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## Concierge Choice Physicians' Newest Offering for MDs Addresses Troubling Outbreak of Physician Burnout

*FullFlex™, a new customizable approach, reduces stress and improves patient experience*

**Rockville Centre, NY—February 18, 2015**—FullFlex™, a new flexible and scalable approach to concierge medicine, is helping to address the rash of physician burnout currently experienced by almost 50% of all physicians today. Developed by leading concierge medicine company, Concierge Choice Physicians, the new product addresses the needs of physicians who are actively searching for professionally viable and personally fulfilling ways to continue to practice in the manner they believe is best for them and their patients.

According to leading industry trade journal *Medscape*, nearly half of all physicians feel they are burned out<sup>1</sup>. Many believe the only option is to retire early, leave medicine or sell their practice—at a time when the healthcare system needs to find ways to recruit and retain top physicians.

As a result, alternative practice models such as concierge medicine that promote better relationships with patients, produce a more stable income, and involve less paperwork and fewer hassles with insurers are expected to grow more than 20% annually over the next few years. *But there are cautions.* Feeling cornered, some physicians may rush to merge, sell their practice or sign contracts with companies extolling only the benefits of concierge.

“When it comes to merging or selling to a larger entity, the grass isn’t always greener on the other side,” warns Wayne Lipton, founder and CEO CCP. “And attempting to start a membership based program alone is rarely a good idea—there are too many opportunities for mistakes. Choosing a company to help you takes careful investigations. A hasty decision could result in physicians locked into highly restrictive, long-term contracts, or worse, leave their practice in ruins if the program fails.”

The company’s FullFlex program lets physicians determine the number of patients who will be in the concierge program and provides the option to transition slowly or quickly to a full concierge practice.

For example, physicians who ultimately want a 100% concierge practice, but wish to make the change gradually, can start with CCP’s *Hybrid Choice™* model, where the practice continues to provide some patients with the traditional level of service but offers an optional concierge

program to patients who are interested in a higher level of service. Then, when the practice feels ready, it can take the next step in the transition.

For physicians who are committed to a full model conversion, the FullFlex model offers security, cost savings, and far less restrictive agreements. These options make FullFlex unique in the industry.

“Since we’ve implemented FullFlex, I can see myself working longer, extending my career,” says Fred Lennon, MD, a leading internist in Fairfax, VA. “There’s a lot of burnout among physicians who are seeing more and more patients and being less and less satisfied with their work. So for me, personally, to be able to do this—reduce my stress, reduce my patient volume, and be able to deliver high-quality care to my patients—it makes it a joy to come into work.”

Healthcare analysts note that an increasing number of patients are fearful of losing access to their chosen physician and are open to concierge care to maintain that important relationship.

Concierge programs also continue to become more affordable—many cost the same as a daily breakfast or lunch at a fast food outlet. This affordability and benefits such as personalized medical screenings, convenient and more leisurely appointments, and direct phone lines to their physician spur patients today to choose concierge.

“The marketplace is constantly changing, and many physicians are afraid of unnecessary risk,” said Wayne Lipton, founder and CEO of CCP. “Too many programs try to force physicians into cookie cutter, one-size-fits-all concierge models that may not be right for them. Our focus is on providing physicians with a path that is collaborative, flexible and personal, with their goals at the forefront. We never forget that we work for them.”

For more information on FullFlex, visit [www.choice.md/fullflex](http://www.choice.md/fullflex). Or, check out a free video at <http://youtu.be/oqUTSJBbmZk>.

### **About Concierge Choice Physicians**

Dedicated to providing real options for patients and physicians, Concierge Choice Physicians™ is the largest private provider of the full range of concierge programs available today—Hybrid and FullFlex™. CCP is also the industry’s second largest concierge medicine company overall. The company provides innovative, flexible and affordable models proven to work in medical practices of any size—from solo physicians to large medical practice corporations—both independent and affiliated with hospitals or health systems. Headquartered in Rockville Centre, NY, the company works with 300 physicians in 24 states. For more information, visit [www.choice.md](http://www.choice.md) or call 877-888-5590.   

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i Physician Burnout: It just keeps getting worse. *Medscape*. January 26, 2015. Accessed 2/17/15 at <http://www.medscape.com/viewarticle/838437>.