

COMPANY BACKGROUNDER

Real Choices for Physicians and Patients

Who We Are

Dedicated to providing real options for patients and physicians, Concierge Choice Physicians™ (CCP) is the largest private provider of the full range of concierge programs available today. We offer innovative, flexible and affordable models proven to work in medical practices of any size—from solo physicians to large medical groups—both independent and affiliated with hospitals or health systems. Launched in 2005, CCP has worked with more than 500 physicians in 29 states.

Our Goal

CCP's goal is to strengthen medical practices with solutions that allow doctors to practice medicine the way it was meant to be practiced, before the marketplace forced high-pressure volume care on patients and physicians.

Our concierge membership programs offer the extra service, convenience and connectivity that many patients are seeking. For physicians, our programs introduce a new private revenue stream that can buffer the effects of declining reimbursements and increasing overhead, making their practices stronger.

CCP provides guidance and support in how, when, and if a practice should make a membership program transition. We handle upfront marketing and support to introduce the program at the launch, as well as ongoing marketing and sales support to keep the program growing. CCP services also include billing, in-depth market research, patient outreach and communication, and staff training and development, among others.

CCP Programs Benefit Many Kinds of Physicians

Historically, one of the primary benefits of CCP models has been how they strengthen private medical practices, allowing solo and small-group physicians to maintain their professional autonomy. Today, however, even large medical groups and health systems are introducing CCP programs as a way to differentiate their services in a crowded market and to recruit and retain top physicians.

The flexibility inherent in our programs makes them uniquely suited to serve the largest and smallest medical practices, not only in primary care but across many specialties, including cardiology, endocrinology, and rheumatology, to name a few.

Main Models: FullFlex™ and the Hybrid Choice™

In the **FullFlex model**, a physician will transition their entire practice to a concierge program with between 300 and 700 members.

In the **Hybrid Choice program**, physicians will offer a membership program as an option for patients who want the added attention, time and service. The concierge program operates alongside the physician's traditional practice, and they continue to serve all patients. Most Hybrid Choice programs have between 50 to 150 members.

CCP also offers transitional models, hybrid extension models and direct pay programs that allow physicians to convert to a concierge practice at the pace that's right for them.

Each model is fully customized to meet the goals, culture and brand of the individual physician or their medical group. There is no "one-size-fits-all."

The Benefits of a CCP Membership Model

For physicians, Concierge Choice models:

- Allow them to practice the kind of personalized medicine they prefer
- Enhance revenue by bringing in a new source of income
- Reduce the pressure and pace in their practice
- Help them remain in control of their practice

For healthcare organizations, CCP models:

- Move practices from profit loss to gain
- Improve the professional satisfaction of their physicians
- Help to retain and recruit top physicians
- Differentiate systems in the marketplace
- Increase patient loyalty

For patients, CCP programs offer several advantages over traditional care:

- Direct care from their chosen physician
- Convenient, unhurried appointments that start on time
- Assistance with the complexities of specialist referrals and diagnostics
- A focus on illness prevention
- Patient advocacy with outside health providers and insurance
- After-hours physician availability via private cell phone and email

More Options for Today's Healthcare Marketplace

CCP is dedicated to promoting healthy patients and happy doctors. Our market-driven practice solutions offer choices that encourage physicians to remain in practice, improve morale, reward excellence and strengthen doctor/patient relationships.

For additional information
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