

## What is Excluded from Your Membership Fee?

Cost for medical & diagnostic services not covered by your insurance plan. (Copay, Coinsurance, Deductible.)

## Getting Back What We Lost - Taking Control



It's been particularly disappointing, watching the evolution of healthcare over the years, from one in which doctors provided an unusually high level of personalized medical care, to a high volume, impersonal, watered down, assembly line practice, that has been required to remain even marginally profitable under the present U.S. health care payment system monopolized by insurance companies who wield enormous power, even to the extent of controlling the type and cost of care you receive.

*"Doctors can't practice good medicine if the insurance companies tie our hands. Their kind of one-size-fits-all approach can be a real detriment to good care. They are making a strong push to limit patients' ability to make decisions themselves." says Dr. Weinstein.*

We know your health will benefit from this type of practice, & we hope that you appreciate our efforts to preserve the quality that you expect from us & will continue to support us by participating in our new membership practice model. We are readily available to answer any questions that you may have about this new & exciting program, so give us a call & we will be happy to talk with you over the phone, or if you prefer, the next time you are in for an office visit. Don't forget to check out our new "Personalized Choice" page at [www.primehcp.com](http://www.primehcp.com) or Dr. Adam Weinstein's site at [PlantStrongDoc.com](http://PlantStrongDoc.com).

## Healthcare Reform Influence on Services



Debates in Washington about healthcare have prompted many of us to ask the question: "What do patients and doctors (not insurance companies or politicians) really want in our healthcare delivery model?" Rather than wait for what version of watered down medicine, they come up with, many doctors across the nation, have independently developed a patient friendly, consumer driven solution that fits the bill and puts control back into your hands with an emphasis on respecting the doctor patient relationship & maintaining quality.

## Who would benefit?



Our practice works best for those who want to take control, be active participants in the nationwide movement toward consumer-directed healthcare & who want to optimize their healthcare, be healthy, always feel good and want to have personalized, affordable, quality healthcare from a doctor they trust with their life.

## Why is Nutrition & Lifestyle so Important?



We have seen in ourselves & our practice that diseases such as high blood pressure, high cholesterol, type2 diabetes & obesity are often improved & cured when the patient has the proper guidance on what to eat. Unfortunately there is a lot of misinformation on the definition of what constitutes a proper diet. We will set the record straight, & help guide you to make the correct personal choices.

We hope to make your diet the center of your wellness program & through regular monitoring, will help you to attain your goals to good health & longevity.

Research has shown that people who embrace a predominant Plant Based Diet have less cancer, diabetes, high blood pressure, high cholesterol, heart attacks, strokes & generally have more energy. We also believe this to be true.

## Membership Fees

### Monthly Fees:

We accept credit cards, debit cards, cash, checks and automatic fund transfers for your annual fee and any incidental fees incurred during your visit.

We think that our fees are reasonable and in line with many other personal services that you may be paying each month such as entertainment, cell service, internet access, cable television service, health club membership, personal hair care services, and some over the counter medications etc.

We hope that you value your health and your doctor's time and advice as much as any of the above items.

As the saying goes, "If you have your health, you're a rich man". You cannot afford to not be in our practice and you cannot afford to be sick, even with insurance.

### Membership Qualifications:

1. A checking account or credit card in good standing.
2. A 10% discount to each additional member of the family.
3. An annual contract is required, however a patient can resign from our practice at anytime & the fee for any unused months (less the cost of any used non covered services) will be refunded. A thirty (30) day written notice of cancellation is required

**NOTE: PCMH Membership panel size is limited and is available on a first come first serve basis. To secure a spot in our practice and insure that Drs. Phillip & Adam Weinstein can continue to be your doctors, please call, as soon as possible, to sign up for one of our memberships.**

# Membership Information



## Patient-Centered Medical Home

## Care Beyond the Usual & Customary

By  
Prime Healthcare Providers

DR. PHILLIP WEINSTEIN  
DR. ADAM WEINSTEIN

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Web Site: <http://PlantStrongDoc.com/>

### Are you looking for an experienced doctor who

- Will see you promptly when you're sick?
- Will return your phone calls & be available after hours?
- Will listen intently to your complaints?
- Will be thorough in their examination?
- Will explain & coordinate your care with specialists?
- Will give you longer office visits?
- Will be a physician you can trust & who cares about you?
- Will treat you with respect?
- Will see you themselves & not through a physician extender such as a NP or PA?
- Will share with you the wisdom gained from many years of experience?

If you are, I think you will like what we have to offer.

### About Us

We are a father and son, Membership Medical Practice that

- Combines the latest in modern technology with traditional values
- Promotes wellness & longevity with a special emphasis on lifestyle, diet & nutrition.
- Approaches each patient with Commitment, Compassion, Candor & Common Sense.
- Provides comfort, convenience, satisfaction, & the very best medical care.
- Participates with Medicare & many insurance plans
- Offers discounted fee for service rates for those without insurance or for those paying out of network.
- Delivers a newly evolving primary care practice model designed to help bring order to the challenges we face in our ever changing, volatile healthcare environment.
- Provides a "Patient Centered Medical Home" - our program of enhanced services & personalized care.



