

# MEDIA ALERT

From: Weisz Concierge Medical  
To: All Palm Beach DMA media outlets  
Date: May 15, 2019  
Re: New Concept Medical Office opens in Palm Beach Gardens

## ***New Concept Personal Primary Care Office Opens in Palm Beach Gardens***

May 15, 2019 (Palm Beach Gardens, FL) — *For Immediate Release.* You can tell as soon as you set foot into Dr. Alla Weisz’s tastefully appointed Burns Road headquarters that this is not your ordinary physician’s office. From the cozy upholstered waiting room (“We call it the Welcome Room because our patients don’t actually do much waiting,” says Dr. Weisz) to the elegant yet homey decor pieces, Weisz Concierge Medical shouts: “You’ve reached healthcare heaven.” We asked Dr. Weisz what is meant by the new practice’s tagline: “Personal Primary Care.”

“It’s primary care the way things used to be before the government and the insurance companies got involved. In this office we’re all about building close longterm relationships with our patients.” Dr. Weisz accomplishes this by putting a cap on the number of patients she cares for. This gives her all the time she needs to spend with each one in an unhurried caring atmosphere.

“We also are not burdened by the headache of endless forms and regulations because we don’t accept insurance. Both treatment and payment are handled directly. Between the patient and the practice. In fact, this type of medicine is called Direct Primary Care or DPC.”

DPC is a rapidly growing trend among primary care physicians across the U.S. It is being driven by the public’s growing dissatisfaction with the state of conventional medical care. Long waits for appointments. Long waits in the waiting room. Two-minute rushed visits often provided by an overworked Nurse Practitioner or Medical Assistant. Not to mention going out of pocket with each visit to cover co-payments and fulfilling deductibles. All of that is gone at Dr. Weisz’s office.

“A patient phoning us for an appointment before noon will usually be seen that afternoon. Our patients typically go right to the exam room without delay and I spend an average of thirty minutes with each patient. Long enough to learn all about the patient’s condition and to provide appropriate treatment and counseling.”

Dr. Weisz’s patients do not pay by the visit. They pay by the month. A fixed monthly fee entitles the patient to as many office visits as they require. They also enjoy access to Dr. Weisz during non-office hours. “My patients know that they can call me anytime day or night and I will either pick up the phone or call them back promptly. They also know that if it is difficult for them to come to my office to be examined, I will come to their home, if necessary.”

“So,” we asked, “is your type of practice a substitute for health insurance?”

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“No it’s not,” she explained. “We advise our patients to carry major medical and hospitalization insurance in case they develop a serious illness or injury. We take care of all the primary care routine items (like annual physicals, referrals, minor injuries or illnesses, etc.) under their membership plan, but they’ll need major medical protection in case of the unexpected and unfortunate illness or injury.”

“It’s kind of like your car.” she went on. “You don’t carry insurance to cover the cost of a wheel alignment, a routine tire rotation or a regular oil change. But you do carry insurance in case of an accident. It’s the same way with health insurance. Imagine how much more your auto insurance would cost if the insurance company had to pay for every single everyday auto expense?”

Dr. Weisz, a Board-certified M.D., was quick to point out that her patients are seen by her and only by her. “No Nurse Practitioner. No Physician’s Assistant. The doctor is always in.” This sort of personalized medical attention has typically been the province of the super-rich, but that is not the case with DPC.

“Actually,” Dr. Weisz explains, “DPC originated as a means of primary healthcare delivery to underserved and uninsured populations. But as the model has grown in popularity, it is now finding wide appeal among middle-class patients who are fed up with the quality of their conventional care. In order to appeal to this type of patient, we need to keep our membership pricing affordable. Ours is not a luxury, snob-appeal practice. We’re here for everyone.”

Dr. Weisz decided to open her new practice after working for more than ten years as a staff physician at an urgent care center. This experience resulted in two outcomes: One was that Dr. Weisz has seen every type of illness and condition out there after treating thousands and thousands of south Florida residents. Second, is her conviction that dispensing medicine on an assembly-line “treat ‘em and street ‘em” basis is not the right way to do things. Not right for the patient and certainly not right for the doctor.

“I was seeing upwards of 60 patients per day,” she says. “Always under great pressure to see more and to speed up the process. There’s not much I could do in the few minutes I had with each patient beyond read their chart, glance over their vitals and write them a prescription. That’s not good medicine. Today I have the proper amount of time available to spend with each patient. This results in better medical outcomes and it makes practicing medicine a joy rather than an ordeal.”

Dr. Weisz is a third-generation physician who left her practice in the former Soviet Union and immigrated to the U.S. in the early 1990s. She did her internship and passed her U.S. medical board exams in Indiana where she established a conventional primary care practice. She and her family moved to West Palm Beach in 2008 where she has been practicing family and urgent care till opening Weisz Concierge Medical this spring. She lives in West Palm Beach with her husband and two teenage sons.

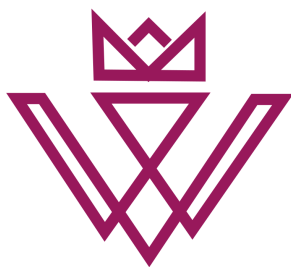
“We believe that once patients in Palm Beach Gardens and surrounding areas become aware of the many attractive advantages of DPC, our practice will succeed in its mission of delivering better quality primary health care to our community. It’s our slogan, but it’s more than a just a slogan. It’s the truth. Being my patient is like having a doctor in the family.”

Learn more at Dr. Weisz’s website: [www.weiszconciergemedical](http://www.weiszconciergemedical) or contact her by phone: (561) 802-7999.

# MEDIA ALERT (cont.)



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WEISZ CONCIERGE MEDICAL  
Personal Primary Care



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PERSONAL PRIMARY CARE

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