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Concierge Choice Physicians Signs 200th Physician Practice; Now in 20 States
Growth shows backlash against emerging factory-style approaches to healthcare

Rockville Centre, New York (December 12, 2011) – Despite concerns over the economy and continued uncertainty about healthcare reform, [Concierge Choice Physicians](#) (CCP), the nation's largest hybrid concierge medicine company, announced today the signing of its 200th physician practice and expansion to 20 states. Most recently physician practices from Colorado, Pennsylvania and Michigan have joined CCP. The milestone marks a 30 percent increase in the number of physicians offering the CCP [hybrid](#) concierge model in just one year's time.

"There are many who questioned whether concierge programs could survive in today's economy," stated Wayne Lipton, founder and CEO of CCP. "Our continued growth shows a real backlash against a growing trend toward impersonalized 'factory and big box medicine' and a real interest in patient centric care provided by top physicians with a personal relationship with their patients."

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. CCP is the [second largest company](#) providing concierge practice management services in the nation.

While CCP offers a full concierge model to a small percentage of participants who request that option, the primary focus is pioneering its [hybrid model](#). The ability to maintain the integrity of the traditional, caring, hands-on practice of medicine that fosters a strong patient-physician relationship, while also offering a concierge option to patients, is a key differentiator between the hybrid and full model of concierge medicine.

"CCP's [hybrid model](#) gives patients the choice to continue in a traditional approach to primary care or to join the concierge model. No patient is forced to choose between taking the concierge option or find a new doctor," Lipton said. "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."

By allowing physicians to continue to practice medicine that fosters a strong patient-physician relationship, the hybrid is unlike some of the other big-box models of care being developed today. In these emerging "factory" approaches to delivering care, there is a strong potential for

driving a wedge between patients and physicians. In fact, in these new models, patients may see mid-level practitioners more often than they will see their own family physician.

Typically, in a conversion to a hybrid model, about 5 to 10 percent of the practice opts to join the concierge program, giving the physician a needed private, non-taxpayer funded source of revenue. [Concierge Choice](#) is currently the only company 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 generally are not covered by traditional insurance plans or Medicare, such as lifestyle counseling, and in-depth preventive services and specialized testing. The per-patient fee averages about \$150/month, which is less than the cost of a standard “executive” physical each year. Children up to age 25 may participate under their parents’ program at no additional charge.

“There is a real art to providing healthcare; it’s not about who has the best computer-based approach to care or simply seeing the most of patients in the least amount of time,” notes Lipton. “We believe in enabling strong physician and patient relationships and the value of true independent decision-making that comes only from empowered physicians. We think the hybrid model gives physicians the opportunity to continue to deliver the kind of care they think is best for patients.”

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 Arizona, California, Colorado, Connecticut, Delaware, Florida, Illinois, Kansas, Maryland, Massachusetts, Michigan, Missouri, Nevada, New Jersey, New Mexico, New York, Pennsylvania, Tennessee, Texas, Virginia and Washington DC.

For more information, visit www.choice.md or call 877-888-5590.

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