

## Practice Development Options

Model	Initial Investment	Expense	Commitment	Considerations
Hybrid Platform	The Support Platform Subscription	15% of Platform Revenue	<ul style="list-style-type: none"> <li>• Successive 1-year terms but can be terminated at any time.</li> <li>• Tier One or Tier Two expense required.</li> </ul>	<ul style="list-style-type: none"> <li>• Practice can't participate in another similar model.</li> <li>• Practice chooses best implementation.</li> </ul>
Concierge Development Companies (CDC)	Typically charges a percentage of revenue from patients who enroll as conversion fee.	Practice typically pays the CDC fees, (management, marketing) that may be a percentage of revenue.	<ul style="list-style-type: none"> <li>• Initial terms can be 5-8 years.</li> <li>• Noncompete clauses up to two years are included with some CDC agreements.</li> </ul>	<ul style="list-style-type: none"> <li>• Requires patients to commit to significant fee (\$1,500+).</li> <li>• May alienate existing patients.</li> <li>• Practice has obligation to adhere to CDC marketing and practice approach.</li> </ul>
Private Equity Opportunities (PEO)	PEOs typically advance funds in exchange for guarantees and security positions.	PEOs may charge a management fee or percentage of practice revenue plus return on investment.	<ul style="list-style-type: none"> <li>• For early termination, practice may have an unwind clause to repay investment.</li> <li>• Practices can be committed to PEO until investment and return is paid.</li> </ul>	<ul style="list-style-type: none"> <li>• Providers most likely have to personally guarantee investment.</li> <li>• Practices often required to pledge assets, (A/R, equipment, etc.).</li> <li>• PEO may not be well versed in practice management.</li> </ul>
Direct Primary Care (DPC)	Minimal investment to purchase turn-key model or have contracts created.	DPCs typically do not require ongoing expenses unless consulting services are provided.	DPCs typically do not require on on-going commitment.	<ul style="list-style-type: none"> <li>• Practice may have to terminate agreements with private insurance companies, Medicare and other government payers.</li> <li>• Patients may be alienated by the termination of participation with insurance.</li> </ul>
Coaching, Guides, Program Models	From up to \$10,000 and beyond in upfront costs.	From no additional expense to on-going fees and/or percentage of revenue.	May require annual fee to access required resources or be affiliated with model.	<ul style="list-style-type: none"> <li>• Practices may have to terminate insurance contracts.</li> <li>• Practices alienate patients.</li> <li>• Models may be limited in applicability.</li> </ul>