

# CONCIERGE MEDICINE: 101

*By Concierge Medicine Today*

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*of Concierge Medicine Today*  
∅  
*The Direct [Primary] Care Journal*

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***“Not often does one have the  
opportunity to have this kind of doctor  
that you feel is part of your life.”***

*Priscilla D. | Ohio*



# INTRODUCTION

## To Concierge Medicine

Despite high-powered executives using concierge medicine, executives are not the most popular demographic searching for these types of medical doctors across America today.

A two-year survey of concierge medicine patients located throughout America conducted by *The Concierge Medicine Research Collective* ([www.AskTheCollective.org](http://www.AskTheCollective.org)), reveals that top-level executives account for less than 4% of concierge medicine patients across America searching for this type of healthcare.

So, if it's not top executives who are searching for this type of care, who is looking for this type of healthcare delivery model and service? According to the survey referenced above:

- 49% of all online concierge medicine physician searches by are for Individual plans.
- 23% of all concierge medicine physician searches received are for Couples with no children.
- 21% of all concierge medicine physician searches received are for Families with children.
- 4% of all concierge medicine physician searches received are for Business Owners/Top Executives.
- 3% - Allowable Margin of Error +/- 3%.

As many are aware, this type of boutique medicine or direct relationship medical practice delivery model concept is still relatively new. The greatest amount of data compiled to date

on the loyalty or renewal rates of concierge medicine patients tells us that these practices have an annual renewal rate of about 94.7%. In addition, these types of practices are mainly Hybrid business models, which means these doctors and their offices accept insurance and charge an annual retainer fee to their patients for enhanced access. This number is based on data from approximately 100,000 patients nationally. These retention figures have proven consistent since the year 2000.

Long term data on these patients is currently being compiled but data supporting the cost effectiveness and affordability of these healthcare models is intriguing. According to various physician journals, a patient will remain a patient of a traditional primary care doctor in a typical family practice or general medicine practice, barring an altering event (like a geographic move, death, loss of job, or other unforeseen circumstance) for 5-7 years.

Based upon the data referenced above, it appears that retainer medicine or direct care physicians that have a long, relational-history with their patients are reporting higher retention levels that exceed traditional primary care and family practice expectations. This data combined with the fact that this model of medicine provides for closer communication and relationship with people -- we expect the data to show that the majority of concierge or direct care patients will continue to remain with a retainer-based practitioner longer than in traditional models.

The information provided here gives more evidence that these types of medical practices are not just for the deep-pocketed executive. In fact, over 50% patients make a combined household income of less than \$100,000 per year.

All of this data should be very encouraging to the public. This concept, initially thought of by many as healthcare for the rich -- is now accessible and very affordable for couples,

seniors on Medicare, young families and individuals.

Recent research has found that it can currently be difficult to find a concierge doctor or a direct primary care physician in rural areas such as: Idaho; North Dakota; South Dakota; Louisiana and Mississippi. In many cases, there are less than half-a-dozen practitioners to serve an entire state. However, this is changing as more physicians see the benefit of this new delivery model.

Since the mid-1990's, states like California and Florida have seen the greatest amount of physicians actively opening and using these new business models. For most of the country, direct primary care and concierge medicine practices are growing and that growth is rapidly expanding in major metropolitan suburbs as well.

Most doctor's offices are currently located in metropolitan areas such as Miami, FL, Phoenix, AZ and Los Angeles, CA to name a few. However, over 63 percent of people who use direct primary care doctors and join concierge medicine clinics earn between \$40,000 to \$200,000 per year. Those are individuals, one couple households and families with children. This unequivocally shows that this form of healthcare is affordable to the masses.

Large networks of doctors who have modeled their medical practice after these business strategies have claimed a significant portion of the market share and thus help to keep prices from inflating too high in major metropolitan markets.

