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

Lakewood Ranch, FL - April 10, 2009 - Patrick Contino, 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 11 states, including Florida, this hybrid model gives patients a choice between a concierge-style practice or a traditional insurance-based model. Either option allows patients to continue seeing their chosen primary care physician.

"A hybrid approach to primary care is the latest evolution in medical practice," said Wayne Lipton, President and CEO of [Concierge Choice Physicians](#) (CCP), the company helping Contino, 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. Contino's practice is located at 8340 Lakewood Ranch Blvd., Lakewood Ranch, FL (near Sarasota). The phone is 941-907-0588.

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

With concierge care, patients 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. There is an annual fee for the concierge option. Membership in his program is about \$160 a month, which annually is much less than the cost of a standard executive physical. Children up to age 25 are covered for free.

"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 Contino. "What I and my patients really like about this model is the emphasis on building physician and patient relationships and preventive care. This isn't stop-gap, treat today's illness and go medicine; 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 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, and California. For more information, visit www.choice.md or call 877-888-5590.

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