



BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION

CONCIERGE MEDICINE EDUCATION MONTH

- WHEREAS:** According to Concierge Medicine Today, the industry's national trade publication, Concierge Medicine Physicians have made significant and tremendous contributions to the American health care system since 1996; and
- WHEREAS:** The Concierge Medicine Physician is purposefully more communicative and intentional about blending customer service techniques and social graces into the rhythm of his/her daily medical practice environment which in turn, creates a unique bond between physician and patient; and
- WHEREAS:** Concierge Medicine Doctors across the State of Georgia and the United States are spending an inordinate amount of time talking to their patients both virtually and in-person in order to help their communities and serve their patients all while navigating the complexities and inconveniences of the pandemic; and
- WHEREAS:** According to Concierge Medicine Today, fundamentally, Concierge Medicine is a form of a subscription or membership in which doctors provide a list of specific services not covered by Medicare or the patient's insurance and which generally fosters a closer relationship between physician and patient which days, weeks, and months later builds stronger communication between the two individuals and creates a more satisfied doctor and patient relationship in the end; and
- WHEREAS:** Concierge Medicine Physicians are in a constant state of learning, applying the social graces (e.g. kindness and creating a better way or a closer relationship with a Doctor) necessary to compete for the trust and friendship of their patients now and in the future; and
- WHEREAS:** According to Concierge Medicine Today, Concierge doctors understand that a patient who feels appreciated, will always do more than is expected; and
- WHEREAS:** The citizens of the State of Georgia recognize the need for physicians who are committed to bringing attention to patient burnout and physician burnout and improving the health and quality of the patient-physician relationship, regardless of age, income level, or ethnicity; and
- WHEREAS:** The observance of National Concierge Medicine Physician Week, created by Concierge Medicine Today, provides an important opportunity to educate Georgians and Americans about the critical role of a caring doctor in our life and concierge medicine; now
- THEREFORE:** I, BRIAN P. KEMP, Governor of the State of Georgia, do hereby proclaim October 2021 as NATIONAL CONCIERGE MEDICINE EDUCATION MONTH in Georgia.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 14th day of May in the year of our Lord, Two Thousand and Twenty-One.



B. Kemp

GOVERNOR

ATTEST

Brandon Kipertovich

CHIEF OF STAFF