



Membership-based medicine is the next big thing in primary care

Concierge medicine is booming—and with good reason. It's not just about the financial benefits, although they are certainly impressive. Membership-based medicine also allows physicians to take a more proactive, prevention-focused approach to care, with a strong emphasis on wellness.



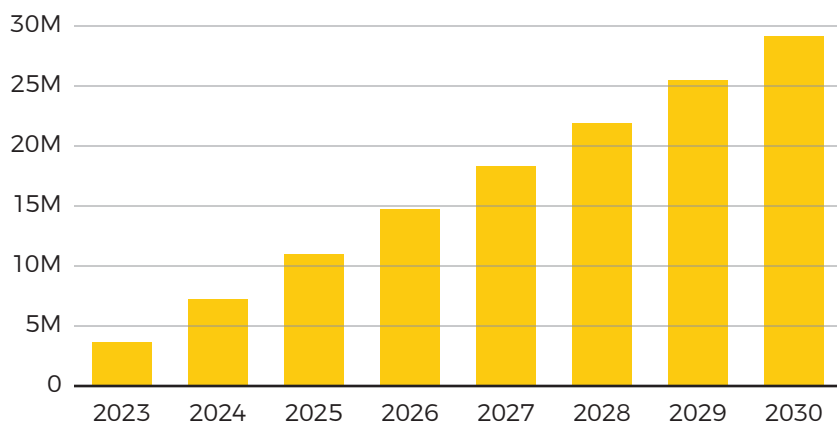
Membership-based medicine is becoming more common

The statistics speak for themselves: membership-based or concierge medicine is projected to be a \$10 billion business opportunity by 2028. There are many reasons for this rapid spike, including growing consumer demand for a model that focuses on helping patients live healthier lives and offers greater availability to their doctors, who will be there when they need them.

A significant portion of this demand is driven by baby boomers who seek to live well as they age. With 10,000 baby boomers turning 65 every day until 2030, the appeal of membership-based medicine will only continue to grow. While baby boomers represent a significant portion of demand, patients from all walks of life are seeking membership-based care.

Of course, the opportunity for physicians to establish higher, recurring revenue while spending more time with their patients is also a part of the growth of concierge medicine. In recent years, physicians who joined the SignatureMD network and implemented one of the company's flexible conversion models typically added new revenue streams of more than \$400,000 on average.

Membership-based medicine is projected to be a **\$10 billion business** driven by rapid increase for demand.



Projected additional demand opportunity based on 10,000 baby boomers turning 65 every day until 2030.

The goal:
helping patients
live better, longer.

As today's patients continue to demand more than reactive sick care, physicians have a remarkable opportunity to make a change. Right now, more physicians are moving to a membership-based medicine model than ever before. The key is finding the right model to make the process as seamless and as profitable as possible. You don't want to miss this seismic shift in how America practices medicine.

Membership-based medicine is also good medicine

Numbers are great, especially when they are tied to growing revenue. But let's go beyond the numbers for a moment and focus on what matters even more—providing quality care to your patients.

For centuries, doctors and medical professionals were seen as outlets to treat illness, injury, and disease in a strictly reactive fashion. Only in recent decades have physicians and patients begun to recognize the vast benefits of proactive care. While changes in a patient's health can always happen suddenly or unexpectedly, the physicians who follow a membership-based medicine model do things differently.



More revenue, greater profitability, and higher patient satisfaction—these are all reasons why membership-based medicine is simply good business.



I can truly say, when you look a year later, after their conversion, the changes we've made in their health in that one year's time frame was really dramatic. It's not that I'm a different doctor now than I was then, it's not that I suddenly became smarter. That investment in time allowed me to make a really dramatic improvement in their health.

Dr. Leila C. Morris
SignatureMD-affiliated physician

Be proactive, not reactive

The concierge physicians who join SignatureMD's expanding network have the freedom and ability to follow a more proactive, prevention-focused approach to practicing medicine. Time and again, we've seen that an upfront investment in wellness can lead to more favorable long-term health outcomes with less overall health expenditures—a win-win for everyone.

Membership-based medicine allows physicians to build deeper relationships with each patient and get to know the whole person, so you can help prevent health issues rather than merely treating them after the fact. Practicing medicine takes on a whole new meaning when proactive care is part of the picture.

