I love my life because it is less frenetic and my patients find me more relaxed and happy.

- Ron Ruden, MD
“I tend to think of it as an old-fashioned practice enabled by today’s technology and capabilities.”

-Dr. Dean McElwain
President & COO
Castle Connolly Private Health Partners
Today’s Healthcare Environment

The current healthcare environment has created unique challenges for physicians. A concierge (membership-based) practice model provides solutions to remove many of the barriers that physicians currently face.

Over half (54%) of physicians report at least one sign of burnout.

Physicians spend 27% of their time with patients.

Physicians spend 49% of their time on desk work.

One successful CCPHP practice showed an increase in net income of 102% in the first year.

A primary care physician would need <21.7 hours each day to provide all acute, chronic & preventive care for a panel of 2,300 patients.

In 6 months or less, 89% of health coaching participants met at least one health goal.

The concierge model can reduce ER & urgent care utilization.

Smaller physician panels mean fewer hospitalizations.

Hospital admissions increase as physician panel increases.
CCPHP offers a customizable concierge practice model that provides tangible benefits for both Physicians and Members.

**Physicians receive:**
- Majority ownership in a unique joint venture membership corporation, with no monetary investment
- Step-by-step operational procedures and streamlined protocols for conversion
- Comprehensive management of concierge Members
- A proven business model and leadership team with a track record of success
- Ongoing legal and regulatory expertise and services
- Extensive marketing and communications support including digital and traditional print media
- Reduced administrative demands for you and your staff
- Additional practice revenue opportunity
- Improved quality of life
- Staff training for your staff to ensure the “white-glove” treatment for your members

**Both Physicians & Members receive**
- A return to a stronger physician-patient relationship and a more personalized model of care
- Connectivity through CCPHP’s Member Services to over 50,000 Castle Connolly Top Doctors®
- An easy to use and HIPAA secure telemedicine platform
- Collaborative health planning utilizing the SENS Solution®
- Enhanced, connected communication through a variety of channels, including in-person, telephone, secure texting, email, and advanced telemedicine

**Members receive:**
- Same-day or next-day appointments
- Enhanced access to the physician
- Extended office visits
- Reduced use of specialty and emergency care
- Exclusive amenities designed to support health and wellness goals
- Innovative and personalized SENS Solution® Health Coaching and ongoing lifestyle management content
The CCPHP Conversion Method

CCPHP will work with you to customize a transition plan that works best for you and your patients.

Practice Conversion:

- In-depth practice analysis and detailed business planning, including customized program and pricing development
- Establishment of a joint-venture Membership corporation, including all legal contracts
- Creation of all documentation, Membership Agreements, and regulatory support
- Comprehensive patient and provider messaging, communications, website, social media, and search marketing strategy, as well as turn-key communications development
- Comprehensive staff training
- An advanced telemedicine platform
- Proven pre-implementation and conversion process

Practice Development:

- Ongoing training of office staff for best practices in a retainer-based environment
- Comprehensive Member-support services, including billing for membership fees
- Facilitation of SENS Solution® Health Coaching support
- Robust ongoing marketing and Membership promotional support to achieve full panel status and facilitate growth with additional providers if so desired
- Facilitation of nursing care coordination
- Affinity arrangements and discounts for wellness and related services
- Retirement and wealth transfer planning of Membership LLC organization
“It [the conversion] was an on-site, hands-on, continuous partnership-based relationship”

- Steven Schneider, MD
I have much more time to spend with my family. My three girls have me home for dinner every night.

-Bernard Schayes, MD
Every Castle Connolly Private Health Partners, LLC (CCPHP) Physician will have the ability to consult with and connect their Members to Castle Connolly Top Doctors® as appropriate.
Telemedicine is included

CCPHP’s telemedicine platform allows you to:

- Connect with your patients where they already are, in an interface they already understand
- Leverage telemedicine to offer patients convenience, while also optimizing how you spend your time
- Be up and running in minutes. It works on your phone and on the web. And yes, it even works with your EHR

The Spruce platform is available via application on mobile and tablet devices as well as via website ideal for desktop use.
I am aware of a new sense of freedom, of time to think and to contemplate patient-related matters.

-Paul Knoepflmacher, MD-
Wellness is a journey.

Health coaching improves participant well-being.

Let us be your guide.
The Castle Connolly Difference

Brand Leadership:
For more than 20 years, Castle Connolly Medical Ltd. has been a leader in helping patients find the best healthcare, most notably through the highly respected America’s Top Doctors® publications and online resources.

When physicians partner with CCPHP, they have a unique opportunity to leverage the leadership, innovation, and brand reputation that is associated with Castle Connolly to transform their practices.
Expertise:
CCPHP has a seasoned team of legal, regulatory, conversion and marketing experts that have converted and enhanced numerous practices. This wealth of experience provides great insight and flexibility into how we approach each practice, which ultimately leads to our outstanding success.
Collaboration:
Close collaboration with CCPHP preserves, protects, and optimizes the Physician-Member relationship. The pathway to achieve this partnership consists of robust conversion methodologies, flexible Membership options that promote a sustainable practice model, and value-driven, Member-focused programs.

Practice Conversion includes:

- In-depth practice analysis and detailed business planning, including customized program and pricing development
- Establishment of a joint-venture Membership corporation, including all legal contracts
- Creation of all documentation, Membership Agreements, and regulatory support
- Comprehensive patient and provider messaging, communications, website, social media, and search marketing strategy, turn-key communications development
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- Facilitate growth with additional providers if so desired
- Facilitation of nursing care coordination
- Affinity arrangements and discounts for wellness and related services
- Retirement and wealth transfer planning of Membership LLC organization
Customization:

A unique feature of CCPHP is our individualized approach to each practice conversion. Unlike other programs, we have a range of customized options for developing fees and establishing models. We will work with you to determine which approach best meets the needs of your practice.

- Create a Membership company on your behalf with no monetary investment required.
- Your patients are communicated with in a unique, genuine voice that accurately represents you and your practice.
- Avoid "corporate" feel that many other concierge companies convey.

George Liakas, MD
Castle Connolly

24/7 Connectivity - Preventive Focus - Personalized Approach to Care

Join us in a new model of care

For almost two decades there has been a practice, like a "small band in a big city." Practicing medicine has always been more interesting than "told." In this current healthcare environment, it has become more and more challenging to devote the time and attention for every single patient. It would be.

Consequently, as a continued service to my patients in a comprehensive way I enthusiastically look forward to a game of "nail and mouse" running from exam room to exam room and running hard to find longer lengths. This is true especially in the small to medium practice. A solution to this is a membership model.

I have chosen to collaborate with Castle Connolly Private Health Partners, LLC (CCPHP) to create a membership model.

George Liakas, MD

Membership Plans

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<th>Category</th>
<th>Yearly Fee</th>
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<tr>
<td>Under 50</td>
<td>22,999</td>
</tr>
<tr>
<td>Under 50</td>
<td>22,999</td>
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</tbody>
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Payment options include:

- Semi-annual
- Biannual
- Quarterly

Relax with a 2.5% processing cost applied to each payment.

Monthly payments require free availability with 420 payments.

To learn more, visit our website:
www.tobaccofree.com

To learn more about the innovative CCPHP approach, please call (212) 367-1950, email info@ccphp.net, or visit www.ccphp.net
References: