



Dear Patient,

I am writing to let you know of the opening of my new practice, Preserve Health MD, on October 3, 2015 located at 561 Lake Whitney Place, Suite 104, Port St Lucie Florida 34986.

I will be offering a novel and exciting approach to family medicine based on a concierge model of care. My goal has always been to provide my patients with a very high level of personal attention, to spend time with you to ensure your questions and concerns are addressed and that you leave my office with a clear plan for next steps.

In my current large practice, I am finding it increasingly difficult to offer that level of service. Insurance plan regulations greatly restrict the time I can dedicate to any one individual patient and how I practice medicine.

I want to spend more time with my patients and that requires me to change my practice model. This concierge, personalized approach to medical care has been shown to be a better way for doctors wishing to offer a more patient centered experience by eliminating the rush of a packed schedule in favor of personal dedicated time with each patient. My practice model will provide extended and relaxed office visits and will enable me to dedicate more time to your unique healthcare needs.

I will be able to spend more time reviewing current research about your specific illness, practice evidence based medicine, and deliver the most up to date primary care with direct coordination with your other medical providers. I will focus on disease state prevention, a cornerstone of primary care.

Traditional practices are forced to carry a patient load of thousands, translating to long patient waits between appointments, extended time in the waiting room and rushed visits. My practice will offer quite the opposite.

In order to provide this level of service, it is necessary to limit practice size to just a few hundred patients. Joining this practice will allow you to enjoy many significant benefits not typically found in a medical practice today. This will enhance your healthcare experience.

By joining this practice you will enjoy the following:

- longer, unhurried and more relaxed appointments addressing all of your concerns
- same day or next day appointments for your convenience
- brief or NO office wait times so you can get on with your day

- 24/7 direct communication with me via cell phone, text messaging, or email, often eliminating the need for an appointment altogether
- home visits when appropriate
- reduced likelihood of emergency room visits and possible hospitalizations
- video conferencing to address many of your healthcare needs, face to face, without the inconvenience of a trip to the office
- fast and direct communication about lab work and diagnostic tests for your piece of mind.
- ability to directly access your health records through our patient portal
- hospitalization advocacy
- direct physician to physician communication and coordination with all of your medical specialists

I am sure our new office will redefine your expectations for medical care.

Of course, I understand that illness cannot always be prevented. That is why this new practice is ideally suited for patients with chronic or complex diseases requiring extra time and attention. I will be directly involved in every level of your care. This level of personal interaction is a key component to the doctor-patient relationship.

The annual fee to become a member of Preserve Health MD is \$1800 per member. The fee can be paid annually, semi-annually, quarterly or monthly for your convenience.

Young adults age 17-26 who are children of members will be included at the reduced rate of \$900. Although your membership fee will cover the vast majority of your primary care needs, it is essential that you and your family maintain a medical insurance policy to cover those medical fees not included in your membership (such as hospitalizations, services provided by specialists, diagnostic testing and prescription drugs).

If you wish to continue as my patient or become a new member, please inform us as soon as possible. We will be filling our practice on a first come basis and will then maintain a waiting list.

For additional information you may also visit our website at www.preservehealthmd.com or call our office at 772-252-1425. We will be happy to discuss membership with you over the phone or at my new office. Please do not call Heart and Family Health Institute for information regarding Preserve Health MD since they will be unable to answer your questions. I hope you will join me at Preserve Health MD.

With warmest regards,



Ira Pearlstine, MD