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Handbook of Concierge Medical Practice Design

Maria K. Todd

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In concierge medicine, physicians develop amenities-rich membership programs and collect a monthly or annual membership fee to pay for the amenities in addition to the medical services rendered. **Handbook of Concierge Medical Practice Design** examines the many considerations physicians must make prior to transitioning their practices into concierge services.

Maria K. Todd, a recognized expert in concierge medicine, branding, consulting, healthcare, marketing, medical tourism, planning, and physician practice administration, explains how to set up a concierge practice. She describes how this new business model affects workflow and outlines financial considerations?including managed care payer relations, the hybrid practice, and predictive modeling?to uncover the hidden factors that affect bottom-line performance.

The book supplies readers with models for creating a business plan and a strategy for transforming a practice into a concierge practice. It concludes by covering the legal aspects of creating a concierge practice. It includes patient acquisition and retention strategies as well as detailed plans for adding additional doctors and physician extenders, such as nurse practitioners and physician assistants.

The book provides sample employment contracts and advice on how to select and work with consultants. It includes chapters on business process re-engineering, workflow management, financial considerations, competitive analysis, developing a business plan, and how to market the new practice.

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