

Urgent Care Association of America



Ira Bloomfield MD

Ira Bloomfield MD is President and Chief Executive Officer of *MarketWelby™* – *Urgent Care*, a division of *PursuitAbility, Inc*, based in Hickory, NC.

Dr. Bloomfield and his team at *Market Welby™* currently help urgent care centers and other healthcare providers to exponentially grow revenues and profits by designing innovative, high impact, high profit, easy to implement, cost effective marketing and business strategies. The mission of the *Market Welby™* team is to make their clients THE #1 choice for care in their neighborhood.

As an MD, former president of a Miami based emergency medical group, and former urgent care center owner, Dr. Bloomfield learned marketing initially through trial and error, and later by applying methods he learned, studying the marketing “gurus” in other industries, specifically to his center. By the time he cashed out to a large healthcare organization ten years later Dr. Bloomfield’s center, business strategies and marketing programs had been showcased in *The South Florida Business Journal*, *Medi-Center Management*, and *Forbes*, as well as on local TV. He currently writes a column on marketing for *Immediate Care Business* magazine.

Dr. Bloomfield’s clients fall into three groups... “new urgent care centers that want to reach profitability in months instead of years, already profitable centers that are struggling to overcome the combined effects of increasing competition, fee erosion and other “new realities” of urgent care medicine, and already highly successful centers that want to keep their edge and vault to the next level of success”. He says he particularly enjoys helping his clients to earn more while working less and enjoying their dream lifestyle. Dr. Bloomfield points out that “magical things happen when you go for #1 choice in your area... your business is transformed, revenues and profits explode and you can actually spend less on marketing and advertising.”

Dr. Bloomfield earned a Bachelors of Science with honors, in physics, from the State University of New York at Stony Brook, and his MD degree at Washington University, St. Louis. He completed his residency in Internal Medicine at the University of Miami, Jackson Memorial Hospitals and is board certified in Internal Medicine and Emergency Medicine.

In addition to founding the emergency medical group and urgent care center Dr. Bloomfield has founded a hospital consulting firm focusing on revenue enhancement strategies. He has also been a medical director for several national healthcare organizations and a large integrated healthcare delivery system based in Hickory, NC, where he was also responsible for the installation of a multi-practice enterprise electronic medical records system. He is an editorial advisor for *The Glossary of an Evolving Health Care Marketplace* and was interviewed and quoted in *The Merck Druggernaut* by Fran Hawthorne.

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