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**More Physicians Turning to Hybrid Concierge to Help Maintain Practices/  
Ensure Continuity of Care for all Patients**  
*Concierge Choice Physicians Signs 155<sup>th</sup> Physician Practice; Now in 16 States*

Rockville Centre, New York (July 15, 2010) – Concierge Choice Physicians, the nation’s largest hybrid concierge medicine company, announced today the signing of its 155<sup>th</sup> physician practice and expansion to 16 states, most recently Missouri, Tennessee and the District of Columbia. The milestone marks a 50 percent increase in the number of physicians offering the [hybrid](#) concierge model in just one year’s time.

Physicians offering CCP’s hybrid model now care for more than 300,000 traditional and concierge patients – more than any other full concierge model company in the nation. CCP is the [second largest company](#) providing concierge practice management services in the nation. In September, the company will be expanding its main office by 50 percent to accommodate its expanding staff and physician panel.

While CCP offers a full concierge model to a small percentage of participants who request that option, its primary focus is pioneering its [hybrid model](#). The ability to maintain the integrity of a traditional practice while offering a concierge option to patients is a key differentiator between the hybrid and full model of concierge medicine.

CCP’s [hybrid model](#) gives patients the choice to continue in a traditional approach to primary care or to join the concierge model. No patient is forced to choose between taking the concierge option, or find a new doctor. As a result, the hybrid model does not take good doctors out of the system; it encourages them to continue to provide care to all their patients.

Typically, in a conversion to a hybrid model, about 5 to 10 percent of the practice opts to join the concierge program, giving the physician a needed private, non-taxpayer funded source of revenue. [Concierge Choice](#) is currently the only major network model to offer a hybrid option.

“The last year has been a roller coaster ride for physicians,” notes [Wayne Lipton](#), founder and managing partner of CCP. “Most physicians today want to stay in practice; they want to care for all of their patients. Reimbursement uncertainty, cuts in payments from private insurers, and rising overheads are making it difficult for many physicians to maintain their practices. The hybrid model provides a private source of revenue that helps physicians create and

sustain a viable medical practice while continuing participation in government and private plans.”

Under the [CCP program](#), patients can obtain same-day appointments, convenient scheduling and often 24-hour direct phone and email access to their physician. The hybrid model also offers medical and personal services that generally are not covered by traditional insurance plans or Medicare, such as lifestyle counseling, and in-depth preventive services 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.

### **Safeguarding Private Practice**

Lipton also notes that a key feature of the hybrid model is that it enables physicians to stay in private practice. “A growing number of physicians today are joining corporate-owned medical groups to avoid the increasing frustrations and burdens of private practice in today’s marketplace,” he said. “We need systems that allow physicians that want to remain in solo or small practices to have that option. Private practice physicians know their patients and are uniquely qualified to provide the care needed in their communities.”

### **An Emphasis on Prevention and Wellness**

Hybrid models also emphasize prevention and wellness – both key features that lead many patients to join. “In healthcare today, physicians are often forced to simply provide episodic care,” notes [Susan Wilder](#), M.D., a primary care physician offering the hybrid model and also the Medical Director for CCP. “Patients join the hybrid model because they want a relationship with a physician that knows their unique personal health story and that can help them get healthy and stay healthy. While I provide all my patients with the exact same care, I simply have more time to help my concierge patients focus on health and wellness – it’s what they want and what I want as a physician.”

For additional information or to locate a physician in a specific area visit [www.choice.md](http://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, California, New York, New Jersey, Connecticut, Delaware, Virginia, Missouri, New York, Massachusetts, Texas, Maryland, Illinois, Tennessee and Nevada. For more information, visit [www.choice.md](http://www.choice.md) or call 877-888-5590.

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