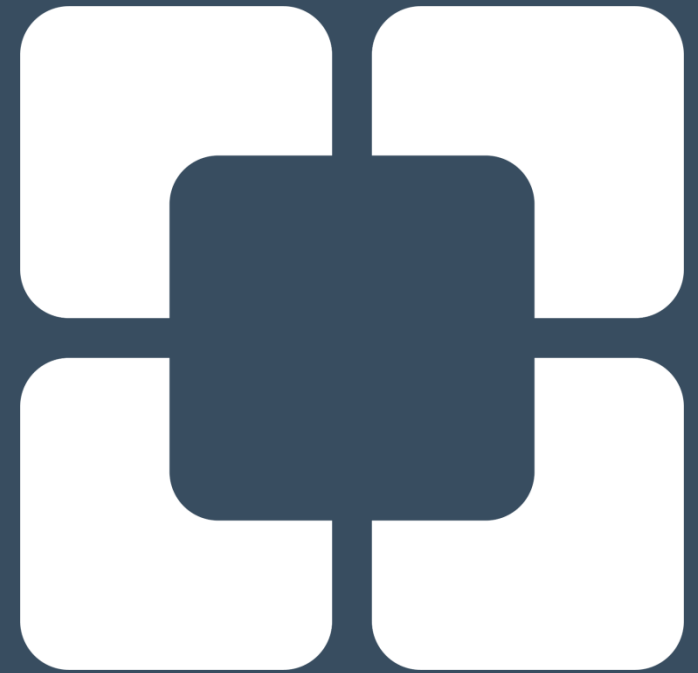


Michael Romano, MD, FCCP

Concierge Medicine Director
Cleveland Clinic, Martin Health

Concierge Medicine –
Providing personalized care



Concierge Medicine

How it works

- **Physician limits practice to small number of patients**
- **Annual membership fee covers unlimited primary care services**
- **Physician dis-enrolls from Medicare**



Concierge Medicine

Providing personalized medical care

Traditional Primary Care

- Large patient panel – 3,000 to 4,000 patients
- Visit times average about 10 minutes with the physician
- Crowded waiting rooms
- Delays in getting appointments
- Unanswered questions
- Fragmented care

Concierge

- Limited membership – 100 to 300 patients
- Visits average 30 to 60 minutes
- No waiting rooms, no waiting
- Same day appointments
- Personalized care based on individual needs
- Coordinated care

Concierge Medicine

Providing personalized medical care

- Allows for unlimited access to staff and physicians
- Referrals to specialists and testing arranged and expedited
- Inpatient hospital care; daily bedside visits and overall coordination of your hospital admission
- House calls (if necessary)
- Close relationship with your physician
- Highest level of care available



Concierge Medicine

Patients may ask “Why?”

- As we age, our healthcare needs increase and become more complex
- Traditional relationship with primary care physicians may fail to address all of your needs
- You have a choice on how you want to address these facts
 - Concierge medicine
 - Traditional care

Concierge Medicine

Patients may ask “Why?”

- According to a recent Mayo Clinic study comparing concierge medicine to routine medical practices:
 - 5% of patients were diagnosed with a undiscovered potentially life threatening disease
 - 35% of patients had a previously undiagnosed condition
 - 47% of new patients had a risk factor for a serious condition not being addressed
- Another recent study noted a 65% lower hospitalization rate under concierge care model

“Why Michael Romano, MD?”

Exclusive affiliation: Cleveland Clinic Martin Health

- Full access to state-of-the-art electronic medical records
- Patient access to Cleveland Clinic My Chart
- 38 years Practicing Medicine
- **Board Certified in:**
 - **Internal Medicine – Pulmonary Medicine**
- 13 years in private practice
- **25 years with Cleveland Clinic Martin Health**
 - 21 years as hospitalist
 - 6 years as hospitalist director
- Very established with the medical community
- **With many years on the medical staff, he has established a strong and influential rapport with the leaders of the medical staff and medical community**



Cleveland Clinic

Martin Health Foundation

Q&A



Cleveland Clinic





Every life deserves world class care.