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RITTENHOUSE INTERNAL MEDICINE RECEIVES  
TOP RECOGNITION FOR PRIMARY CARE FROM  
THE NATIONAL COMMITTEE FOR QUALITY ASSURANCE

Thriving Philadelphia-Based Women's Physician Practice  
Offers Patients Access to Concierge-Level Services without added Cost

PHILADELPHIA – September 14, 2011— Rittenhouse Internal Medicine at the Rittenhouse Women's Wellness Center ([www.rwwc.com](http://www.rwwc.com)) has been distinguished by the National Committee for Quality Assurance (NCQA) ([www.ncqa.org](http://www.ncqa.org)) with Level 3 Patient-Centered Medical Home™ (PCMH™) recognition for facilitating a coordinated approach to the delivery of quality healthcare to female patients.

The recognition is the highest primary care recognition from NCQA, a non-profit organization dedicated to improving the quality of healthcare nationwide.

Rittenhouse Women's Wellness Center (RWWC) patients receive concierge-level care, for no additional fees. RWWC practices integrated, evidenced-based medicine that emphasizes wellness and offers access to a full complement of services. The practice offers one-hour initial visits; minimal wait times; extended office hours including nights and weekends; same-day sick appointments; prompt return of phone calls and emails by doctors; and access to preventive services like emotional well-being, fitness and nutrition counseling. The practice utilizes state-of-the art EMR, patient portal and secure patient communication software to facilitate quality delivery.

"From the beginning, Rittenhouse Women's Wellness Center has been committed to the delivery of quality care by women for women. That commitment has engendered a practice philosophy and model that puts patients first and incorporates many of the work practices, use of technology and approach to total care advocated by NCQA," said Leslie Saltzman, D.O., Rittenhouse Women's Wellness Center Medical Director and Co-founder. "In many ways, this recognition was a validation of the way we've been practicing medicine from day one."

“When designing our delivery model our goal was to provide a concierge-level of primary care at no additional cost to patients,” said Robert Saltzman, President of RWWC and Co-founder. “We have created a transformational primary care practice that provides patients with quality and access at a low cost in a profitable business model.”

According to the NCQA, PCMH™ provides a roadmap for practices to improve the delivery and the experience of care for both doctors and patients. PCMH™ encourages the development of relationships between primary care providers, their patients and patients’ families when appropriate. This model enables patient access and coordination of care, supported by information technology and tracks care over time.

“With the government and healthcare industry intent on improving the quality of care, NCQA Level 3 recognition has become an increasingly important mark of excellence,” said William Copeland, Jr., Health Reform Practice Leader, Deloitte Consulting, LLP.

RWWC created this model and pursued NCQA recognition independent of the PA Chronic Care Initiative that provides financial incentives to practices that participate in that Initiative.

### **About Rittenhouse Women’s Wellness Center**

Rittenhouse Women’s Wellness Center ([www.rwwc.com](http://www.rwwc.com)) offers primary care, routine gynecology, medical and aesthetic skin care, fitness, nutrition, and psychology exclusively for women. The practice, founded by husband and wife team, Robert Saltzman and Leslie Saltzman, D.O., is committed to transforming the delivery of primary care for women patients. Patients receive a concierge-level of care without additional cost beyond health insurance reimbursement - patients rarely wait more than 15 minutes to see the doctor; have one hour initial visits; the practice has extended hours including nights and weekends, provides same-day sick appointments, calls and emails are returned promptly, preventive services are offered, and uses the latest EMR and patient-facing technology to deliver the highest standards of modern medicine.

### **About NCQA PCMH™**

NCQA’s PCMH recognition program emphasizes the systemic use of patient-centered care management processes. The PCMH 2008 guidelines were developed with input from the American College of Physicians, the American Academy of Pediatrics and the American Osteopathic Association.

NCQA accredits and certifies a wide range of health care organizations. It also recognizes clinicians and practices in key areas of performance. NCQA is committed to providing health care quality information for consumers, purchasers, health care providers and researchers. Visit [www.ncqa.org](http://www.ncqa.org) for more information.