



January 30, 2023

Dear Patients,

We have been designated as a “concierge” practice by BlueCross/BlueShield and all of the BlueCross/CareFirst associated networks. What this means is that they recognize the time that we spend with our patients assuring an accurate diagnosis and the use of appropriate diagnostic testing.

As a concierge practice we will be assessing a one-time concierge fee for all new patient visits. We will not assess a concierge fee for your follow-up visits or for sleep studies, although we traditionally spend more time with you on those as well.

The fees are as follows:

New patient visits with our Nurse Practitioner Linda Croom or Physician’s Assistant Danielle Mandir: \$100 add-on concierge fee

New patient visit with Dr. Emsellem: \$200 add-on concierge fee

Please note that Dr. Emsellem is available to her mid-level providers (who are excellent sleep practitioners) to answer any questions that may arise at your visit.

In addition to the one-time new patient concierge fee, due at the time that you schedule your appointment, you will also still be responsible for your usual copayments and/or deductibles at the time of the visit. We will automatically submit the standard billing to BCBS for reimbursement, as we remain “participating providers.”

This policy goes into effect for all BCBS network patients scheduled from April 1, 2023 forward. The policy is subject to change in the future with 60 days notice.

Existing patients who have not been seen for more than 2 years are considered new patients by the insurance industry. The concierge fee will apply to those who have not been seen for 3 years or more.

We continue to prioritize the care of our patients and this policy will allow us to do so into the future, despite these challenging times and the reduction in basic reimbursements by BCBS and other carriers. We refuse to compromise your care!

Sincerely,

Helene A. Emsellem, MD

Diplomate, American Board of Psychiatry and Neurology (Sleep 2027 & Neurology)