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**Concierge Choice Physicians Names Susan S. Wilder, MD to Position of Medical Director**  
*Noted National Leader Brings Real-World Experience to Position*

Rockville Centre, NY - December 8, 2009 - Susan S. Wilder, MD has been named Medical Director for [Concierge Choice Physicians](#) (CCP), the pioneer of the Hybrid Model of concierge medical care. CCP is the second largest concierge management company in the nation with more than 100 physicians, caring for 250,000+ hybrid and traditional model patients in 15 states.

With a background ranging from the Mayo Clinic and the U.S. Air Force to Operation Restore Hope in Africa and today as a primary care physician (PCP) with a thriving practice, Dr. Wilder brings a wealth of real-world experience and insights to the company that has championed the hybrid concierge model of care.

Dr. Wilder is currently a practicing primary care physician in suburban Phoenix, a noted author, lecturer and respected advocate for patient-centered healthcare reform. In October, she was among the 150 physicians invited to the White House to discuss President Obama's proposed health plan.

"Many medical directors are executives, not practicing physicians," notes Wayne Lipton, managing partner for Concierge Choice Physicians. "It was critical to us to bring on board a physician that understands the challenges faced by physicians today and to have someone that practices in the model and seen its benefits could show them how to build a successful patient-centered hybrid concierge medical practice. Dr. Wilder's depth of experience, commitment to improving patient care and passion for her profession make her an ideal addition to the CCP family."

The Hybrid Model - available in 15 states including New York, California, Arizona and Illinois - gives patients the choice of a concierge model of primary care or remaining with the traditional practice. Unlike other forms of concierge care, with the hybrid model, even patients who opt not to join the concierge option can continue to see their chosen primary care physician (PCP). Typically physicians offer the hybrid option to about five percent of their total practice; the remaining patients experience no changes in their relationship with their physician. For physicians, the model provides an important source of privately funded revenue; one that is not funded by insurers or taxpayers.

In addition to her patient care responsibilities in Phoenix, Dr. Wilder will work with CCP to help educate physicians and to communicate with legislative and industry leaders about the important role hybrid practices can play in national efforts to expand access to patients and encourage good physicians to enter and stay in primary care practices.

"Medicine today faces so many challenges," notes Dr. Wilder. "I have always believed that the best practice model for physicians and patients are those that promote wellness, encourage closer relationships and that provide incentives to keep good doctors practicing medicine. I look forward to helping CCP reach out to physicians and grow awareness of the hybrid model of care."

Prior to joining Concierge Choice Physicians and starting her private practice in Arizona, Dr. Wilder completed her specialty training in Family Medicine at Andrews Air Force Base, Maryland where she also served as a clinician, faculty member, and Assistant Chairman of the Department of Family

Medicine. She also served in Africa as part of "Operation Restore Hope," a peacekeeping operation designed to open up access to food and medicine to residents of Somalia where she received the Armed Forces Expeditionary and Meritorious Service Medals. Dr. Wilder also served as Director of the Family Medicine residency program and Director of Clinical Genomics Education at the Mayo Clinic in Scottsdale. At the Mayo Clinic, Dr. Wilder served in numerous leadership and executive roles and was the recipient of several honors including the Family Medicine Educator of the Year.

Dr. Wilder has written several textbook chapters and journal articles with specific emphasis on "patient centered" medicine. She is the former president of the Arizona Academy of Family Physicians and a member of the American Academy of Family Physicians, American College of Sports Medicine, and American Medical Association. Dr. Wilder is also on the Board of Directors of the Arizona Foundation for Women. She has been a consultant to DreamWorks Television, BabyFirstTV, and is a member of Phoenix's KPNX-TV Channel 12 "Health Team." Dr. Wilder is listed regularly as a "Top Doc" by Phoenix Magazine and is a multiple recipient of 101 North Magazine's "People's Choice" award. She is named one of the State's top Family Physicians by Ranking Arizona and one of the nation's top Family Physicians by the Consumers Research Council and The Center for the Study of Services. Best Doctors ranks Dr. Wilder among the top four percent of Family Physicians nationally.

Dr. Wilder received her Bachelors of Arts in Biology and Psychology from Washington University in St. Louis, Missouri and her Medical Doctorate from The George Washington University in Washington, DC. She is Board Certified in Family Medicine and earned a Certificate of Added Qualifications in Sports Medicine.

#### **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, Connecticut, Pennsylvania, Tennessee and California. For more information, visit [www.choice.md](http://www.choice.md) or call 877-888-5590.

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