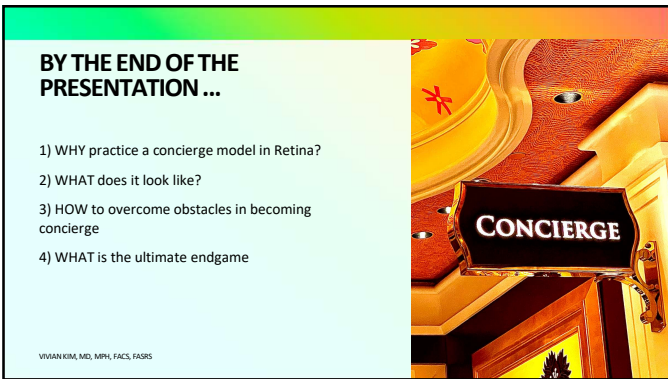


1



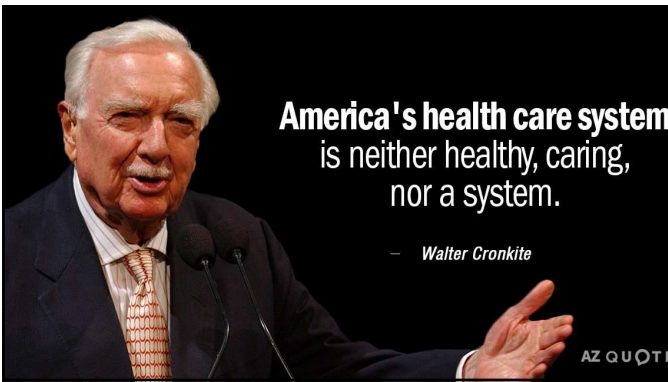
2



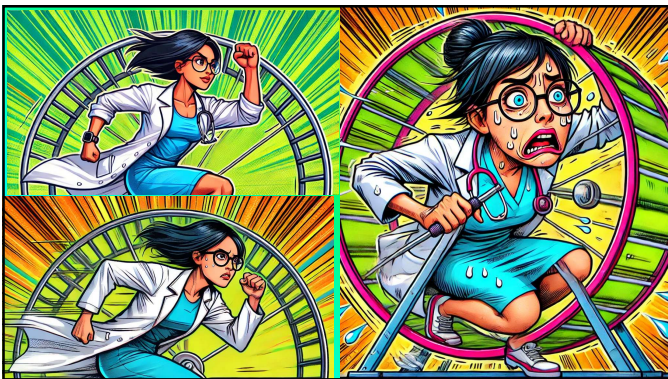
3



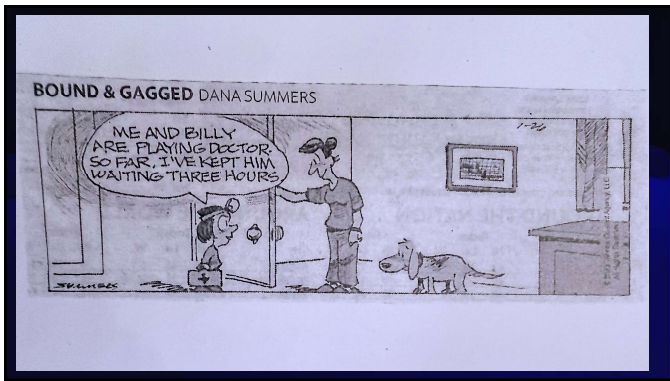
4



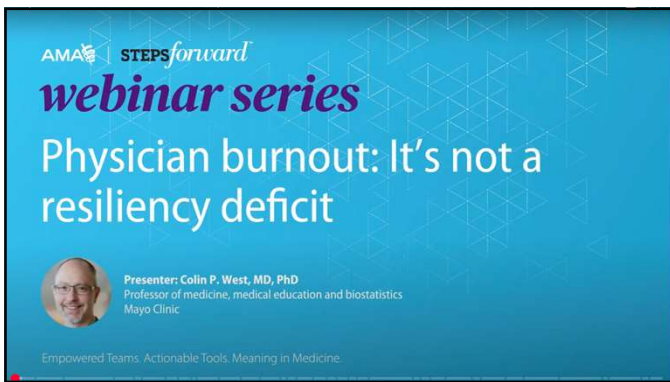
5



6



7



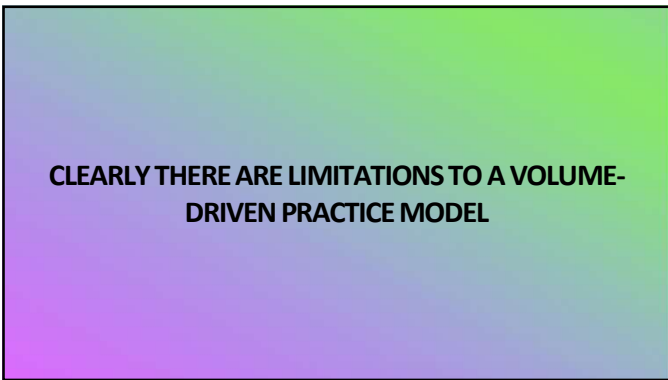
8



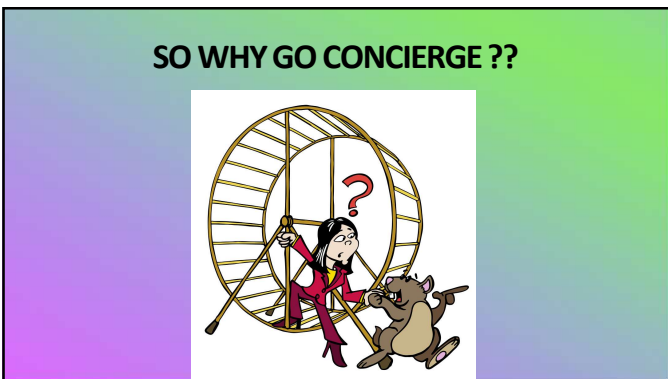
9



10



11



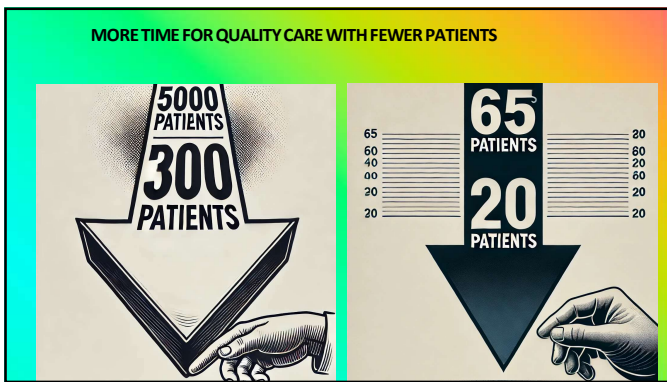
12

Considerations for a Concierge Conversion

- Care for Chronic diseases or diseases that can be prevented
- Reputation in your area of expertise
- Good Interpersonal relationship skills
- Awareness of the pain points in healthcare delivery from patient perspective
- Belief that Time and Attention assures better patient outcomes
- Desire for improved work/life balance
- Entrepreneurial MINDSET

