

Access Medical Group (AMG) - Referral Partner Network – Program Overview

A Shared Visibility & Referral Collaboration for Independent Practices

Introduction

Independent medical practices provide excellent care but often lack the visibility, referral connectivity, and marketing reach of large health systems. Access Medical Group (AMG) was created to close that gap — **without consolidation, ownership transfer, management control, or loss of clinical independence.**

AMG functions as a **referral awareness and shared visibility network**, connecting independent practices through coordinated marketing exposure, patient-facing education, and voluntary referral pathways. Participation is collaborative, non-exclusive, and **involves no fees, payments, or financial exchange of any kind.**

The AMG Vision

AMG exists to strengthen independent medicine.

By improving visibility, coordination, and patient awareness, AMG helps independent practices compete — **together** — without giving up what makes them independent.

What AMG Is — and Is Not

What AMG *Is*

- A network of independent medical practices
- A shared **marketing and visibility platform**
- A **referral awareness connector**, not a gatekeeper
- A patient-facing brand that improves trust, clarity, and discoverability

What AMG *Is Not*

- Not a hospital system
- Not a management services organization (MSO)
- Not a staffing company
- Not a billing, collections, or revenue-sharing entity
- Not a clinical decision-maker
- Not a referral-for-payment or referral-for-remuneration arrangement

Each practice retains full ownership, clinical autonomy, staffing control, payer relationships, and independent medical judgment.

What Referral Partners Receive

1. Website Visibility & Public Listing

Referral partners are featured on AMG's public-facing website as affiliated clinics and **preferred referral partners within the AMG network**. This includes:

- Practice name, specialty, and services
- Location(s) and contact information
- High-level guidance on when referrals may be appropriate
- Ongoing visibility as part of the AMG network

Preferred referral partner status reflects **network inclusion and visibility only** and does **not** create any requirement, exclusivity, or guarantee of referrals.

2. Shared Marketing & Brand Exposure

AMG runs coordinated marketing initiatives that highlight affiliated clinics across shared channels, including:

- AMG website features
- Social media spotlights and mentions
- Patient-facing educational content directing individuals to appropriate levels of care

Rather than each practice advertising independently, AMG creates **collective, medical-only visibility** that benefits all participating partners.

3. In-Clinic Advertising Network

AMG operates an in-clinic digital advertising network across participating Access Urgent Care locations and, when mutually agreed, within referral partner clinics.

Referral partners may be featured through:

- Rotating digital displays
- Service highlights and specialty awareness
- Educational prompts encouraging appropriate follow-up care

All in-clinic advertising content is limited exclusively to AMG-affiliated medical practices and services. No third-party commercial advertising, sponsorships, or non-medical promotional content (e.g., retail, restaurants, consumer brands) is included.

Subject to mutual written agreement, AMG may professionally install and maintain television displays within participating clinics for the sole purpose of displaying shared, non-clinical, AMG-member content. Such displays:

- Are informational and marketing-focused only
- Do not interfere with clinical operations or patient care
- Do not grant AMG any ownership, control, or operational authority within the clinic
- Involve **no fees or remuneration**, unless separately agreed in writing

4. Referral Awareness & Connectivity

AMG facilitates **referral awareness**, not referral direction or mandatory routing.

This includes:

- Helping AMG-affiliated clinics understand what services referral partners provide
- Listing practices as preferred referral partners within AMG's internal referral awareness materials
- Encouraging appropriate referrals based on specialty, geographic proximity, availability, and patient convenience

All referrals:

- Are voluntary
- Are based solely on independent clinical judgment
- Preserve full patient choice
- Are never required, guaranteed, or exclusive

5. Immediate Imaging Access (When Clinically Appropriate)

When clinically appropriate, AMG providers can obtain same-day X-ray imaging for their patients by simply calling in or submitting an order to any participating Access Urgent Care location. The patient may then walk in and receive imaging essentially immediately—without prior authorization delays, scheduling backlogs, or emergency department visits.

This streamlined access allows for:

- Rapid diagnosis and treatment decisions, often within the same day
- Reduced emergency department utilization and associated patient costs
- Improved patient satisfaction by eliminating imaging delays and referrals
- Preservation of continuity of care within the independent practice network

All imaging is performed promptly, with clinical interpretation, follow-up, and ongoing management remaining the responsibility of the ordering provider.

Financial Structure

Participation in the AMG Referral Partner Network:

- Requires **no fees**
- Involves **no revenue sharing**
- Includes **no payment or remuneration for referrals**
- Is **not tied** to the volume or value of services

Each party bears its own internal costs. The relationship is intentionally structured as a **mutually beneficial, non-financial collaboration**.

Compliance & Independence

AMG is structured to comply with all applicable federal and state laws, including:

- Anti-Kickback Statute
- Stark Law
- State fee-splitting and patient solicitation laws

Key safeguards include:

- No mandatory or exclusive referrals
- No exchange of money or items of value
- Full preservation of patient choice
- No clinical control, influence, or management

Who Should Join AMG

The AMG Referral Partner Network is ideal for:

- Independent specialty practices
- Primary care clinics
- Imaging centers
- Behavioral health providers
- Therapy and rehabilitation practices

Practices that value independence, ethical collaboration, and shared visibility — without consolidation — are the best fit.

Getting Started

Joining AMG is straightforward:

1. Execute the AMG Referral & Advertising Network Services Agreement
2. Provide basic practice information and branding assets
3. Go live on the AMG website and shared visibility platforms

No onboarding fees. No long-term lockups. No exclusivity.

*Access Medical Group (AMG)
A collaborative network for independent care*