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Dear Patient,

We are writing this letter to inform you of an exciting change that we will be making to our Family Medicine practice. As of September 1, 2024, we will transition our practice to a fully membership-based Direct Primary Care/Concierge model.

In our membership-based model, you become part of a community of patients who've chosen to prioritize their primary care needs. Instead of paying monthly premiums, deductibles to an insurance company, copay and coinsurance for each visit, with unknown healthcare statement sent to you; you pay a monthly fee directly to your primary care physician. This fee covers a wide range of services, including preventative care, basic tests, and routine visits. With this model, your basic blood work is done in house, and discussed/treated the same visit. With this model, you have a direct relationship with your primary care physician, allowing for personalized care that focuses on your specific needs. By shifting the focus to primary care, the membership-based model aims to provide more comprehensive and accessible healthcare. With direct primary care, you have direct access to your primary care provider. You can schedule same-day or next-day appointments. This easy access allows for personalized, comprehensive care without the hassle of long wait times or multiple referrals. Additionally, insurance plans have restrictions on where the lab testing can be done, number of office visits, complaints, or services covered, limiting your access to care.

Being a part of our smaller, more connected patient panel, you will experience:

- Direct availability to provider through office visits and text throughout the year, as we create and implement a wellness plan based on your annual exam.
- Office visits where we can sit down address multiple concerns unhurried.
- Annual wellness exams with comprehensive screening focused on disease prevention, healthy aging and development of a health plan that works with your lifestyle and goals; and that plan will be supported with direct physician communication connection.
- Same or next day appointments that start on time, as well as a collaborative, personalized approach to improving and maintaining your optimal health.
- Ready assistance with scheduling appointments, tests, and procedures.

- Prompt prescription renewals.
- Same day basic in-house lab testing and results.
- Can still use insurance for prescriptions and specialty follow up if needed.
- Annual body composition.

What I am describing is the way medicine is supposed to be practiced. It is the way I was taught and the way I intend to continue practicing. This program enables me to be with you whenever and wherever you need me as your medical advocate. I am humbled by the trust you have placed in me. So, let us continue to work together, as partners, in optimizing your health while maintaining the independence that is so important to both of us. As our introduction, we are offering a discounted 1-year membership to our 1<sup>st</sup> 100 patients at \$999.00 (normally \$1500/annually).

If you are part of our compounded weight loss program and/or part of our aesthetic community, nothing changes for you. I am hoping that you will continue to be a part of our Practice. If you wish to discuss the details further, please feel free to call or visit our website.

Sincerely,  
Modern Family Medicine