13

MORE TIME FOR QUALITY CARE WITH FEWER PATIENTS

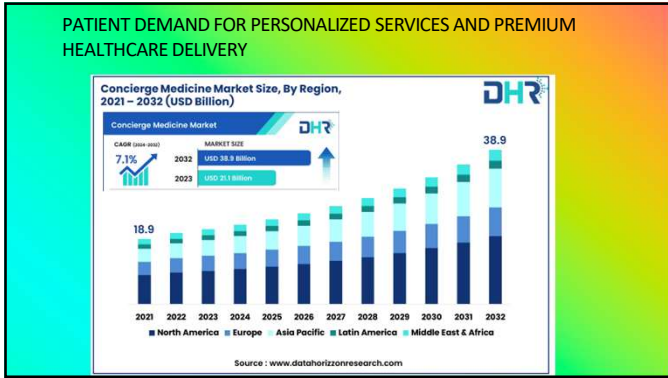


14

TIME AND ATTENTION LEAD TO BETTER HEALTHCARE OUTCOMES



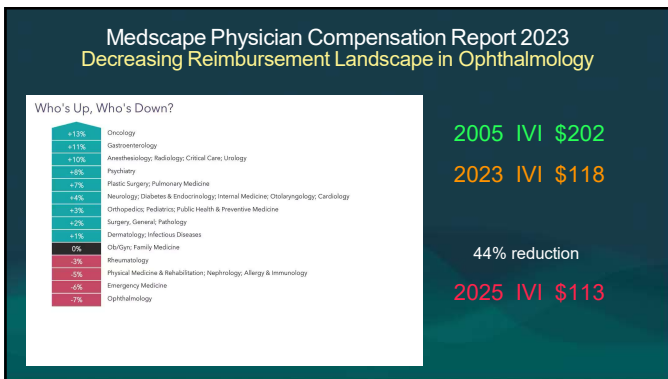
15



16

VARIABLE OPPORTUNITIES FOR REVENUE OUTSIDE OF INSURANCE-DRIVEN REIMBURSEMENT

17



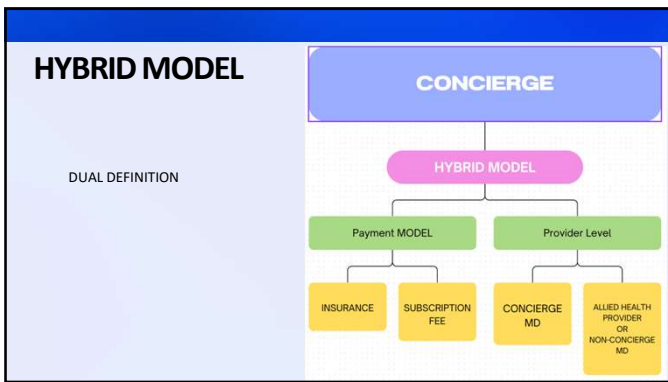
18

MULTIPLE CONCIERGE MODELS

QUERY TO CHATGPT

WHICH ONE TO CHOOSE?

19



20

TRANSITION CHALLENGES

Regulatory and legal considerations

SOLUTION: Understand the requirements of your insurance carriers' provider obligations and what is not covered by insurance ie. A wellness exam


WHAN IM, MD, NPPL, FACF, FAGS

21

TRANSITION CHALLENGES

FEW MODELS IN SURGICAL OR SPECIALTY FIELDS OF MEDICINESUCH AS RETINA.


We can learn from primary care practice models but this is not sufficient since they're not a procedural-based specialty.



22

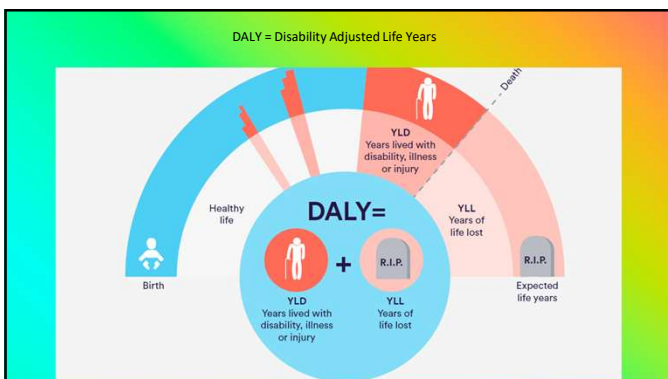
WHY CONCIERGE?