Overall, concierge medicine is thriving in metropolitan markets with the majority of incomes remaining the same or increasing slightly. At this writing, it has been estimated that concierge medicine and direct care physicians number approximately 5,000-5,500 physicians and/or physician clinics across the U.S.

- The top 4 most popular specialties in concierge medicine are: primary care; family medicine; cardiology and pediatrics.
- The typical age of concierge doctor is between 40-59 years of age.
- Most concierge doctors and direct primary care physicians treat six to eight patients per day.
- Female concierge doctors fill up their concierge practices 30% faster than men.

Career satisfaction in the field among physicians also remains high. Only 18% of physicians stated they would not make the same decision again. In previous years, it was 25% but even so, the number overall is low and satisfaction with the business model is high when compared to traditional, insurance-based or managed care medical specialties.

If you'd like to find a medical home, concierge physician, or direct [primary] care and direct pay physician in your area or simply learn more about them, you will want to visit <http://www.ConciergeMedicineToday.com> or <http://www.DirectPrimaryCare.com>.

*The New American,  
February 2013*

***Imagine if we relied on auto insurance for “primary care” for our vehicles (fluid changes, tire rotations, wiper blades). Think of the paperwork and billing hassles we would endure for each little oil change. The overall cost of auto maintenance would increase to cover the business overhead. Soon, fewer Americans would be able to afford auto insurance, with serious ramifications for liability, setting the stage for a national crisis.***

<http://thenewamerican.com/usnews/health-care/item/14496-doctors-fleeing-medicare-moving-to-direct-primary-care>



# DEFINITIONS

NOTE: To assist you, we have provided a Glossary of Terms in last section of this book. Please reference this Glossary to help define/explain terms such as ‘concierge medicine,’ ‘boutique medicine,’ ‘direct care,’ and others.

## I. What Is Concierge Medicine?

[e.g. membership medicine; boutique medicine; retainer-based medicine; concierge health care; cash only practice; direct care; direct primary care and direct practice medicine.]

**Concierge Medicine** is a new form of medicine in which doctors provide patients with 24/7 access, a private cell phone number, same-day appointments, visits that last as long as it takes to address your needs and varying other amenities. A concierge-style doctor becomes your singular source for all things medical. Essentially, your very own physician becomes a trusted friend, advocate and is fully prepared to help you navigate the complex healthcare system. In the event of emergencies, hospital care is closely monitored, and specialists are personally briefed and debriefed by your physician.

In exchange for this enhanced access and personal attention, your doctor will receive a retainer fee which enables them to increase the amount of time they spend with you each year, no matter if you’re calling with the flu or on your way to the hospital because of a serious car accident.

Services you may receive may include guaranteed same-day or next-day appointments, no waiting time at office visits, in-depth medical evaluations, customized health care and lifestyle plans, around-the-clock access to your physicians’ cell phones, pager, and e-mail, coordination of care with specialists, and even house calls.

Direct Primary Care ([DPC](#)) is an emerging model that has gained some attention nationally in recent years. Sometimes referred to as "retainer practices," DPC practices generally do not accept health insurance, instead serving patients in exchange for a recurring monthly fee — usually \$50 to \$80 — for a defined set of clinical services.

### **What Is Direct Primary Care (DPC)?**

[e.g. Direct-Pay Medical Care; Direct Care, Etc.]

Collectively, [direct primary care](#) ([DPC](#)), sometimes linked to the term [concierge medicine](#), has more than a half million people on their roles, according to the *California HealthCare Foundation*. They highlighted five large direct pay practices that use the retainer model in an April 2013 report. These [direct primary care](#) patient rosters are estimations:

- Iora Health, with 2,400 patients
- MedLion, with 3,000 patients
- Paladina Health, with 8,000 patients
- Qliance, with 7,200 patients
- White Glove Health, with 40,000 patients via self-insured employers and 450,000 via health plans

[DPC](#) providers help keep costs low by avoiding unnecessary referrals and by referring mainly to specialists willing to offer significant discounts. Despite this advantage, the [DPC](#) model may be hampered by low awareness among health plans and primary care physicians, resistance from some insurers, and resistance from competing hospitals and specialists.

