

You and I have a rare opportunity to join into a health care partnership that makes personalized treatment a reality for a group of select patients.

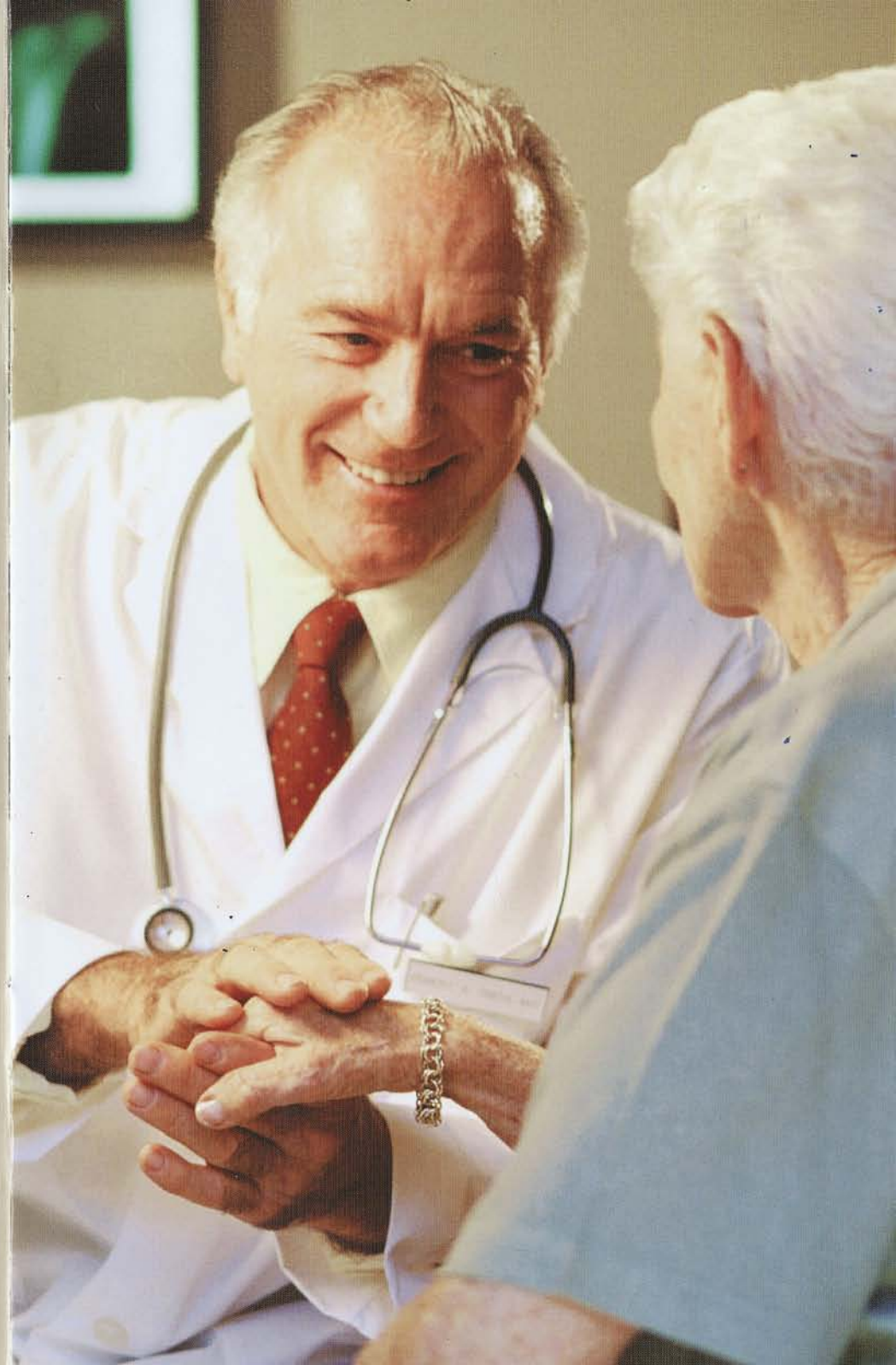
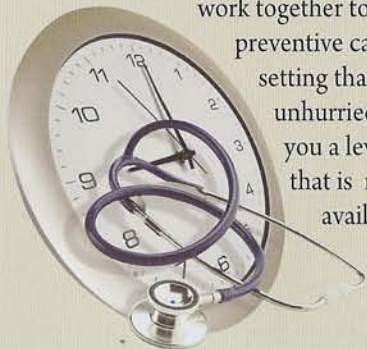
Introducing my new Concierge Program

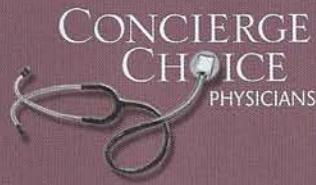
In today's office practice environment, most doctors have between 1,500 and 4,000 patients and see an average of 18 to 35 people per day. Patients have to wait for appointments, wait for the doctor and then see the doctor for a limited amount of time. You are no more than a number to most physicians. There is usually just enough time to deal with your immediate needs, but often there is little time to help with some of the larger issues that you face in managing your medical care.

