



Personalized Primary Care

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Crowded lobbies of sick people and hours spent waiting to see a physician are finally things of the past. At least it is at Personalized Primary Care. **James G. Scelfo, M.D.**, opened Personalized Primary Care of Celebration and, most recently, Windermere. PPC is a membership-based family practice that offers patients an option to receive more personalized health care. By charging a membership fee, Dr. Scelfo is able to limit his practice to 600 patients, a significant difference from the typical family practice of more than 4,000 patients. Although this concierge-style of medicine has been successful throughout the country, Dr. Scelfo was the first to bring his vision of this particular brand of personalized medicine to Central Florida, and has had 12 successful years of business. The vision of PPC is comprehensive, individualized health care. The goal is not only to provide medical care, but to educate each patient about all aspects of their personal health care needs. It is modern medicine in an old-fashion style. PPC's practice philosophy is to provide optimal evidence-based patient-centered health care through guaranteed patient access, education and preventative medicine. This means that the patient-physician relationship is built on trust, understanding and mutual respect. Dr. Scelfo also focuses on achieving an optimal state of health with an added concentration on disease prevention, early diagnosis and management, and fitness and nutrition. Patients are not only given the personalized time needed for each visit, but also have direct access to Dr. Scelfo 24 hours per day. PPC offers same-day and next-day emergent appointments at either location as an added convenience. Upon joining, patients receive an initial comprehensive 90-minute consultation/physical, where Dr. Scelfo goes over their complete medical history, with all follow-up appointments scheduled for at least 30 minutes. The staff at PPC helps coordinate insurance authorizations and referrals. Memberships are offered for individuals, couples and families, with several different payment plans to suit patients' needs. It is high-quality medicine that is both accessible and convenient.