

HEALTHCARE

## Concierge Key disrupts high-end health industry with new mobile app

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*Concierge Key Health is looking to appeal to luxury customers. Image credit: Concierge Key*

By DANNY PARISI

Concierge Key Health is a new name in the luxury healthcare world that aims to use mobile technology to give customers access to the quickest and finest healthcare services possible.

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For several thousand dollars a year, customers can gain access to Concierge Key's bespoke healthcare service. The healthcare services provided by Concierge Key are meant to eliminate wait times and third-party referrals, letting customers get in touch with medical professionals directly and without delay.

### Concierge services

In a time when quality healthcare is at a premium, luxury consumers demand service that is a step above what can commonly be seen at most doctors' offices.

Concierge Key Health is trying to fill that gap by offering customers a better, faster way to handle their health by connecting them directly with high-quality doctors, allowing them to skip wait rooms and quickly check in and out of a doctor's office with minimal fuss.



*The app is compatible with a number of health options. Image credit: Concierge Key Health*

Concierge Key Health is a mobile application that was released in beta form in November of last year. Now, the app is ready to go, offering a sharing-economy-inspired take on health services that has been called the "Uber of healthcare."

With the app, customers pay a yearly subscription fee in exchange for direct access to some of the best doctors in the country, who they can see with minimal waiting and form-signing unlike what one might find at most doctors' offices.

For luxury consumers in particular, Concierge Health Key wants to alleviate the choice between fast healthcare and high-quality healthcare, asserting that they can have both.

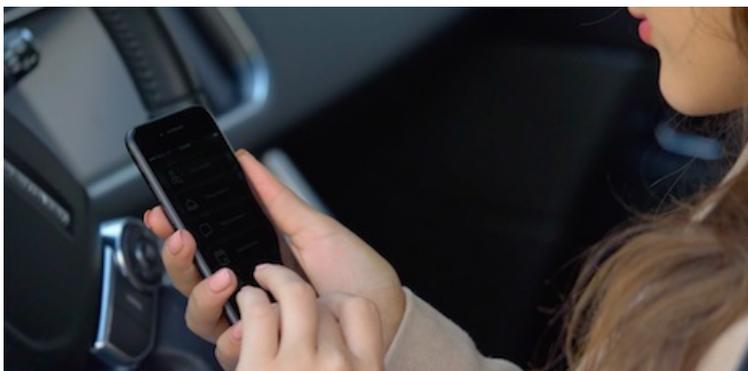
#### Global health

Concierge Key Health's business model of a luxury health concierge service is not entirely new. Private aviator Sentient Jet made it easier for its members with health concerns to travel courtesy of a partnership with a medical concierge late last year.

Sentient renewed its relationship with PinnacleCare for a second year, offering clients access to medical evacuation and health advisory services. For travelers with chronic illnesses, travel can be a stressful undertaking, leading to a number of healthcare-focused hospitality alliances ([see story](#)).

But Concierge Key Health is unique in its focus on ease of checking in and out and use of mobile technology.

This service is particularly useful to luxury consumers who are usually caregivers for multiple people other than themselves.



*Concierge Key Health was released in beta late last year. Image credit: concierge Key Health*

When it comes to healthcare, affluent caregivers look to see that their families are taken care of properly, spending twice as much on loved ones compared to the industry standard.

A report from Merrill Lynch and Age Wave that looks into high-net-worth individuals and their caregiving habits showed that 86 percent of affluent caregivers are responsible for their loved ones' investments. Affluent caregivers are more likely to take care of insurance claims, file taxes and monitor accounts compared to non-affluent caregivers ([see story](#)).

Concierge Key Health is focused mainly in the United States right now, but in the future it may be worthwhile for any luxury healthcare company to invest in China as well.

Healthcare is the biggest concern of China's growing high-net-worth population, according to a report from Hurun and insurance firm Taikang.

Social insurance does not provide the value that China's affluent seek, driving 95 percent of them purchase commercial life insurance to supplement the universal policy. With economic growth feeling like a certainty and family fortunes becoming more secure, basic quality of life issues are overtaking monetary concerns in the minds of the affluent ([see story](#)).