

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



1785 Northpointe Parkway | Lutz, FL 33558 | (813) 755-9711

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 Physician Development team
MyCare Concierge
conciiergeinfo@mycare.us | (813) 755-9711