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Hybrid Concierge Options Gaining Traction with Geriatricians And MDs with Large Senior Populations

Rockville Centre, New York (September 30, 2010) – With baby boomers rapidly aging, and potential physician shortages looming, a growing number of geriatricians and physicians with large senior populations are turning to alternative practice models, including direct pay, full-model and [hybrid concierge programs](#).

While specific data has not been reported by medical associations or trade groups, companies such as [Concierge Choice Physicians](#) (CCP), the nation's largest hybrid concierge medicine company, have seen double-digit growth over the past year. [Wayne Lipton](#), managing partner of CCP, notes a significant portion of patients choosing the hybrid concierge option are seniors.

CCP is the largest provider of hybrid programs and the [second largest company](#) providing concierge practice management services in the nation. CCP's unique hybrid model allows physicians to continue to see all their patients, while offering those few that want a concierge option, that choice. 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.

“As we march through our senior years the complexities of taking care of our health grow, and the ability to cope with and manage illness and disease tends to diminish,” said Lipton. “With the nation moving toward a factory medicine approach to care for the growing number of insureds, a truly personalized approach to care from a single physician that has a relationship with a patient is vanishing. Seniors are turning to concierge options to provide the personalized relationship with a physician they want and need. Family members who participate in managing the care of their elder loved ones appreciate the concierge program because of the level of services and support that they provide.”

CCP's primary focus is applying a [hybrid model](#) of concierge care in a flexible fashion to meet the varying needs of physicians and patients. CCP gives patients the choice to continue in a traditional medical practice (including internists and specialists such as cardiologists who provide a large portion of primary care) or to join the concierge model. No patient is forced to choose between taking the concierge option, or finding 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.

The hybrid concierge model also maintains the individual integrity of independent private practice physicians. The physicians – not a large organization or healthcare system - remain in charge of making care decisions.

Typically, in a conversion to a hybrid model, 50 to 150 patients opt to join the concierge program, giving the physician a needed private, non-taxpayer funded source of revenue, while ensuring they continue to have time to see traditional patients. [Concierge Choice](#) is currently the only major network model to offer a hybrid option.

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 are generally not covered by traditional insurance plans or Medicare. 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.

For additional information or to locate a physician in a specific area, 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, 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 or call 877-888-5590.

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