

Imagine A Stronger Practice



**GENUINE
HEALTH**



See
Why
Doctors
Are
Smiling
Again



Imagine if
you had an
entire team
of healthcare
industry
experts
working every
day to make
your practice
the most
successful
it can be.

Your Partner For A Stronger Practice

Imagine if you had access to technology to maximize revenue for every patient in your practice. And imagine if you had the support to encourage your patients to access care from you at the right time, to follow your medical advice, and to take part in their own care.

Imagine a *genuine* partner to make your practice stronger. **You don't have to imagine because it's real: Genuine Health Group.**

Ensure A Smoother Year For Your Practice

We have all seen how unpredictable the healthcare industry can be, especially for primary care physicians.

Fortunately, you don't have to wonder anymore if your practice will weather the next storm. Instead, you can protect yourself from today's riskier environment and avoid the growing regulatory burden facing doctors, particularly for your patients enrolled in Medicare.

Physicians affiliated with Genuine Health Group enjoy specific benefits that protect them and their practices from fluctuations in patient revenue. Plus, they no longer have to worry about never-ending government regulations, increased reporting requirements, or administrative headaches.

Exclusive Benefits For You And Your Practice

We created Genuine Health Group as a single point of contact for managing your patients enrolled in Medicare. Whether your patients joined a Medicare Advantage plan, or they have traditional, fee-for-service Medicare, Genuine Health can help.

Once you join us, you can sit back and let Genuine Health do the work. You'll get access to all these services at no cost:

CODING SUPPORT AND TRAINING

We assign a dedicated team of coders to your practice to assist with Medicare Risk Adjustment scores, while also training physicians and staff to help get better risk outcomes. In addition, we can identify high-cost patients who may require more intensive interventions to prevent further disease progression or hospitalizations.



IMPROVED QUALITY SCORES

The Genuine Health Group quality team will assist you and your staff with simple steps that can improve your practice's quality scores, which can impact your reimbursement rates. We'll track and assist in scheduling annual wellness visits, assist with transitions from hospital to home, and support your efforts to manage chronic conditions.

LEGAL RESOURCES

As a Genuine Health participating physician, you'll have access to our experienced in-house Genuine Health legal team.

PATIENT GROWTH & RETENTION

You'll have your very own marketing machine working to grow your practice and keep your current patients happy. Genuine Health has an exclusive partnership with hundreds of elite insurance brokers who will help identify growth opportunities in your surrounding area. Our marketing team is also dedicated to making sure you retain your current patients with the ultimate goal of keeping them happy and satisfied.

PROVIDER ENGAGEMENT

When you're with Genuine Health, you never have to guess how your practice is meeting goals and objectives. We deploy our provider engagement team to your practice on a monthly basis to deliver reports that show how your practice is performing in such areas as:

- Utilization of preferred providers
- Prevention of unnecessary hospitalizations and readmissions
- Meeting criteria for annual wellness visits

SUPPORT FOR PATIENTS WITH CHRONIC CONDITIONS

For your patients with chronic conditions and for those who have been recently discharged from the hospital, they can take advantage of Genuine Health At Home. These patients get their very own case manager who creates a personalized plan of care based on your patients' needs. The patient will then receive weekly calls and/or visits from a registered nurse to ensure they're taking their prescribed medication, checking their blood pressure or glucose levels, and not experiencing any new or dangerous symptoms.



RAPID SUCCESS

200+

Physician partners

30,000+

Medicare lives
under management

\$400

MILLION+

Run-rate revenue

Increase Your Earnings And Your Practice Value

We want you to succeed financially. In fact, every one of the services we provide to our participating physicians means more revenue in your pocket and greater success for your practice.

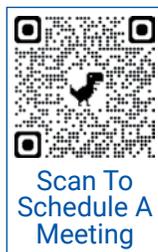
Here's how it works:

- We assist you in meeting quality criteria so you can earn bonuses from the managed care plans with which you contract.
- We help grow your practice volume to generate higher, more stable revenue.
- We pass along earnings from Medicare when we collectively outperform established benchmarks.
- We provide Genuine physicians the opportunity to earn additional quarterly bonuses and incentives through the Genuine Rewards program.
- We help raise your practice valuation so you'll earn a higher payout should you ever choose to sell your business.

Join A Gold-Medal Team

When you participate in Genuine Health Group's physician network, you're partnering with a proven team of healthcare leaders, including Joe Caruncho and Dr. Orlando Lopez-Fernandez, who grew their previous venture, Preferred Care Partners, to more than 55,000 plan members and \$750 million in revenue before selling to UnitedHealthcare.

