure on working families, **with 74% of mothers forced to use paid time off for medical appointments.**

**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



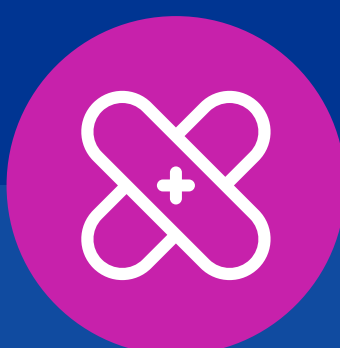
**39%** have eliminated entertainment spending

## 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.