



Concentra Urgent Care sets up at Monday Movie Madness during the summers at Infinity Park to interact and educate the community.



Photos by Kirsten Kreiling

## Building Community Together, Concentra And Glendale Raptors

by Kurt Woock

Writer for and on behalf of the City of Glendale

Concentra, an urgent care company with 16 Colorado locations, recently signed a partnership agreement with the Glendale Raptors. Under the agreement, Concentra will have a physical presence throughout Infinity Park, home of the Raptors. However, the partnership runs deeper than advertising and is based on something more meaningful than a routine business transaction: Both Concentra and the Glendale Raptors operate under the same fundamental goal of building a stronger, healthier community.

In recent years, urgent care centers have seen a surge in growth. The Urgent Care Association of America, an industry organization, states that since 2008, nearly 300 urgent care centers have opened annually and that "there is no indication that this will slow down any time in the near future."

Despite the rapid expansion, urgent care centers remain an unknown for many people. Often found in the front of large supermarkets or in a strip mall amid businesses of all stripes, it's easy to simply walk past without giving them a second thought. Health care is often a service people don't think about until they need it. Then, the first place they turn to is a primary care provider or, if the primary care provider is booked, an emergency room. Those options, turned to in a rush, can be time-consuming, expensive, or both.

"Urgent care bridges the gap between primary care and emergency room visits," said Shelby Padilla, Director of Operations for Concentra's Denver market. "You can walk into an urgent care center without an appointment. Once there, you can get the same services at a fraction of the cost, with a shorter wait."

Concentra's urgent care centers provide extensive services and accept all major insurance companies. The staff at a Concentra Urgent Care Center can write prescriptions, take X-rays, and give stitches. A person can go for physical therapy, occupational therapy, and employers often use Concentra for health and wellness training programs. Vaccinations, including travel vaccinations, vaccinations required by schools, and flu shots, are all available as well.

With a shared emphasis on promoting a stronger, healthier community, Concentra and the Glendale Raptors make a perfect match. Coaches for the Glendale Raptors Youth Program promote healthy, active lifestyles through camps and events held throughout the year. The programs, which take place year-round, teach rugby skills and foster values that are valuable on and off the field. Concentra takes an active interest in these camps, frequently sending representatives who teach proper stretching techniques, which can prevent injury when done correctly.

The Glendale Raptors are one of the nation's foremost rugby clubs. They've won national championships, run renowned youth programs, and play at the nation's

premier stadium. However, along the way, they haven't lost sight of their mission: To

Engaging with the moviegoers at Infinity Park works to further the Concentra mission.

be a place for the community around them. Ticket prices are affordable and the team is famously accessible. Concentra, a national company with a Colorado presence for decades, also maintains its community focus,

with its emphasis on friendly, efficient service at a reasonable price. With that shared set of values, the partnership between the Glendale Raptors and Concentra benefits the entire Glendale community.

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