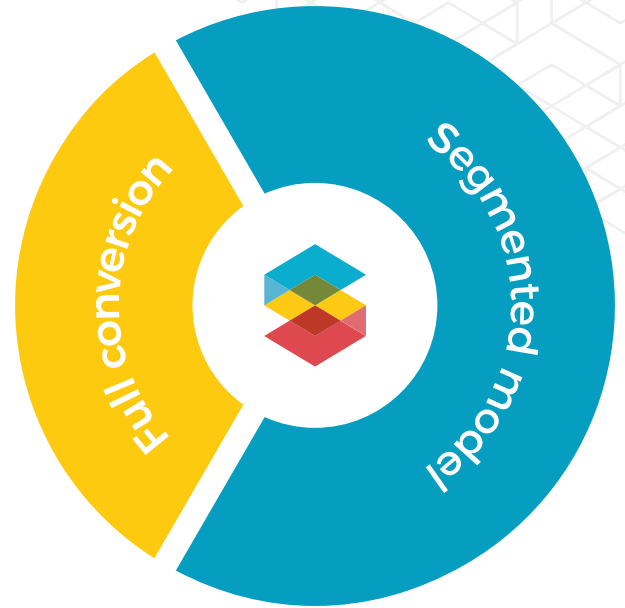
SignatureMD: A new approach to membership-based medicine

Every concierge medicine company operates differently, and so does every primary care practice. Unlike most companies, SignatureMD does not limit you to a single type of conversion model or offer cookie-cutter models that may not work for you.

SignatureMD is one of the nation's leading membership-based medicine companies because we offer the choice of a more flexible, attractive, and financially rewarding model. You don't have to make your practice fit our model—instead, our segmented conversion model is designed to fit your practice.

By partnering with SignatureMD, physicians typically double or even triple their take-home earnings. How do we make this happen? Because our flexible model allows you to *retain current income* from existing patients who choose not to enroll, while you *gain new income* from patients who upgrade to the concierge program as well as new patients attracted by a higher level of service.

If you wish, you can even evolve your practice to a full conversion model over time. Flexibility is the name of the game.



Benefits of the SignatureMD segmented conversion model



Lower risk with high reward



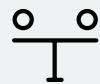
Custom-designed to meet your specific needs



Keep your entire patient base while adding a new revenue stream from concierge members



Focus your time on caring for a few hundred program members while overseeing a physician extender's care of non-member patients



Regain control of your practice and your life

Reasons to partner with SignatureMD

If you're like so many physicians—burned out, bogged down by administrative duties, and without enough time to truly connect with your patients—SignatureMD has the solution. You can stay ahead of the curve and reap the many rewards of converting to a membership-based medicine model by partnering with us.

Financial gain

The new revenue stream gained by using SignatureMD's personalized care model (in recent years, physicians typically increased membership revenue by over \$400,000 on average) provides financial security and peace of mind that your practice is well-positioned to thrive.

Work-life balance

With financial security comes the ability to see fewer patients each day, reducing your workload (typically by 25% or more) and dramatically improving your work-life balance. A more successful practice, more meaningful connections with patients, and less work? It sounds too good to be true, but membership-based medicine and SignatureMD can make it possible.

Intellectual satisfaction

Gain the freedom and time to practice medicine to the very best of your abilities—the way it was meant to be practiced.

Independence

Financial security and patient loyalty allow you to remain independent, despite reimbursement cuts or whatever other challenges come your way.

Customized approach

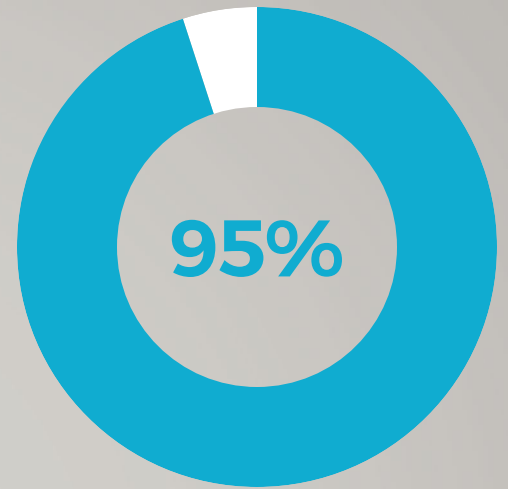
Standard conversion models are just that—standard. SignatureMD spends time carefully listening to your objectives and develops a conversion program that meets your unique needs and checks every box.

Valuable retirement asset

SignatureMD will partner with you to sell your practice, so you can be financially rewarded for the practice you built and be assured that your patients will be well taken care of.



Don't miss the next big thing in primary care—95% of concierge physicians who switched to a membership-based medicine model are satisfied and would make the same decision again.*



With nearly fifteen years of conversion expertise, and an extensive cache of tools and resources to continue to help your practice grow and thrive, SignatureMD has helped more than 200 physicians across the U.S. achieve greater wealth and more satisfying lives—all while creating the more personalized healthcare experience their patients had been longing for.



Now it's your turn. Contact SignatureMD today to learn how you can prosper in our flexible segmented conversion model.

**Call 866.883.8859 or visit
SignatureMD.com/learnmore**



*According to the AARP, *Physicians Practice*, and *Concierge Medicine Today*.