



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

Lake Zurich's Dr. Stewart Segal Continues Tradition of Innovation
Becomes first physician in area to offer patients the "hybrid" model of concierge care

Lake Zurich, IL - October 27, 2009 - Stewart Segal, M.D., of Lake Zurich Family Treatment Center, has become one of the latest physicians in the nation to offer a new kind of healthcare option to their patients: the Hybrid Model of concierge care. The Hybrid Model - now available in 14 states including Illinois - gives patients the choice of a concierge model of primary care or remaining with the traditional practice. Each option allows patients to continue to see their chosen primary care physician (PCP).

"A hybrid approach to primary care is the latest evolution in medical practice," said Wayne Lipton, founder and managing partner of [Concierge Choice Physicians](#) (CCP), the company helping Dr. Segal, and other doctors around the U.S., to transform their practices. "The Hybrid Model recognizes that patients have different needs: some want the convenience and additional service from the concierge model, while others are happy with the traditional practice. Only with a Hybrid Model can patients within a single practice select the model that best meets their personal and financial needs."

Dr. Segal, a well-known primary care physician in the area for more than 26 years, is recognized as a pioneer in medicine. In 1984, he became one of the first physicians in the nation to offer a previously unheard of practice style that offered a full spectrum of family practice services by appointment and as walk-ins on a daily basis. With the hybrid concierge model, he is offering another first in innovative medical care for the Lake Zurich area.

The key difference between the Hybrid Model and most other concierge options is its cost and flexibility. Under most full-model concierge practices, patients either have to join the concierge practice or find a new physician - a practice which disrupts the physician patient relationship and further burdens the already over-whelmed primary care system.

"We've always believed in an open door policy for our patients," notes Dr. Segal. "No child ever says to their parents, I'm going to be sick or get hurt next Tuesday at 4 p.m. I believe that my job as primary care physician is to care for our patients when they need me. The Hybrid Model from Concierge Choice is attractive to me because it gives those patients interested in the benefits of a concierge practice, including more convenience and an emphasis on prevention and wellness, a real choice in their healthcare."

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 and most patients retain their traditional insurance.

There is an annual fee for the concierge option. Membership is about \$160 a month, much less than the cost of a standard executive physical. Children under 25 may participate under their parents' membership at no additional charge.

Dr. Segal notes that as his patients are getting older their needs have changed and they now need more services, conveniences and flexibility. While aware of concierge programs and the benefits they provided to physicians and patients, Segal notes he was always hesitant to open such a practice, as it would mean turning away the bulk of his 5,000 patients, especially those on Medicare or with fixed incomes.

“When I heard about the Hybrid Concierge model, I knew it was a great option for my practice and patients,” notes Dr. Segal. “I selected the hybrid model because I believe that medicine is not a business, it is a calling. If I offered a full concierge model, I would have to shut the door to all but a fraction of my patients. With the hybrid model, those patients interested in a concierge option can take advantage of it and I can continue to see all my patients - that’s very important to me.”

Dr. Segal also has a Physician Assistant who helps provide care to patients. The PA, Maki Ogino, first came to Dr. Segal while in high school for her sports physicals. After completing her degree as a Physician Assistant, she trained with Dr. Segal and has remained with him for the past six years.

About Lake Zurich Family Treatment Center

Founded in 1984 by Dr. Stewart Segal, Lake Zurich Family Treatment Center has become one of the largest medical practices in the area. Specializing in primary care, Lake Zurich Family Treatment Center is designed to be a medical home for the entire family, providing coordination for primary and specialty care, educational services, psychological care, family support and private community services. Dr. Segal’s practice is located at 504 S. Rand Road in Lake Zurich. The phone is (847) 540-8020.

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, Connecticut, Pennsylvania, New Jersey, Nevada, Delaware, Virginia, Massachusetts, Texas, Maryland, Illinois and California. For more information, visit www.choice.md or call 877-888-5590.

###