- Limitations of a volume-driven insurance based model
- more time for quality care with fewer patients
- variable opportunities for increased revenue outside of insurance-driven reimbursement
- patient demand for personalized services and premium healthcare delivery



WUHAN MD, MD, MPH

23




24

IS CONCIERGE RIGHT FOR YOU?

Are you wanting to provide a higher level of care than the standard?

Are you wanting a higher level of connection and relationship with your patients



GLASBERGEN

"Is this the coroner's office? I'd like to order an autopsy to find out what killed my ambition, enthusiasm and hope for a brighter tomorrow."

25

OVERCOMING TRANSITION CHALLENGES

1) Not many models in surgical or specialty fields of medicine

SOLUTION: Borrow or adapt from Primary Care and other industries outside of medicine

WUHAN WU, MD, MPH

26

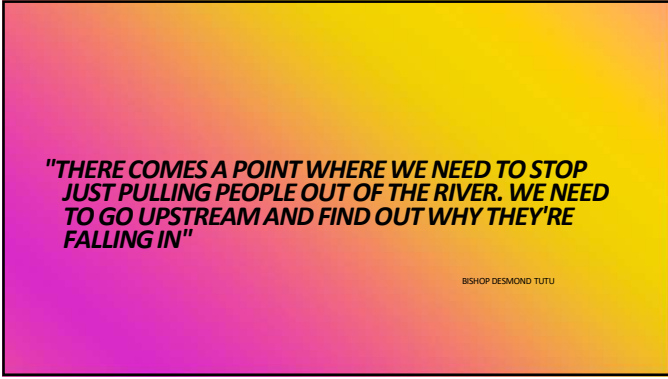
TRANSITION CHALLENGES

Overcoming guilt about exacerbating the physician shortage and access in an already stressed system

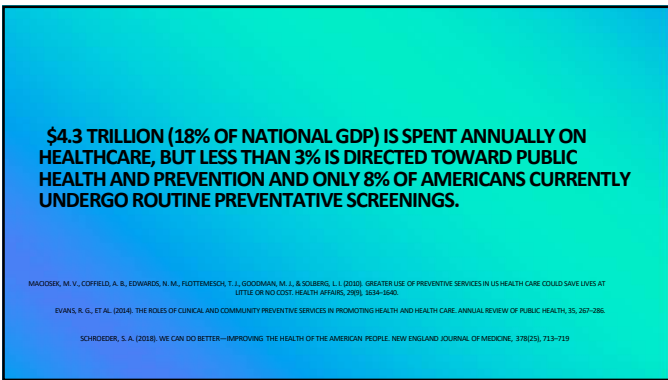
SOLUTION: Change your mindset regarding medicine's role in health...more proactive versus reactive. You are not the cause of the shortage.

WUHAN WU, MD, MPH

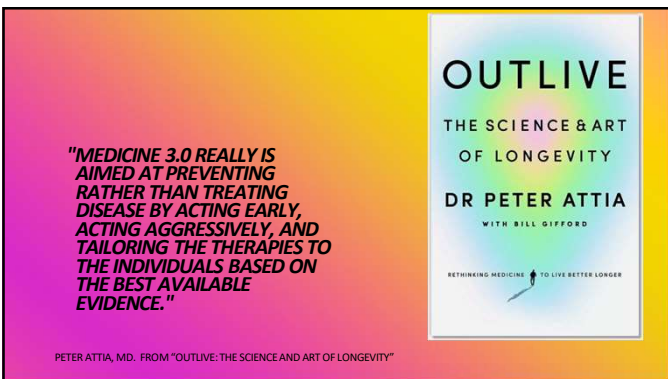
27



28



29



30

TRANSITION CHALLENGES

Communication challenges with patients

SOLUTION: Scripting and over-communication thru repetition and using multiple communication modalities. Through action, change what patients will accept as standard of care delivery. Rejuvenate the trust in doctors.

