

**Guide**

# **How Turnkey Patient Memberships Solve Capacity Challenges and Drive Revenue Growth**

A Guide for Healthcare Leaders on Driving Patient Loyalty, Increasing Revenue, and Differentiating Your Health System.



## Introduction

You've likely felt it—both as a healthcare leader and as a patient yourself. Whether trying to book care for yourself, a family member, or managing a growing health system, you know that today's healthcare experience often falls short of what modern consumers expect.

Meanwhile, you're tasked with acquiring more patients, increasing revenue, and solving operational constraints — all while ensuring your teams aren't overwhelmed. How do you grow, keep patients loyal, and preserve quality when capacity is already stretched to its limit?

The good news? There's a way to resolve this tension — through direct-to-consumer (D2C) memberships that help health systems grow sustainably, improve patient loyalty, and unlock new revenue streams without burning out care teams.

In this guide, we'll demonstrate how branded, virtual-first patient membership programs help health systems expand access, strengthen loyalty, and create predictable revenue without significant capital investments.



# The Growing Capacity and Loyalty Challenge — What's Really Happening?

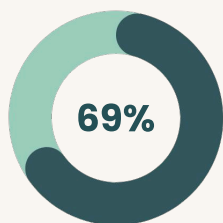
Across healthcare, organizations are asked to do more with less:

- Insurers are expanding provider networks and steering patients away from health systems and hospitals.
- Patients are frustrated by delays and are turning to retail clinics and telehealth startups for faster access to care needs.
- Healthcare systems are tasked with attracting more patients — but without enough providers to serve them.

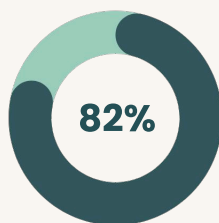
**Amenities research confirms that of patients who consider themselves loyal to a health system's brand, 55% are splitting care between multiple health systems.**

## Imagine this:

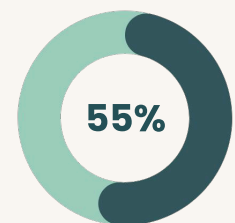
A patient visits your website looking to schedule care, struggles to find an available provider, and quickly books care through a retail clinic or telehealth startup. Or a loyal patient needing a specialist waits months, only to turn to a competitor offering same-day virtual consults.



69% of patients would switch providers for better services, including same-day appointments and convenient locations. *(Source: Medical Economic)*



82% of patients prefer a hybrid care model that combines in-person and virtual visits, indicating a significant shift towards integrating virtual care into traditional healthcare delivery. *(Source: NIH)*



A 2024 report by Sermo indicates that over half of patients found virtual visits more satisfying, suggesting a preference that could influence their choice of healthcare providers. *(Source: Sermo)*

# Why Memberships Are the Answer — Not Just a Service, a Strategy

Patient memberships are a strategic solution — not just a service — because they address the root causes of patient dissatisfaction and system strain.

**Imagine having the ability to offer patients a subscription-based membership that gives them access to:**

**Faster, priority  
access to trusted  
providers**

**24/7 virtual care  
when they need  
help now**

**Specialist access  
without the  
months-long wait**

**Wellness services  
that keep them  
engaged in their  
health all year long**

These memberships don't just give patients what they want — they build loyalty to your health system.

And for leadership? Memberships create recurring revenue, scalable care, and a major competitive advantage.



## How Amenities Health is Making D2C Patient Memberships Accessible to Health Systems, **Easily.**

Instead of relying on the traditional (and often costly and slow) approach of building more facilities, Amenities provides fully managed, turnkey patient memberships with a white-labeled web and mobile experience. This allows health systems to deliver premium virtual care to patients quickly and efficiently, with no operational burden.



