



THIS WEEK'S SPEAKER

May 25, 2021

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Dr. Jordan Lipton, Signature Healthcare

By Suzanne Bledsoe

Dr. Jordan Lipton, a board-certified physician in both emergency and ambulatory medicine, is co-founder of Signature Healthcare, the first concierge healthcare group in Charlotte. Signature Healthcare offers a personalized and comprehensive menu of healthcare services include a low patient to doctor ratio, 24-hour access to a physician and same or next day appointments. They also provide in-office services, such as x-rays and iv therapy as well as extended appointment times and virtual visits by telephone or video. For specialized care, unbiased referrals are available and coverage while traveling is offered through a network of similar provider groups. With a focus on wellness and prevention, patients enjoy a personal relationship with their physician, which has proven to be a key component of patient care, and, as Dr. Jordan pointed out, has resulted in fewer hospitalizations, lower risk of heart attacks and strokes and reduced usage of emergency and urgent care resources.

While there are a variety of business models employed by concierge healthcare groups, Signature Healthcare's is relatively simple. Patients pay an annual fee to access the full array of services. While the annual fee is not a reimbursable cost, insurance, including Medicare, covers the cost of insurance eligible services provided.

Dr. Lipton shared his thoughts on the impact that the Covid 19 pandemic has had and will continue to have on the provision of healthcare. He reminded us that pandemics have had devastating consequences throughout history and that the most recent one was not the worst ever. Our access to and understanding of science and technology has had a significant impact on patient management and medical protocols and expectations. Telemedicine became and will

continue to be a normal mode of operation for health care providers; wearable technology to monitor a variety of health metrics has become a useful tool from both a preventative standpoint as well as a treatment protocol. We experienced significant issues with the scarcity of medical supplies and equipment; this will likely continue. Hospitalizations will be reduced due to the ability to monitor patients remotely, and manage their treatment protocols with teams led by physicians. Concierge care will become more attractive to consumers; patients will be willing to pay more for the single point of contact/ relationship model. The rapid and successful development of the Covid vaccine will become an expectation for future vaccines. And, building trust in the health care system in general and vaccination administration in particular will be critical to containment of communicable diseases.

In closing, Dr. Jordan reminded us all to remain vigilant, get vaccinated and stay well.

*A recording of the program is available here: <https://vimeo.com/554885040>

Dr. Lipton's introduction begins at approximately 12:30 minutes.