### Patient Centered Medical Home (PCMH)



- Founded on the principle of continuing to give you more personal choice in what level of care & services you receive and how they are delivered, to enhance the patient experience.
- Fills the void left by what today's insurance has taken away from the consumer – Quality & Personal Choice to build strong & rewarding personal relationships.
- Provides an array of desired non-covered medical services and exceptional care beyond today's definition of the usual and customary.
- Maintains the additional time & effort needed by your doctor, to specialize in you and your family – this is what separates us from the rest of the medical community.

- Allows us to continue to pay particular attention to your healthcare needs and give you more care & attention, to help manage both small and complex medical problems.
- Allows you to be as healthy as possible, for as long as possible, at an affordable price.
- Returns services that we used to expect from our doctors & that have been taken away. It's time we got back to how things used to be & regain "Quality & Personal Choice".
- Offers you a more ideal and thoughtful approach to medicine respecting the doctor patient relationship.
- Access to many essential & non-covered services that are not paid for by insurance companies.
- Unique practice philosophy, which places a strong emphasis on healing your conditions using diet and nutrition with improved access to modern medical technologies.

### Why Is There A Membership Fee?

- A fee is the best way to continue to support the intensive services that we now provide & preserve the standard of care that you deserve & have come to expect from us.
- It is the new trend in primary care that preserves the sanctity of the doctor patient relationship.
- We do not want to compromise our ideals, & to resort to a factory, assembly-line style of practice (6 minutes per patient) that would severely limit our face-to-face time with you, as meaningful patient interaction is important to us & is why we became doctors in the first place.
- Allows us to continue to participate in your insurance plans & bill them, in the traditional way, for any covered services that we may render as your membership fee is only for those non-covered insurance services that are beyond the usual & customary in any medical office.
- Allows us to focus our care on a fewer number of patients with a higher level of personalized service for each.
- Allows us to continue to focus on keeping you healthy for as long as possible, with the fewest pharmacological agents & without the need for frequent hospital admissions, allowing you to attain longevity.
- Most concierge practices charge an annual fee in the \$1600 to \$2400 range but with fewer services. Our philosophy is to give you a Cadillac service for a Chevy price, so we are including in our plan, many more benefits for 1/2 the price. That's right - more value for less money.
- As a courtesy to our existing patients who wish to make the transition to our membership practice, we are pleased to offer a 30% discount for the first 600 patients who sign on. This offer will expire after December 31, 2012.



### What is Included In Your PCMH Membership Fee?

**\*\* These services are NOT covered by insurance \*\***

- Free Initial Consultation (*for new patients only*)
- Annual Comprehensive "Executive" Preventive Physical Exam & Wellness Program
- Annual Screening Imaging Studies (*Body Composition, Carotid Imaging CIMT Test, & Bone Density Test.*)
- Personalized Programs: *Longevity, Heart Attack & Stroke Prevention, Diet, Weight Loss & Nutrition with Books & Support Materials - Focused On*
  - Healing and Prevention with Fewer Medications
  - Modern Technologies
  - Diet and Nutrition (Plant Based)
- Discount Fee for Service Option

Members of our practice also take advantage of the many other unique amenities & conveniences that we offer at no additional charge to include:

- Time Saving Features (*respects your schedule & time*)
  - Improved access to care with same day appointments & Convenient Office Hours makes us available when you are in need
  - Appointments Start On Time/Less Time Waiting
  - Keep You Healthier & Out of the Hospital
  - Multiple Problems Addressed at One Sitting
  - Send Your Prescriptions to Pharmacy Electronically
  - Email Communications
  - Computers & Internet Access in Each Exam Room
  - In House Diagnostic & Treatment Services with Certified Vascular Lab
- Attention to Detail with Quality, VIP Service
  - Spend More Time With your Doctor
  - Well Trained Doctor who cares about you
  - Doctor Only Care - no PA or NP
  - Calls Returned Promptly Same Day
  - Limited Number of Patients in Practice
  - Written Visit Summaries
  - Patient Education Materials
  - Electronic Medical Records
  - Disease Management Programs
  - Notify You of All Test Results by Mail or Phone
  - Global Medical Travel Support
- After Hours Coverage
- Specialist Care Coordination
- Hospital Care Coordination
- Enhanced Administrative Services
  - Appointment Reminders
  - Fax Refill Requests
  - Electronic Insurance Filing
  - Telephones Answered by Humans
  - Social Media - Facebook and Twitter Accounts
  - Email Communications
  - Patient Advocacy Help Desk for Insurance Denials