### **The Difference Between Concierge Medicine & DPC**

Direct Primary Care ([DPC](#)) is a term often linked to its companion in health care, 'concierge medicine.' Although the two terms are similar and belong to the same family, there

are contrasting differences as well as mirror-like similarities between direct primary care and concierge medicine. Let's take a high-level look at them here.

### **Similarities Between Concierge Medicine & DPC**

[DPC](#) practices are similar in philosophy to their concierge medicine lineage - as they employ a 'direct' financial relationship with patients to provide comprehensive care and preventive services for an affordable fee. However, DPC is only one branch in the family tree of concierge medicine.

[DPC](#), like concierge health care practices, remove many of the financial barriers to 'accessing' care whenever care is needed. There are no insurance co-pays, deductibles or co-insurance fees. DPC practices also do not typically accept insurance payments, thus avoiding the overhead and complexity of maintaining relationships with insurers, which can consume as much as \$0.40 of each medical dollar spent (See Sources Below).

### **Differences Between Concierge Medicine & DPC**

According to sources (see below) [DPC](#) is a 'mass-market variant of concierge medicine, distinguished by its low prices.' Simply stated, the biggest difference between 'direct primary care' and retainer based practices is that DPC takes a low, flat rate fee whereas concierge models, (although plans may vary by practice) - usually charge an annual retainer fee and promise more 'access' to the doctor.

"This primary care business model [[DPC](#)] gives these type of providers the time to deliver more personalized care to their patients and pursue a comprehensive medical home approach," said Norm Wu, CEO of Qliance Medical Management based in Seattle, Washington. "One in which

the provider's incentives are fully aligned with the patient's incentives."

According to *The Direct [Primary] Care Journal*, the first official news outlet for this marketplace, both health care delivery models are providing affordable, cost-effective health care to thousands of patients across the U.S., *The Direct Primary Care Journal* is also the only known organization that is officially tracking and collecting data on these practices and the physicians -- including the precise number of concierge physicians and practices throughout the U.S.

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*“Not only do I ‘like’ this but I’m grateful  
that we started our concierge care two  
years ago. It’s yet another degree of  
peace-of-mind ...’*

*Susan G. | Connecticut*



# HELPFUL RESOURCES

## **How To Locate A Concierge Doctor or Direct Pay Physician**

Until recently, people mostly based choosing a doctor on the personal recommendation of a trusted friend or relative. Now with the advent of social media, word of mouth marketing is changing from a spoken word referral to a social media link referral. To find a concierge medicine or direct care doctor near you, Concierge Medicine Today has created an iTunes and Android App, Concierge Doc, a free App and search engine resource to find and learn about concierge medicine and direct primary care in your area available at [ConciergeMedicineToday.com](http://ConciergeMedicineToday.com).

If you'd like to find a medical home, concierge physician or direct primary care and direct pay physician in your area or simply learn more about them, you will want to visit <http://www.ConciergeMedicineToday.com> or <http://www.DirectPrimaryCare.com>. If you are unable to locate one using these national directories, we recommend you call Concierge Medicine Today at 770-455-1650 and a representative will be happy to help you.

**New App Download Free, “Concierge Doc” on your – iPhone or Android smart phone!**

## **INDUSTRY NEWS AND INFORMATION**

### **Concierge Medicine Today**

Concierge Medicine Today (CMT), is the premier news and multi-media organization and the industry's oldest national trade publication for the direct primary care and concierge medicine marketplace. Their web site is the online destination for business, consumers and physicians to learn about the history of this industry, various business aspects of the marketplace, trends, breaking news and more that drive the conversation and generate the national buzz that concierge medicine and direct primary care is creating on a national and international level. For more information, visit: <http://www.ConciergeMedicineToday.com>.

