



# HOW RX4 GROUP CAN HELP A CONCIERGE MEDICINE PRACTICE(S)



Concierge medicine was initially marketed to affluent patients, who paid highly to have a personal physician on call 24/7. Cash-only practices emerged at around the same time as a more affordable alternative for middle- and lower-income patients, generally with high-deductible or no insurance. But these two approaches are now routinely merged into a single practice model. Whether it's called "concierge," "boutique," "retainer," "retail," "cash-only," "direct-pay," or "direct primary care medicine," different levels of service at different rates are commonly offered to appeal to

a variety of patients. But a move to concierge medicine presents two critical challenges. The first is holding onto as many patients as possible among those a practice already has as the business switches to a direct-pay model of care; the other is attracting and keeping new patients.

In recent times, the RX4 Group and its sister companies in The Adaptive Healthcare Network have solved issues and challenges in this area such as the following:

- › A new medical concierge practice is trying to assess which pricing and patient numbers model to adopt to gain the best success and return on investment over the long term.
- › A new concierge practice is looking to develop a video webinar and training package to help users to understand how to use their smart phone/tablet "app" and get the most from it.
- › An established concierge practice wants to investigate existing learning platforms for a more streamlined and effective system for encouraging better lifestyle choices through technology.
- › A Start-up concierge practice needs to evolve and effective system for capturing patient data and updating it easily via entirely user-friendly electronic means.
- › A team of two physicians and six RN's needs to have their business plan for a new concierge offering screened for strategic gaps and to determine its overall fiscal viability.

Call us on **310.736.4965** to discuss your specific needs and for a **FREE consultation** or email us at **info@RX4Group.com**.

