
Concierge Policy

1. Purpose

The purpose of this policy is to set a framework under which Priority Health will allow providers who practice Concierge medicine to participate with Priority Health and to define the actions Priority Health will take in the event a provider is non-compliant with their responsibilities.

2. Definition

Concierge medicine is a healthcare arrangement in which patients pay an enrollment fee in order to receive care at a medical practice.

3. Requirements/Responsibilities

- A. Provider will be allowed to treat Priority Health patients who enroll in the physician's concierge medicine practice.
- B. Provider must enter into a written agreement with each member detailing the terms, conditions and cost of the concierge medical practice.
- C. Provider must not bill Priority Health for any health services provided under the concierge medical practice agreement.
- D. Providers must follow the terms and conditions as set forth in the CMS Guidelines specific to Concierge care. Priority Health Medicare Advantage requirements for proper notice of non-coverage are found on the Provider Manual. Providers must accept our payment as payment in full along with other contractual rules for payment as found in the provider contract and the Priority Health Provider Manual.
- E. For Advance Beneficiary Notice of Non-coverage (ABN), providers must refer to the Provider Manual for Part C Medicare Advantage rules. Providers cannot use the ABN form (or any ABN-like form) as it is only for use with Fee-for-service (FFS) Medicare beneficiaries.

4. Compliance

Priority Health will not auto-assign members to those providers who confirm they practice Concierge medicine models. Members will be allowed to self-select a primary care provider that practices Concierge medicine.

In the event a member complaint is received or concerns regarding claims are identified on a provider who practices Concierge medicine, Priority Health will request evidence of a written Concierge medicine agreement between the member(s) and the provider and will refer the issue to the CMO and the Provider Adverse Action Committee (PAAC) for further review and determination.

5. Policy

Providers who offer concierge medicine are eligible to participate with Priority Health providing they are able to meet the terms of their participation agreement, the Priority Health Acceptance/Continued Participation Criteria, and the requirements/responsibilities listed herein. It is Priority Health's position that connections with a trusted source of primary care positively impacts utilization, including decreased emergency department use, inpatient hospitalization, avoidance in redundant ancillary testing, and improved patient compliance with all medical recommendations. Concierge medicine providers will be identified and displayed in our Provider Directory.

6. Revisions

Priority Health reserves the right to alter, amend, modify or eliminate this policy at any time without prior written notice.

7. References

Ongoing Monitoring of Sanctions and Complaints Policy
Priority Health Acceptance/Continued Participation Criteria
Provider Adverse Action Committee Policy and Procedure
CMS Guidelines specific to Concierge Services
Provider Manual