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**New Hybrid Model of Concierge Medicine Providing More Value and Choices to  
Los Angeles Area Patients and Physicians**  
*Local family physicians offer the choice of concierge care or  
traditional insurance-based practice*

Los Angeles, CA - January 27, 2009 - Dr. Lyle D. Kurtz and Dr. Samuel J. Smith of Los Angeles are among the latest physicians in the nation to offer a new kind of healthcare option to their patients: the hybrid model of concierge care. The hybrid model - now available in 11 states including California - gives patients the choice of a concierge practice or their traditional insurance. Each option allows patients to continue to see their chosen primary care physician (PCP).

"A hybrid approach to primary care is the latest evolution in medical practice," said Wayne Lipton, President and CEO of [Concierge Choice Physicians](#) (CCP), the company helping these L.A. based physicians, and other doctors around the U.S., to transform their practices. "The hybrid model recognizes that patients have different needs: some want the convenience and additional service from the concierge model, while others are happy with the traditional practice. Only with a hybrid model can patients within a single practice select the model that best meets their personal and financial needs."

Dr. Kurtz's practice is located at 8733 Beverly Blvd, Suite 410, Los Angeles CA 90048, (310) 855-1551, Dr. Smith's practice is located at 8641 Wilshire Blvd., Suite 220, Beverly Hills CA 90211, (310) 659-3251.

"Finding a physician that has the ability to really understand their needs and knows their personal and family health situation is important to many of my patients," said Dr. Kurtz. "I'm glad that patients in my community now have the ability to choose the model of healthcare that best meets their needs."

With concierge care, patients can obtain same-day appointments, longer scheduled office visits, an in-depth physical with specialized tests, more extensive evaluations and often 24-hour direct phone and email access to their physicians. The program specifically offers medical services not covered by traditional insurance plans or Medicare. There is an annual fee for the concierge option. However, many patients report that the yearly fee is equal or under the cost of a standard executive physical, which typically costs between \$2,000 to \$2,500. The ability to develop closer relationship with a personal physician, along with the services provided help to make the hybrid a viable and valuable option in today's tight economy.

"The concierge option developed by CCP is definitely not something for wealthy patients only; it's been of interest to a wide range of my patients," said Smith. "Some select it for themselves or they select it for elderly parents who have complicated health needs. Most want to return to a style of medicine where physicians and patients have a more personal relationship based on a knowledge and communication of healthcare needs and concerns."

**About Concierge Choice Physicians**

Concierge Choice Physicians™ is a private company headquartered in Rockville Centre, New York. Concierge Choice Physicians offers a hybrid medical practice option so that doctors can practice both

traditional and concierge-style medicine within a single practice. The company works with medical practices in Florida, Arizona, New York, New Jersey, Nevada, Delaware, Virginia, Massachusetts, Texas, Maryland, and California. For more information, visit [www.choice.md](http://www.choice.md) or call 877-888-5590.

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