Now, you have the opportunity to join them as they demonstrate how to profitably transition the healthcare industry to value-based care.



Call our Chief Growth Officer at **786.878.5500**,
or email growthandretention@genuinehealthgroup.com.

See why
more than

200

of your
physician
colleagues
are smiling
more
thanks to
Genuine
Health Group.

Meet Our Key Executives

LEADERSHIP TEAM



Joseph L. Caruncho, Sr.
Chief Executive Officer

Joe Caruncho has earned a national reputation for his pioneering work in advancing value-based care. Prior to serving as CEO of Genuine Health Group, he co-founded Preferred Care Partners, a Medicare Advantage plan. He practiced healthcare law for more than a dozen years.



Orlando Lopez-Fernandez, Jr., MD
Chief Medical Officer

Dr. Lopez-Fernandez leads quality assurance programs and clinical initiatives aimed at superior medical outcomes for patients. Previously, Dr. Lopez-Fernandez served as chief medical officer for United Healthcare of Florida, as well as Preferred Care Partners, which he co-founded. He actively practiced medicine for more than 20 years.



Gamil Kharfan
Chief Growth Officer



Marlene Aguerrebere
Chief Financial Officer



Marc Auerbach, Esq.
Chief Legal Officer & General Counsel



Jenifer Montesino
Chief Operating Officer



Sean Leimbach
Chief Strategy Officer



David Salazar
Director Of Growth & Retention



Bruno Suarez
Director Of Physician Engagement



Annette Onorati, Esq.
*Executive Director,
Population Health Alliance*



Ingrid Enamorado
Director Of Risk Adjustment & Quality



Stephany Nino
*Director Of Government
& Payer Relations*

A Genuine Advantage

Genuine Health Group provides year-round support to help physicians focus on delivering care. Our teams specialize in legal assistance; growth and retention; provider engagement; and quality, with leadership boasting more than a century of collective industry experience. It's this robust support that helps practices thrive *without increasing operating costs*.



Scan To
Schedule A
Meeting



Contact us at 786.878.5500 or email
growthandretention@genuinehealthgroup.com
to learn more about Genuine Health Group.

 Connect with us:
[LinkedIn.com/company/genuinehealthgroup](https://www.linkedin.com/company/genuinehealthgroup)

The Newest Care Delivery Model

Genuine Health Direct

STABLE REVENUE FROM YOUR PATIENTS ENROLLED IN TRADITIONAL MEDICARE

Until now, per-member-per-month payments were only paid to doctors for their patients enrolled in managed care plans. But starting April 2021, with Genuine Health Direct, **physicians can collect capitation payments every month for patients with traditional Medicare**. Plus, our new Direct Contracting Entity (DCE) will help participating physicians:

- Reduce overall healthcare costs
- Improve health outcomes
- Increase options for patients

Genuine Health Direct can also assist your office and clinical support staff with the day-to-day requirements of running a practice, and that lets doctors focus on delivering care.

A NEW WAY TO SHARE IN THE SAVINGS

Through Genuine Health Direct, primary care physicians can enjoy year-round support from Genuine's multiple teams, including:

- Patient Growth and Retention
- Quality Improvement
- Provider Engagement Services
- Legal



Interested?

We are currently recruiting high-performing physicians for Genuine Health Direct. Call our Chief Growth Officer at 786.878.5500, or email growthandretention@genuinehealthgroup.com to find out more.

What Is A DCE?

A DCE is a new care delivery model introduced by the Centers for Medicare and Medicaid Services (CMS). These entities contract with CMS to deliver healthcare to fee-for-service Medicare beneficiaries aligned with participating physicians. Genuine Health Direct pays a monthly capitation to participating physicians for their aligned fee-for-service beneficiaries and physicians are still eligible for shared savings.

ADVANTAGES FOR PHYSICIANS IN OUR DCE

- Monthly capitation payments
- Staff training to improve Medicare Risk Assessment scores
- Higher practice valuations
- Participation in bonuses when we collectively outperform medical benchmarks
- Exemption from burdensome MIPS reporting requirements
- Year-round support to grow patient volumes
- Support for patients with chronic conditions, including access to the Genuine Health At Home program
- Opportunity for rewards for participating doctors
- Potential for additional financial benefits paid out by Genuine Health through our rewards program



 **Connect with us:**
[LinkedIn.com/company/genuinehealthgroup](https://www.linkedin.com/company/genuinehealthgroup)



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