## **RESEARCH, STATS, NUMBERS and MORE!**

### **The Concierge Medicine Research Collective**

The Concierge Medicine Research Collective is a research and data depository created by Concierge Medicine Today. The Concierge Medicine Research Collective is an independent health care research and data collection depository of the multimedia news and trade publication, Concierge Medicine Today based in Atlanta, GA. The Collective serves as an educational resource on all things concierge medicine and is geared towards those businesses, lobbyists, physician associations, health care advocacy groups and general consumers of healthcare who want to learn more about information available on the topic of concierge medicine.

The Collective works in partnership with Universities, physicians, associations, businesses, individuals and even medical schools to further advance the educational awareness and facts surrounding unanswered questions about concierge medicine care in the U.S. and Canada. For more information, visit: <http://www.AskTheCollective.org>.

## **INDUSTRY NEWS AND INFORMATION**

### **The Direct [Primary] Care Journal**

The Direct Care Journal (DCJ) is an independent online news reporting publication and trade journal utilizing journalists and dedicated writers who cover all facets of the direct primary care [direct care] industry. For more information, news or to locate a direct care doctor, visit:

[www.DirectCareJournal.com](http://www.DirectCareJournal.com)

or

[www.DirectPrimaryCare.com](http://www.DirectPrimaryCare.com).

Until just a few years ago, people mostly based choosing a doctor on the personal recommendation of a trusted friend or relative. Now with the advent of social media, word of mouth marketing is changing from a spoken word referral to a social media link referral. To join the National Directory of Physicians & Professionals, visit <http://www.ConciergeMedicineToday.com>.

### **About Concierge Medicine Today**

Concierge Medicine Today (CMT), is the premier news and multi-media organization that is the industry's oldest and most respected national trade publication for the concierge medicine and direct primary care marketplace. Our web site is the online destination for people and physicians to go deeper into the top stories driving the conversation and generating the national buzz about concierge healthcare and direct primary care. For more information, visit:

<http://www.ConciergeMedicineToday.com> or [www.DirectPrimaryCare.com](http://www.DirectPrimaryCare.com).

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Catherine Sykes serves as the Publisher and Managing Director of Concierge Medicine Today, an online news agency

serving all sectors interested in this emerging healthcare industry. Ms. Sykes is a healthcare and marketing professional bringing over thirty years of experience in marketing, product and operations development, network development and management to clients and businesses with which she serves.

Ms. Sykes has been responsible for development and implementation of numerous types of health care services products involving: medical/hospital, PHO, chiropractic, workers' compensation, dental, mental health, eldercare, concierge medicine and utilization management products and services. Her development efforts have been featured in the *Wall Street Journal*, *Business & Health*, *Employee Benefits News*, *Atlanta Business Chronicle*, *Business Atlanta*, *Managed Healthcare News*, *Bureau of National Affairs Reports*, *Chiropractic Economics*, *MCIC* and other prominent publications. Further experience includes: new market introduction of a large national HMO and numerous specialty provider networks; marketing responsibility for a major metropolitan business/medicine coalition to develop and market effective health care cost containment products/services under a Robert Wood Johnson Foundation Grant: Community Programs for Affordable Healthcare, and marketing and strategic planning responsibility for health care related marketing/advertising accounts. She has consulted with and served as an advisor to associations, corporations, non-profits, government advisory committees and other consultancies. Catherine has authored such titles as: *The Patient's Guide To Concierge Medicine*; *Why Choose Concierge Care* and more.

Ms. Sykes has been a featured speaker on health care issues at local, state and national forums. She was one of 15 managed care professionals invited by the American Chiropractic Association to participate in a national managed care summit to establish a Professional

Responsibilities Matrix Work Group. She was honored in 2004 by the Business Advisory Council of the National Republican Committee as a Georgia Businessperson of the Year in Washington DC. She is a member of the National Association of Health Underwriters, the National Association of Female Executives, and has held positions on the Board of Directors for the Atlanta Health Underwriters Association, several managed care networks, in addition to a number of United Way agencies and Christian ministries.

