

the

A B C S

of Membership Medicine

A brief introduction to the range of models offered by CCP

CONCIERGE  
CHOICEPHYSICIANS



# D

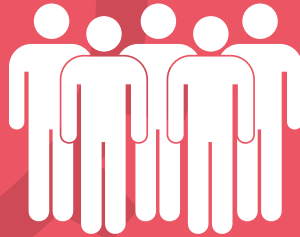


## Direct Pay

This term refers to an arrangement where the patient pays the doctor for services directly—bypassing all traditional insurance and government programs. A direct-pay model may include a membership model or it could be fee-for-service. Because doctors rely entirely on income paid directly from patients, it is widely considered the most risky approach.



# F



## FullFlex

The practice converts entirely from traditional to concierge care. Patients pay an annual fee for membership and in exchange receive more time, personalized service, convenience and support. If they choose not to join, their care can be transferred to another available provider either within or outside the practice. Physicians typically continue to accept Medicare and insurance plans for customary office visits. This model is a good choice for physicians, especially solo practitioners, in select markets or physicians looking to reduce the pace and pressure on their practice.



# X

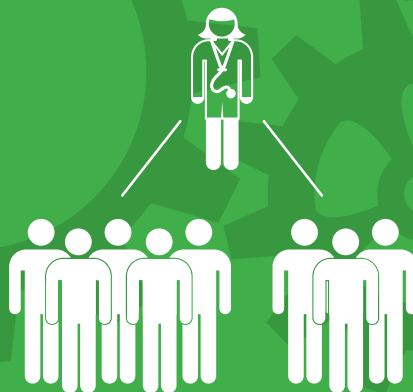


## Hybrid XT

A flexible model that allows a physician to offer a full model concierge program while continuing to oversee the care of all patients. Physician extenders like nurse practitioners, physician assistants or junior level physicians usually see non-member patients, while member patients are seen exclusively by the concierge physician. This is a great option for a physician with a strong support staff who wants to move to a full model program with minimal disruptions to the patient base or business structure.



# H



## Hybrid Choice

A unique model that blends concierge care with a physician's traditional practice. Concierge service is an option patients may choose to purchase through an annual fee. Because a physician never needs to dismiss patients and maintains refer networks, this low-risk model is an excellent choice for a wide array of physicians, including primary care physicians, specialists and even physicians employed by large groups or delivery systems. Physicians continue to accept Medicare and insurance payments for customary services.

# Not “One Size Fits All”

Your practice is unique, which is why you need a membership model that can adapt to your business structure and your goals.

We’ve worked with hundreds of physicians from coast to coast to develop successful programs that enhance and sustain practices and patient relationships.

Download our Case Studies e-book to learn how a cross section of our clients, from private internists to specialists in a group practice, have selected and implemented a Concierge Choice model that works.

[www.choice.md/casestudies](http://www.choice.md/casestudies)



# Are You Ready?

Contact us today for a complimentary consultation to discuss our membership models and how they can work to enhance a practice.

(877) 777-5565

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[www.choice.md](http://www.choice.md)

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