WYMAN KIM, MD, MPH, FACS, FASIS

31

TRANSITION CHALLENGES

Understanding how to add value to patient services

SOLUTION: Many different ways that can be personalized to the individual patient.
More time, more education, more scheduling flexibility, or alternative treatments...telehealth, webinars, home visits, technological wearables, genomics, etc

WYMAN KIM, MD, MPH, FACS, FASIS

32

TRANSITION CHALLENGES

...and what about surgical procedures?

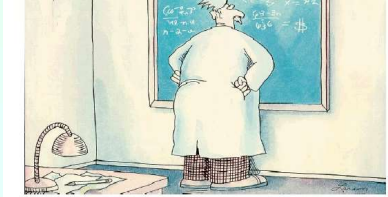
SOLUTION: Figure out how different membership models or subscription packages that address surgical or procedural needs

WYMAN KIM, MD, MPH, FACS, FASIS

33

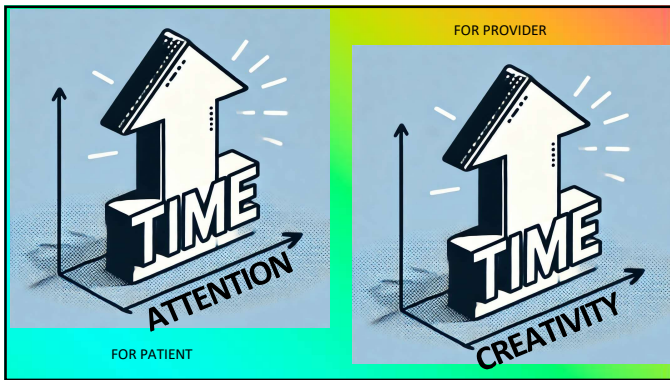
IS CONCIERGE RIGHT FOR YOU?

Are you ready to slow down?



“Einstein discovers that time is actually money” - Gary Larson

34



FOR PATIENT

FOR PROVIDER

35

NEW YORK TIMES BESTSELLER

Your Brain on Art

How the Arts Transform Us

Susan Magsamen and Ivy Ross

“Creativity is not just for artists—it’s a cognitive tool that enhances the ability to solve complex problems in any field.”

36



37

**IS CONCIERGE
RIGHT FOR YOU?**

Are you ready to put on your entrepreneurial hat, think outside the box, and think differently about healthcare delivery at a foundational level?

 A person's face is partially visible through a large, translucent, colorful hat that resembles a mountain range or a landscape. The hat is made of a material that looks like a thin, stretchy fabric, and it's colored with a gradient of purple, pink, and orange. The person is wearing glasses. The background is a soft, light blue and green gradient.

38

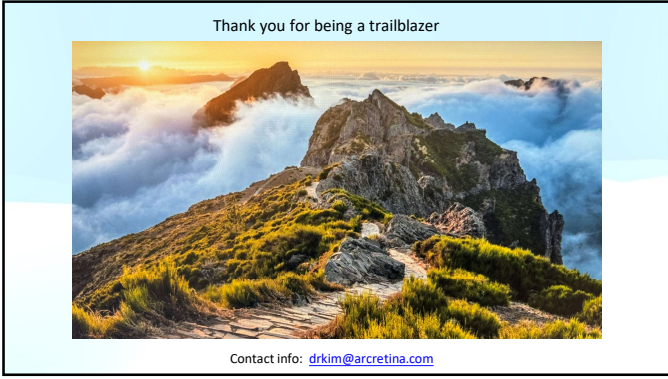
**ESSENTIAL ELEMENTS OF A SUCCESSFUL RETINA PRACTICE
DELIVERED THROUGH A CONCIERGE MODEL**

- Delivering a premium level of care
- Adding value to patients' membership
- Valuing relationship and connection
- Happy doctor, Happy patients

Change the culture of medicine one practice at a time through creativity and innovation nurtured by TIME not VOLUME

WHAH WMA, MD, MPH, FACO, FACS

39



40