I have been struggling with the challenge of offering great care and service, but at times, I am unable to give you the time you would like to spend with me. You should never feel like you are being treated like a number. My patients tell me that I offer great care, but now there is a way we can work together to focus on preventive care in a setting that is unhurried, and offers you a level of service that is not generally available.

The Concierge Choice Program

The new program option in my practice is dedicated to proactive, preventive care that is convenient and comforting. I will allocate a few hours each day exclusively for members of my program. Program membership will be initially limited to 150 patients, who will occupy about one-quarter of my practice time. During my concierge hours, I will see one or two patients per hour and will deliver an annual preventive screening physical examination and follow-up care. As a result, regular appointments will be available same day or next day and will generally begin on time! Follow-up visits can be scheduled during concierge hours or traditional hours for members. The advantage for members is more personal time with me for your medical care; more time for advice, advocacy and emotional support; and more time to help you manage all of your health care needs.





THE PROGRAM

The cornerstone of the program— The Comprehensive Screening Physical

Every patient in my Concierge Choice Program will receive an annual comprehensive physical examination that will help us create a wellness plan for you based on your individual needs. It will include elements that are beyond what regular physicals include.

You will receive:

- Annual health assessment
- Comprehensive annual screening examination
- Same day or next day appointments
- Convenient dedicated concierge office hours
- Appointments that generally begin on time
- Scheduled appointments for one to two patients per hour during concierge hours
- Extended, unhurried office visits
- Physician availability 24/7 by personal cell phone
- Dedicated office phone number
- Insurance claim facilitation
- CCP Medical Profile Device—an electronic device for carrying your medical information
- Physician-to-physician coordination of specialty referrals
- Medical information and health counseling for foreign travel
- A team approach to wellness and prevention



Contacting me is easy

An essential part of this program is your ability to reach me. You will receive my private cell phone number for calling me outside of office hours. During the day you will have a private telephone number for members only. I will take your calls in between appointments, so that I can be responsive personally to your medical questions and needs.

Enhanced coordination of referrals

What happens to you medically outside the office is as important to me and my staff as it is to you. We will help you coordinate your specialty care and diagnostic needs. Not only can we help schedule these

services, but we will follow up to get the results quickly and review them with you. When needed we will help you with specialist appointments.

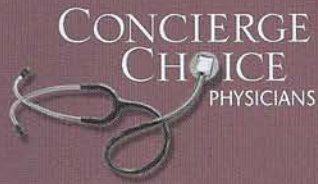
CCP Medical Profile Device

Members will be given a small USB memory stick with proprietary software that will contain a copy of important medical information including a copy of your annual physical, a list of medications and allergies, copies of laboratory results, diagnostic reports, and whatever information that could be extremely valuable in case of an emergency. The CCP Medical Profile Device is the size of a small package of gum and is updated each time you come to my office.

Travel and vacation needs

When you travel, we will help you with whatever planning you need, including the proper prescriptions and vaccinations. We will even contact other physicians to arrange care should you need to make a visit while you are away. Whether you are traveling internationally or domestically, remember, I am just a phone call away and I will respond promptly to help you.





THE TRANSITION

Personalized care

The Concierge Choice Program allows me to get back the kind of practice when doctors and patients had a very personal relationship, almost like a family member. I want to be there for you when you have to make tough personal and family decisions. It is a matter of trust, confidence and relationship, something I can offer with ample time in an unhurried practice setting.

How will the initial transition work in the practice?

After a brief transition period (usually two or three months), to allow me to handle all existing appointments, I will begin scheduling time each day to accommodate the patients who decide to join this new program. I will alter my regular office hours to accommodate this new program, but will continue to devote a majority of my time to the traditional patients. As a result, no one in my practice will be asked to leave. My patients will continue to receive the excellent care to which they have become accustomed.

If the demand for the program grows over time, I may consider increasing my time in the Concierge Choice Program.



When can I join?

You can join today. Memberships start on the first day of each month and are for a period of one year. I hope that my staff and I can talk more to you about this program. Because it is limited, at times I will have a waiting list.

How do I learn more?

I would be happy to talk to you by phone or in person to see if this program is right for you. In addition, you can call the toll free number to talk to a representative from Concierge Choice Physicians, who is helping me with the program.

Is there a fee for the program?

There is an annual fee for this service that is generally not covered by your insurances. It can be paid by check, credit card or automatic debit.

There are easy payment plans available, as well. For more details, please contact my CCP representatives by calling toll free 1-877-888-5565 or call the staff at my office.

Comments about Concierge Choice Physicians Program

- "Great doctor with a great staff. I am very pleased with the program!"
- "The physical probably saved my life. [The doctor] solved the problem and I avoided a possible heart attack or stroke. Thank you."
- "Whenever a medical problem arises, my doctor will see me that same day, or advise care, and sees me as soon as possible. I appreciate that."
- "The doctor's excellent care, I believe, has saved our lives. Thank God for concierge care."
- "The best, with additional testing to cover areas of importance. Very pleased with this service."