



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

New Hybrid Medical Practice Provides More Value, Options to La Jolla Patients
Local MD offers choice of concierge care or traditional insurance-based model

La Jolla, CA - July 15, 2009 - Steven Nusinow, M.D., recently became one of a growing number of physicians across the nation to offer a new healthcare option to patients: the hybrid model of concierge care. Now available in 12 states, including California, the hybrid model gives patients a choice of a concierge-style practice or a traditional insurance-based model. Either option allows patients to continue to see their chosen primary care physician.

"The hybrid concierge model is misunderstood because many assume it is like a full concierge practice - a model that takes choice away from patients and physicians," said Wayne Lipton, the founder of [Concierge Choice Physicians](#), the company helping Nusinow and other doctors around the U.S., to transform their practices. "In the hybrid model physicians continue to see all their patients, and offer the concierge program for a small portion of the day. Doctors can continue to see all their patients and unlike the full model - patients who choose not to join are not forced to find new physicians. Plus, unlike the full model, a hybrid model is affordable for many patients and families today."

Patients who select the concierge medical care option can obtain same-day appointments, longer scheduled office visits, an in-depth physical with specialized tests, more extensive evaluations and often 24-hour direct phone and email access to their physicians. The program specifically offers medical services not covered by traditional insurance plans or Medicare.

"Finding a physician who has the ability to really understand their needs and knows their personal and family health situation is important to my patients," said Dr. Nusinow. "I'm glad that patients in my community now have the ability to choose the model of healthcare that best meets their needs."

There is an annual fee for the concierge option. Membership in Dr. Nusinow' program is about \$160 a month, much less than the cost of a standard executive physical. Children aged 25 and under receive a complimentary membership when their parents join the program.

"No matter what their age or income level, the concierge option developed by CCP is definitely an option for a wide range of my patients," said Dr. Nusinow. "What my patients and I really like about this model is the emphasis on building patient and physician relationships and preventive care. The care I am providing is about working with my patients to help them live healthier and better lives today and in the future."

About Dr. Steven Nusinow

Dr. Nusinow specializes in Internal Medicine and Rheumatology. His office is located 7300 Girard Avenue, suite 203, La Jolla, CA 92037, (858) 459-2991.

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.

###