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**Michael Tetreault** serves as the Editor of *Concierge Medicine Today* (CMT) and *The Direct Primary Care Journal* (DPC Journal), digital news media companies and web site communities dedicated to broadcasting, reporting, researching, educating, highlighting, connecting, engaging and supporting physician entrepreneurs, employers, patients, thought leaders in medicine and healthcare investors.

Michael has expertise in the fields of healthcare, marketing, public relations, brand advocacy and cause-related marketing efforts, sales and as a brand manager. He is considered an expert in the field of concierge medicine and direct-pay healthcare and widely recognized as the industry's chief community builder, researcher and educator. Michael has authored such titles as: *Branding Concierge Medicine*; *The Five Entrepreneurial Laws of Marketing* and more.

Mr. Tetreault brings over 14 years of experience as a writer, journalist, speaker, marketing and public relations, sales and brand manager to CMT. Mr. Tetreault oversees all aspects of reporting, advertising, public relations, events, new business R&D and reputation management activities at these

organizations. Mr. Tetreault's marketing and business development efforts have been featured in: *Town and Country Magazine*; *Fox Business Network*; *American Public Media's, Marketplace®*; *NPR®*; *USA Today*; *Bloomberg News*; *Becker's Hospital Review*; *NBC News*; *Reuters*; *Gannett*; *The Chicago Tribune*; *CBS Money Watch*; *The American General*; *Fox Sports Net*; *Atlanta Business Chronicle*; *Dallas Business Chronicle*; *Wichita Business Journal*; *KERA Radio*; *Google News*; *Yahoo! News*; *Texas Medical Association*; *The Digital Journal* and many other prominent publications. Mr. Tetreault's previous experience includes serving as a public relations and fundraising consultant to non-profit organizations in which he provided marketing advice and fundraising expertise to their causes. He was also responsible for coordinating their community partnerships, charitable events, marketing materials, web-site development and media relations.

Among Mr. Tetreault's accomplishments is the creation of The Concierge Medicine Research Collective, a research data collection arm of CMT that partners with Universities, physicians, and legislators to survey a concierge physician population about various topics and he developed the concierge medical marketplace's first mobile (App) application, "Concierge Doc", which features an online directory of concierge and direct care doctors, breaking industry news, a complete history of concierge medicine, definitions, a storefront and more -- available for free on Android's Marketplace Store and iTunes. Additionally, he also created two community health care and volunteer programs, *The Go Fish Project* and *Healthy Town USA*. *The Go Fish Project* is a benevolence program in which health care providers donate time, money and services to designated charities each year. *Healthy Town USA*, is an event management program that provides opportunity for health

care professionals to volunteer and in turn connects them with world-class professional athletes. Under Mr. Tetreault's direction, these initiatives have developed marketing partnerships with: AARP; ADP; Dannon Yogurt; Habitat For Humanity; The United Way; Kaiser Permanente Health Plans; USAA Duathlon World and National Championships; ITU Duathlon World and National Championships; USA Triathlon; the Marine Corps Marathon and many others. Mr. Tetreault was the first public relations strategist to incorporate chiropractic health care services into the Marine Corps Marathon in 2003.

Mr. Tetreault continues to serve as a strategic marketing and public relations consultant for many professional organizations. Mr. Tetreault is a graduate of The Fund Raising School Program from the Center on Philanthropy at Indiana University Purdue University Indianapolis. Mr. Tetreault graduated Cum Laude from Lee University in Tennessee where he received two Bachelor of Arts (B.A.) degrees, Marketing/Advertising and Public Relations/Journalism. Mr. Tetreault is the recipient of the Inbound Marketing Certificate of Excellence by Inbound Marketing University, an award held by less than 2,000 individuals in the U.S., and is also a Certified Independent Marketing Advisor with DotComSecrets.

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