



Dear Prospective MDprime patient:

Last summer I traveled to England on vacation with my family. We stayed in a hotel near Parliament. At the last minute, I decided that I wanted to get tickets for the musical, Matilda. Unfortunately, it was sold out on the website. So I approached the Concierge at the hotel about finding a way to obtain 5 tickets for an evening show.

The Concierge said something to me that I will never forget.

With a smile on his face, he leaned in, pointed his finger at me and said, “Just because the website says that they’re sold out, doesn’t mean that THE CONCIERGE can’t get you tickets!”

He called the Cambridge Theatre and talked to a friend at the box office. His friend told him, that for an extra surcharge, he could secure tickets for us. The Concierge came through and we had a wonderful time at the musical.

The point of my story is that **concierge services matter**. They are essential for securing special access and amenities in many situations. Beyond securing theater tickets, concierge services in the healthcare realm provide a special subset of patients in every physician’s practice with access to the ultimate level of comprehensive and unhurried care.

Now, who are these special patients?

In actual fact, these patients come from all walks of life. Some are wealthy, but you don’t have to be wealthy to afford special access to your physician. The monthly cost of concierge program membership is a lot less than the monthly cost of some of the leading gyms in the Bay Area. Other patients are very sick and require more time for consultation and treatment. Even healthy patients want extra guidance from their physicians so that they can maintain their excellent health. Guidance might include nutritional counseling, webinars or health education videos. The possibilities for patient education are endless in the concierge model.

The essence of a concierge medical program is to offer patients access to physician services outside of insurance reimbursement. In no way should concierge services be looked at as a duplication or replacement of benefits currently offered to you through your insurance carrier. Also, you cannot seek reimbursement from your insurance carrier for concierge services or the price of membership.

As you can imagine, a lot goes into a successful concierge program. And the best concierge doctors choose to partner with 3rd party concierge medicine managers to handle all the administrative tasks, allowing doctors to focus on what they do best – practicing high quality medicine. I co-founded MDprime in order to provide doctors and patients with a favorable option for partnership. The whole objective of MDprime is to help its partner doctors locate within a medical practice that very special group of patients, who want more ACCESS to their physicians. We want MDprime patients to always feel that they have the dedicated attention of their physician.

We use the latest technology to help us in our vision as a company. Electronic health records and patient access to health-related sites, among other tools, are essential in the two-way communication with your concierge physician.

It is my belief as a practitioner for thirty years that concierge medicine allows the doctor to bring small town practice to the big city: unhurried visits and more opportunity for communication and education.



In essence, personalized medicine is the concierge approach. And this approach is growing quickly because current insurance payments can never reimburse your doctor for the kind of care that you deserve.

Doctors know this, as do patients.

So, if you feel that the concierge approach is consistent with your own demands for maintaining or improving your health, look over the Membership Agreement for your doctor's program. It will tell you all about fees and the many benefits of membership. Please remember that membership fees are completely separate from your regular insurance payments and should be made directly to MDprime, Inc., your doctor's concierge medicine manager.

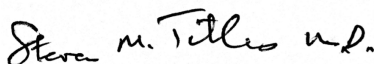
The last thing you should know is that your doctor's MDprime program is based on a hybrid model that will not require him or her to discharge patients who don't wish to participate. Even if you choose not to become a member, you'll still receive the same excellent care from your doctor, as you have had in the past.

Remember, just because your doctor's office says that the schedule is fully booked, it doesn't mean that you, as an MDprime patient, can't be seen that day.

But, please, don't call your doctor and ask him or her to get you theater tickets to Matilda in London...

Welcome to MDprime!

Sincerely yours,



Steven M. Tilles, MD

Co-Founder & Chief Medical Officer of MDprime, Inc.