

CASE STUDY: TRANSFORMING A PRACTICE THROUGH CONCIERGE MEDICINE

How a physician can move from financial strain & burnout to a thriving, sustainable practice model.



BACKGROUND

Dr. E operated a traditional primary care practice with 2,000 active patients. Despite his dedication, the demands of volume-based care left him overwhelmed:

- **Annual income:** \$270,000
- **Workload:** 60+ hours per week, including nights and weekends
- **Patient experience:** Long wait times, rushed visits, limited access

Dr. E sought a model that would allow him to deliver higher-quality care, **regain control** of his schedule, **achieve financial sustainability** and extend his practice another 10+ years.

Transition to Concierge Medicine — In 2021, Dr. E transitioned his practice to a concierge membership model.

KEY STEPS INCLUDED:

- **Patient panel restructuring:** Reduced from 2,000 patients to 400 committed members
- **Membership pricing:** Transparent annual fee structure that emphasized value and access
- **Operational redesign:** Streamlined scheduling, direct communication channels, and personalized care plans
- **Cultural shift:** Focused on deeper relationships, preventive care, and proactive health management



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