

Chain of medical practices specializing in senior care coming to Triad



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ChenMed employees participate in a group workout class.

COURTESY OF CHENMED

By David Hill – Reporter, Triad Business Journal, Jun 21, 2022

<https://www.bizjournals.com/triad/news/2022/06/21/chenmed-plans-locations-in-triad.html>

A chain of medical clinics that specialize in treating older patients, often with low incomes and multiple chronic health conditions, is coming to five locations across the Triad.

ChenMed confirmed Monday that it plans to open in Greensboro, Winston-Salem, High Point, and Burlington, as well as Charlotte and Fayetteville. ChenMed takes part in the Medicare Advantage program, with Medicare paying a fixed amount each month for patients enrolled in Medicare Advantage Plans.

The Triad sites are:

- Greensboro: 2703 West Gate City Blvd., Suite J., scheduled to open in the first quarter of 2023.
- High Point: 143 North Greensboro Road, Suite 131, opening in the fourth quarter of 2022.
- Winston Salem South: 3409 Thomasville Road, opening by the end of July.
- Winston-Salem North: 3415-3601 N. Patterson Ave., Suites 26 and 27, opening by the end of September.
- Burlington: 378 Harden Street, opening in the fourth quarter of 2022.

ChenMed received three grants of \$300,000 each from the North Carolina Department of Commerce Rural Economic Division Building Reuse Program toward sites in Greensboro, High Point and Burlington. ChenMed also received a \$300,000 reuse grant for a similar project to open a location in Fayetteville.

The company expects to spend \$1 million or more on each project and hire about 30 people, according to the state agency.

ChenMed, a privately owned company based in Miami, has nearly 100 locations in 12 states.

The company says its physicians see their patients at least once monthly, which is 10 times the national average. They also have an average maximum patient panel – or group of regularly-seen patients -- of 450, which the company says is 85 percent smaller than the average primary care physician. ChenMed says this helps focus on preventative care and managing chronic conditions so that patients are more likely to avoid hospitalizations, emergency-room visits and unnecessary tests.

The company makes money by holding down costs, largely through avoiding costly hospitalizations and emergency-room visits, E.W. Tibbs, the company's regional vice president for dedicated medical centers in the Carolinas and Georgia, explained in a telephone interview with the Triad Business Journal. By seeing fewer patients but seeing them more often, ChenMed helps avoid costly hospitalizations and emergency-room visits. Its caregivers can see a patient 40 to 50 times for the cost of one emergency-room visit, Tibbs said.

"We want to invest upfront and find out what's going on with that person, detect and manage what we call high risk diseases," Tibbs said.

"We take full risk, meaning that if it takes more dollars to take care of the senior than the insurance company provides us, we lose a little. If we have a little leftover after providing all their care, we make a little."

Each clinic is staffed by one or two primary-care physicians, each with a team of three or four caregivers. There are also non-physician center directors and sales people, for about 30 people in all when fully operating, Tibbs said.

Specialists are available, and patients and their physicians are free to choose hospitals if needed, he added.

As for why it is moving into North Carolina now, Tibbs said ChenMed tracks demographics to know where there are Medicare Advantage recipients and likely will be more. It enters "health care deserts" to serve in-need patients.

"We have as part of our DNA ... an advanced analytics approach that lets us know where there are Medicare Advantage recipients, where they're likely to be, and more importantly, where there are people who are underprivileged and underserved. All that goes into what is a proprietary approach to understanding where we're most needed."

ChenMed has listings for medical directors in Greensboro, Burlington, Winston-Salem and several other cities on its company website.