



Employer-Sponsored Health Care: **Concierge Care Isn't Just a Luxury**

Why Patient-First Health Care is the Best Way to Attract and Keep Top Talent

Over the past fifty years, medicine in America has been dominated by a traditional fee-for-service payment model, which many believe incentivizes quantity of care over quality of care. But increasingly, both health care providers and patients themselves are frustrated by rigid insurance company policies, government mandates, and the burdens of administrative paperwork—and welcome a more personalized, membership-based care model. In this report, we'll explore why subscription-based concierge medicine is quickly becoming a standard offering in benefits packages, what that means for employer-sponsored health care, and how HR and people teams who want to attract and retain executive leadership can integrate concierge care memberships into their offerings.

Private access to high-quality care

Concierge medicine, also known as retainer-based medicine or direct primary care, is membership-based health care designed to reduce complexity, mitigate care barriers, and significantly improve the patient experience. Once considered a luxury reserved for an elite, “rich and famous” clientele, concierge medicine is rapidly entering the mainstream of patient care. In fact, recent surveys show that patients are leaving their traditional, plan-reimbursed doctors in record numbers, a sure sign that subscription-based programs across the U.S. and abroad are here to stay--and poised for growth.¹ In fact, according to Scientific American, there are currently 12,000 concierge physicians practicing in the U.S. alone.²

For a pre-determined fee, concierge patients gain direct access to health care professionals as a complement to insurance-based providers. They receive coordinated care from a team that may include a wellness coach, lifestyle experts, and other wellness professionals, all working together to address everything from hypertension and anxiety to weight management and athletic injuries. This patient-centric primary care model helps employees identify personal health goals and implement a dedicated doctor-guided wellness plan, all while eliminating barriers to the highest-quality of care. Used in conjunction to a fee-for-service model, concierge care offers executives and employees a unique “medical home” that supports whole-person wellness outside of the traditional model—all on the patient’s own terms and at their own convenience.

Fewer Patients, More Focused Care

4-6 vs 30-50

Doctors usually see 4-6 patients daily under the concierge model as compared to 30-50 for traditional primary care practices.³

¹ Concierge Medicine Today LLC, Survey Data 2018-2023. 25 Simple Concierge Medicine Industry Statistics and Trends, Updated for 2023! - Concierge Medicine Today

² Scientific American Michelle Konstantinovskiy on October 19, 2021 <https://www.scientificamerican.com/article/many-doctors-are-switching-to-concierge-medicine-exacerbating-physici>

³ Collin Couey, Gartner. August 10, 2022. Concierge Medicine Versus Direct Primary Care: Everything You Need to Know. <https://www.softwareadvice.com/resources>

What's driving the change? Many industry experts point to pandemic-related restrictions that began in 2020, forcing flexibility and innovation in the health care space. Social distancing, for example, created new demand for virtual telehealth services, while a shortage of primary care doctors encouraged collaboration among multi-disciplinary teams. Both are foundational elements of direct primary care.

Fast forward a few years, and many see a decline in quality of traditional care overall; not only are administrative burdens mounting, but the average wait to schedule an appointment with an insurance-based primary care physician is approximately 24 days.⁴ When you consider that a typical primary care doctor has a patient panel of 4,000⁵ people, it's easy to see why scheduling delays are inevitable—and why clinical outcomes may suffer.



That's especially important for busy employees—particularly C-suite executives and upper-level managers—with demanding schedules and limited time. With more work to do and fewer hours to do it, attention to personal health care can fall by the wayside, and negative impacts to wellness, productivity, and performance are far more likely. Concierge care can help change that: by eliminating the complexities of appointment setting, insurance requirements and referrals—and providing direct access to a personal physician—treatment paths become clear. When care becomes accessible and convenient, engagement increases, and better clinical outcomes can result.

A Growing Trend



concierge physicians currently practice in the U.S.

⁴ Forbes.com. Forbes Health. D. Robinson-Walker <https://www.forbes.com/health/healthy-aging/concierge-medicine/#:~:text=Concierge%20medicine%E2%80%94also%20know>

⁵ Forbes.com. Forbes Health. D. Robinson-Walker <https://www.forbes.com/health/healthy-aging/concierge-medicine/#:~:text=Concierge%20medicine%E2%80%94also%20know>

Direct access to personalized care

Concierge care providers are quick to point out that direct-to-patient medicine offers far more than convenience to busy employees; it also provides a direct line to primary care providers, an essential feature of the retainer-based model.