# What Amenities Health Patient Memberships Include

Here's what Amenities' Memberships deliver — Virtual concierge care designed to address what patients want most while supporting the operational realities of your team:

## Primary Care



### A high-touch, personalized primary care experience:

- Access to a dedicated MD, DO, PA, and NP
- Longer appointments
- Unlimited messaging
- Same and next-day availability

## 24/7 Virtual Urgent Care



### Care for unexpected illnesses and injuries, anytime:

- Access to team-based PAs and NPs
- 24-hour video visit coverage

## Specialist eConsults



### Expert opinions within 24 hours across 70+ specialties:

- 24-hour service level agreement (SLA)
- 75% resolved virtually, 25% referred for in-person care

## Ancillary Care Services



### Comprehensive wellness support:

- Behavioral health
- Annual labs
- Weight loss clinic
- Genetic testing
- Maternity wellness
- Health risk assessments

# Launch and Grow Your Branded Membership Effectively



## Start Strong: A Comprehensive Membership Strategy

It all begins with a solid plan. We'll help you start strong by crafting an end-to-end, direct-to-consumer (D2C) membership strategy tailored to your health system. By leveraging insights into consumer preferences, patient demographics, and customized pricing models for optimal adoption, your offering will resonate with the right audience from day one.



## Expand Access: Deliver Care Under Your Brand

Alongside strategy and technology, Amenities Health manages a trusted provider network dedicated to your health system's brand. This allows you to offer immediate, high-quality care without straining your existing teams — ensuring patients receive the consistent, high-quality experience they expect from you.



## Drive Growth: Expanding Your Membership Base

Once your program is live, the focus shifts to growth. Your fully branded web and mobile member-acquisition site, combined with targeted demand generation services — including SEO, social media, and paid search — makes it easy to attract, convert, and retain patients.

# Launch and Grow Your Branded Membership Effectively

## Key Benefits of Membership Models

### Scalable Virtual-First Services

Grow your membership subscriptions with confidence. Our virtual-first services scale effortlessly as demand increases, helping you expand access to care, boost patient satisfaction, and generate predictable revenue — all without adding strain to your operations or IT teams.

### Future-Ready Patient Experience

Stand out in a competitive market with a white-labeled web and mobile experience that meets modern consumer expectations — keeping your health system's brand top-of-mind and preferred by patients seeking convenience and high-quality care.

### Long-Term Patient Loyalty

Turn one-time visits into lasting relationships. Leverage turnkey memberships that give patients 24/7 access to care, encouraging proactive health management and creating consistent engagement that strengthens loyalty and drives predictable revenue.

### Integrated Provider Network Under Your Brand

Offer patients faster access to care without adding pressure to your existing teams. Our integrated provider network operates under your brand, enabling you to deliver timely, high-quality virtual care that strengthens patient trust and keeps them connected to you first.



# Why Membership Models Work: Real-World Data

Direct-to-consumer care memberships are more than just additional services — they fundamentally transform patient relationships, turning occasional visits into ongoing engagement. Instead of seeking care elsewhere, they turn to you first.



60% of patients prefer virtual health for routine care (Accenture)



40% improvement in patient retention using memberships (Deloitte)



Up to 35% increase in care capacity through virtual-first models (McKinsey)

The Revenue Impact:

# 1 Million

Health systems typically achieve \$1M in annual revenue potential from 2,000 members.

## A Turnkey Business Unit for Seamless Membership and Revenue Growth

We understand the concerns of health system executives regarding resource strain. That's why Amenities Health designed a patient membership service and platform that ensures success with minimal effort from your IT and operations teams, delivering maximum impact without added burden.

Imagine a future where your health system becomes the go-to brand for personalized, convenient care, where patients stay loyal because they feel valued. And where your team delivers care efficiently without burnout.

With Amenities' turnkey patient membership solutions, **that future is closer than you think.**

## Ready to Build a New Revenue Stream While Delivering the Care Access Patients Expect?

Contact us to learn more about Amenities' membership offerings and start your journey to building lasting patient relationships.





## About Amenities Health

Amenities Health helps organizations build patient loyalty and generate predictable, recurring revenue through tech-enabled membership solutions.

Our turnkey patient membership packages and white-labeled patient engagement platform empower you to offer subscription-based care models with a fully managed virtual provider network, all under your brand. Delivered through a seamless web and mobile experience, these solutions help increase patient retention, expand access to care, and strengthen financial sustainability.

By combining best-in-class technology, frictionless operations, and scalable membership solutions, Amenities Health helps reduce patient leakage, boost engagement, and unlock new revenue streams— **faster**.

Learn more at [www.amenitieshealth.com](http://www.amenitieshealth.com).