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Concierge Choice Physicians, Pioneer of Hybrid Concierge Programs, Becomes First to Offer Model to Large Medical Groups and Health Systems

Rockville Centre, NY, August 18, 2011 -- [Concierge Choice Physicians](#) (CCP), the nation's pioneer in the hybrid model of concierge medicine programs, announced today the expansion of its services to mid-size and large medical groups, and to national and regional health systems. With this expansion, CCP becomes the first national concierge company to offer its services beyond solo and small-group physicians.

"As the nation develops new models of healthcare delivery, one of the challenges we face is how we encourage good physicians to continue caring for as many patients as possible while also ensuring adequate funding for healthcare delivery," explains [Wayne Lipton](#), founder and managing partner for CCP. "We believe that incorporating a hybrid program – with its privately funded revenue stream and a structure that allows physicians to dedicate more time to patient care – is one that can become an adjunct and source of support for organizations seeking to adapt in today's changing healthcare environment."

The CCP [hybrid concierge model](#) allows physicians to continue to see all patients – even those on Medicare or who have private insurance – while bringing in a much-needed private source of revenue. In a typical medical practice, about 5 percent to 10 percent of patients opt for the hybrid program, freeing the physician to see other patients as before. Hybrid programs provide for non-covered services only, meaning those not covered under the patient's existing insurance. In a typical program, patients get extended office visits, same-day or next-day appointments, a direct phone line to the physician and often enhanced physicals and testing.

Seeking new cost-efficient ways to deliver care, physicians and other providers are forming accountable care organizations (ACOs), and developing larger medical groups and vertically integrated health systems capable of contracting with health plans and other payers in a reformed healthcare system.

Lipton believes the hybrid concierge model provides viable options for physicians, medical groups and providers seeking to participate in these new care-delivery models. For physicians, the hybrid model allows them to remain independent and operate financially viable practices. For those who join a larger medical group to gain security in an uncertain environment, the hybrid model enables them to practice a more traditional and patient-centered style of medicine. For large and mid-sized medical groups, a hybrid model of delivering care can provide a much needed patient-funded private source of revenue that will enable them to realize the benefits of ACOs and existing Patient-Centered Medical Home (PCMH) programs.

For organizations creating ACOs, the hybrid model provides an additional incentive to attract primary care physicians who want the security of a vertically integrated health system and the personal and professional rewards that come with a hybrid concierge model. In addition, for a patient of an ACO who wants a concierge relationship with his or her chosen physician the hybrid model can provide this option, while also delivering an additional revenue stream.

CCP Medical Director Edward Schwager, M.D., F.A.A.F.P, who has helped to manage large medical groups, recognizes the potential value of the hybrid concierge model in the emerging healthcare marketplace. "ACOs, PCMH and other vertically integrated healthcare system models will be an important part of a solution those of us in healthcare must consider as we continue to improve the delivery system," said Schwager. "But without a mechanism that keeps good physicians at the center of the care continuum, and that provides the funding necessary to support that effort, many are concerned that these well intentioned efforts may fail. I believe that the hybrid model provides that patient-centered focus that consumers and physicians want and it adds a private source of revenue as well."

About Concierge Choice Physicians

Concierge Choice Physicians™ (CCP) is a private company in Rockville Centre, New York. CCP pioneered the hybrid model of concierge medicine, which enables doctors to practice both traditional and concierge-style medicine within a single practice. Under a hybrid model, typically about 50 to 150 patients choose to join the concierge model. CCP also helps physicians to offer, or transition to full-model concierge programs. The company works with more than 190 medical practices in 19 states and the District of Columbia. For more information, visit www.choice.md or call 877-888-5590.

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