



Contact:
Brenna Harrington
Scott Public Relations
(818) 610-0270
brenna@scottpublicrelations.com

**Hybrid Concierge Medical Practice Provides More Value, Options to
Growing Number of Physicians Nationwide**
Concierge Choice Physicians Signs 100th Physician Practice; Now in 12 States

Rockville Centre, NY - July 8, 2009 - Paralleling the nation's efforts to find ways to expand access and create a more personalized and coordinated approach to primary care, [Concierge Choice Physicians](#) (CCP) announced in July the signing of its 100th physician practice. CCP affiliated physicians care for more than 250,000 patients in 12 states - more than any other concierge support company.

Pioneering the concept of hybrid concierge medicine, CCP offers primary care physicians a more rewarding, patient-centric practice model. The success of this model reverses the national trend toward fewer primary care physicians by helping to retain those currently practicing and by once again making primary care an attractive profession.

Hybrid practices offer patients a choice of staying in their doctor's traditional practice or joining the physician's concierge program which provides an emphasis on preventive care and personalized service. Concierge Choice is currently the only major network model to offer a hybrid option.

"A hybrid approach to primary care is the latest evolution in medical practice," said Wayne Lipton, President and CEO of Concierge Choice Physicians. "Doctors today recognize that different patients have different needs. Some want the convenience and extra service found with concierge care, while others are satisfied with the traditional practice of medicine. A hybrid model allows patients within a single practice to select the option that best meets their personal and financial needs."

Distinct Difference Between Full Model and Hybrid Concierge Practices

Full-model concierge practices have raised concerns among patient advocates and legislators alike as patients are given an ultimatum when their physician converts fully to a concierge practice. Patients are asked to join or find a new physician, thus further exacerbating the shortage of primary care physicians. "The hybrid model does not disenfranchise patients, but rather offers patients more choices and opportunities," notes Lipton.

With concierge care, patients can obtain same-day appointments, extended office consultations, more extensive evaluations, and often 24-hour direct phone and email access to their physicians.

The hybrid model also offers medical services that generally are not covered by traditional insurance plans or Medicare, such as in-depth annual preventive physicals with specialized tests. The fee averages about \$150/month, annually less than the cost of a standard "executive" physical. Children up to age 25 may participate under their parents' program at no additional charge. Because the hybrid model only provides care for non-covered services, most patients continue to keep their traditional health insurance.

Physicians like the model for a number of reasons. A hybrid practice can be started when as few as five percent of the practice opt to join. These programs help to offset high overhead expenses. It can expand and contract as desired by the physician and his or her patients.

In most traditional practices, physicians must often treat up to six to eight patients per hour, leaving just a few minutes per patient. Typically only one or two concierge patients are scheduled per hour during dedicated hours each day. The extended office visit allows physicians to conduct a thorough medical review and provide expanded consultation on prevention and wellness.

“Helping patients become more engaged in the process”

“All physicians strive to do the very best they can within whatever time they have to see patients,” said Susan Wilder, M.D., a family physician in Scottsdale, Arizona. “However, because I have more time to spend with my concierge patients, I can do more than provide them with just episodic care. I can get to know them as not just patients, but as individuals. With that knowledge I can develop a better course of treatment and encourage my patients to become more involved and engaged in the healthcare process. It’s more rewarding for me, and it helps my patients achieve better health.”

For additional information or to locate a physician visit www.choice.md.

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, Illinois and California. For more information, visit www.choice.md or call 877-888-5590.

###