



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

## **New Hybrid Model of Medicine Providing More Value and Choices to Palm Beach Area Patients and Physicians**

*Local family physician offer the choice of concierge care or traditional insurance-based practice*

**Palm Beach, FL - February 6, 2009** - Dennis Egitto, M.D., 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 11 states including Florida - gives patients the choice of a concierge practice or their traditional insurance. 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, President and CEO of [Concierge Choice Physicians](#) (CCP), the company helping Egitto, 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. Egitto's practice is located at 860 U.S. Highway 1, Suite 103, North Palm Beach, FL 33408. The phone is 561-622-4326.

"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. Egitto. "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 \$1,600 annually, much less than the cost of a standard executive physical. The ability to develop closer relationship with a personal physician, along with the services provided, help to make the hybrid a viable and valuable option in today's economy.

"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 Egitto. "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 the hybrid concierge medicine so doctors can practice traditional and concierge medicine within a single practice. Physicians never have to dismiss current patients and continuity of patient care is maintained. In addition to Florida, Concierge Choice Physicians also operates in Arizona, New York, New Jersey, Nevada, Delaware, Virginia, Massachusetts, Texas,

Maryland and California. For more information, visit the web site at [www.choice.md](http://www.choice.md) or call 877-888-5590.

###