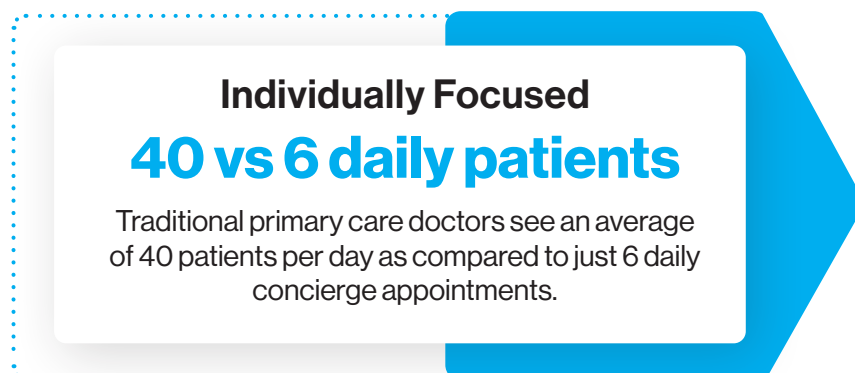
Patients are encouraged to consult directly with their physicians and care team via secure emails, in-person and online consultations and phone calls-- often outside of regular office hours. Result? Unnecessary wait time is eliminated, and the patient/provider relationship is strengthened substantially.

A better way to navigate health care

A distinguishing feature of concierge medicine is the Personal Care Navigator, an individual with a deep knowledge of health care practices and processes, and the primary point of contact for participating members. Acting as a facilitator between patients and providers, the Personal Care Navigator is the single "go to" for all care needs. She or he assists with appointment scheduling, benefits and billing information, specialty referrals and follow-ups, prescription refills, medical record transfers and end-to-end coordination of clinical data and provider communication. By removing the burden of health care system complexities, the concierge model frees employees from the time, effort and frustration traditional healthcare management requires. There is ample evidence that concierge care helps improve clinical outcomes, too; with a structured, yet patient-friendly continuum of care in place, diagnoses and treatments can be accelerated and issues more successfully resolved.

A boost to employee productivity

Studies show that employees who are actively engaged in their own health care exhibit lower rates of absenteeism and are typically more efficient and productive in the workplace. Yet traditional health care models can discourage patient engagement through complexity alone; without a clear set of "next steps" and assistance with coordinated care, patients often fail to follow up on diagnostics, specialist visits, medical procedures, and other recommendations. That's where concierge medical practices can make a difference: the collaborative nature of concierge medicine is designed to close care gaps and increase wellness among employees. With the primary care physician serving as the "quarterback," whole-person patient care is efficient and complete, and as a result, employee productivity improves.



Attracting top-tier talent

In an era of mounting competition for talent, concierge medical services are increasingly seen as an important part of an employee benefit package. Adding concierge care benefits indicates that the sponsoring employer is committed to offering services that support personal wellness and longevity—and prioritizes quality of life issues for its employees. With a growing number of job candidates citing improved “whole life” balance as a basis for job selection, companies that include concierge care benefits can have an edge when it comes to building trust and loyalty with employees who are in high demand. In fact, in a 2023 survey of employees conducted by SHRM, health care ranked #1 in importance at 89%⁶, a clear indication that in order to attract and keep top talent in the executive ranks, employers must continue to adapt benefits packages to include the most desirable health care models.

The Health Center at Hudson Yards is the flagship concierge medical practice of the Mount Sinai Health System—one of the largest health systems in New York City and globally renowned for their medical advancements and scientific research. Located at 55 Hudson Yards and overlooking the Hudson River, the Health Center is a “smart” medical suite that is technology-enabled with privacy and ease in mind—purposefully designed for a new kind of health care experience that is the gold standard in care and bespoke for busy New Yorkers. With a limited number of Premier memberships offered, the multi-disciplinary team of physicians, clinicians, and dedicated patient navigators can dedicate more time to understanding the medical history and partner on a health plan tailored to patients’ personal needs resulting a deeply personal and seamless care experience, 24/7.

healthcenterhudsonyards.com

⁶ 2020 Survey . <https://SHRM.org> need access to link to view survey



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