



## COMPANY FACT SHEET

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### OVERVIEW

Concierge Choice Physicians (CCP) is one of the nation’s leading privately owned concierge medicine companies. The company provides doctors with a variety of flexible concierge program models that enhance revenue and improve doctor-patient relationships within an established practice. Since its inception in 2005, with its first practice in California, and then rapidly expanding to serve more than 300 physicians in 24 states, CCP has grown into the nation’s second largest concierge management company.

### CCP DIFFERENCE

CCP is the only major concierge management company providing physicians and patients with the freedom and flexibility to choose the concierge program that works best for them – CCP’s *Hybrid Choice™* or *FullFlex™* programs. The hybrid program enables physicians to continue caring for all their patients while opening up the choice of a concierge program to the small percentage of the practice that wants that option. FullFlex helps MDs transition from either a traditional or hybrid concierge program to a full model concierge at their own pace. CCP is also the leading provider of concierge programs for specialists such as cardiologists, gastroenterologists, rheumatologists, gynecologists and other physicians who provide the majority of core health services to patients.

### PROFILE OF MDs

Physicians in small solo practices, large medical groups and even large health systems and top medical university health centers offer concierge programs developed by CCP. In particular, the *Hybrid Choice* program is designed to work well and complement today’s vertically integrated delivery models. Most physicians continue to take insurance and continue to care for Medicare patients (unlike many of the newer direct pay models).

### PATIENTS

FullFlex programs have about 175-650 patients. In Hybrid Choice programs, physicians continue to see all of their patients, with up to 250 members in their concierge program.

### MANAGEMENT

Wayne Lipton, Founder, CEO and Managing Partner

### SIZE

CCP is the second largest concierge management company in the nation. It is the largest provider of Hybrid Choice programs and the largest provider of any kind of concierge medicine program in California, New York and Connecticut.

### LOCATIONS

The company supports medical practices coast-to-coast including Arizona, California, Colorado, Connecticut, Delaware, Florida, Illinois, Kansas, Maryland, Massachusetts, Michigan, Missouri, Nevada, New Jersey, New Mexico, New York, Pennsylvania, Texas, Virginia, Washington D.C., Alabama, Utah, Georgia, and Delaware.

### COSTS

On average, it costs \$150 to \$200 a month/\$1,800 to \$2,400 annually – about \$5.00 a day. The programs are designed so that the value of the enhanced services is considerably more than the annual fee.

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### COVERED MEDICAL SERVICES

Each physician is free to develop a set of enhanced services that meet their needs and preferences of patients. Examples of enhanced services include:

- Comprehensive annual screening, including an EKG
- Review of all systems and symptoms
- Comprehensive lifestyle questionnaire and a family medical history
- Diet, exercise or nutrition counseling

### PATIENT BENEFITS

- Same-day or next-day appointments
- Direct phone lines and/or cell phones to physicians
- Unhurried office visits
- Reduced waiting room time
- Greater emphasis on prevention and wellness
- Most physicians continue to take insurance, including Medicare
- Children up to age 25 may participate under their parents' program at no additional charge

### MD BENEFITS

- Offers a risk-free approach to development of concierge programs (no up-front cost or investment required)
- Flexibility to choose practice model right for physician and practice
- Complete turnkey market research and promotional support
- Creation of comprehensive marketing and implementation plan tailored for individual practice
- Provides full-time account representatives to promote the program during the introductory period
- Offers staff training as well as professional call center telephone support
- Performs mid-year patient satisfaction surveys
- Offers ongoing marketing and consultative practice management services

### REGULATORY RESPONSE

CCP performs a regulatory review in every state before opening a concierge program. Because CCP's *Hybrid Choice* program doesn't disenfranchise patients – and most physicians continue to take insurance – it is an accepted model for virtually every major insurer. Due to its popularity, many major insurance companies also accept full-model concierge programs.

### HEADQUARTERS

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