

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.

MYCARE MEDICAL
CONCIERGE



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

PRACTICING TRADITIONAL VS. CONCIERGE MEDICINE

Metric	Before (Traditional Practice)	After (Concierge Program)
Active Patients	2,000	400
Annual Income	\$270,000	\$550,000
Hours per week	60+	24-30
Workload Reduction	N/A	Greater than 80%
Patient Experience	Rushed, Transactional	Personalized, High-Touch. Accessible

IMPACT FOR DR. E

- **Financial Growth:** Income more than doubled, rising to \$550,000 annually
- **Lifestyle Balance:** Workload cut by over 80%, freeing time for family, research, and personal wellness
- **Professional Fulfillment:** Ability to practice medicine the way he envisioned

FOR PATIENTS

- **Enhanced Access:** Same-day or next-day appointments
- **Quality of Care:** Longer visits, preventive focus, and personalized health strategies

KEY TAKEAWAYS

- **Concierge medicine is not about fewer patients—it's about deeper care.**
- By reducing panel size, physicians can **increase income, reduce stress, and elevate patient satisfaction.**
- Strategic planning and clear communication are critical to a successful transition.



**FOR MORE INFORMATION PLEASE CALL OUR
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