

# \$2,000 health care app promises to be the Uber in its field

9 April 2017, by Jon Swartz, Usa Today

A new tech start-up wants to be the Uber of health care. you should have to wait up to weeks to see a specialist."

Concierge Key Health is building an app that would let consumers schedule access, on-demand, to general practitioners and top-tier physicians in specialized fields such as orthopedics, cardiology and [brain surgery](#). ©2017 USA Today  
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When the app launches in the fall, patients in a dozen cities—including New York, Los Angeles, Dallas, Miami and Washington, D.C.—will have the ability to book appointments from a pool of 1,500 specialists for urgent care and hospital concierge clinics.

"We want to create an Uber-like service nationwide," says Concierge Key Health CEO Robert Grant, an entrepreneur who has extensive experience in the medical field. "One of the biggest challenges in [health care](#) is no one thinks of the patient experience—and yet we pay as much for [health](#) care as anything else."

"We're not trying to provide [health services](#), but timely access to top-flight specialists," he says.

Advances in on-demand technology have made it possible for the Newport Beach, Calif.-based start-up to offer consumers a more pleasant trip to the doctor, says Grant, whose company landed funding from the Dental Innovations in Germany and private investors. The concierge service costs \$2,000 annually for an individual, and \$3,500 for a family.

If all goes well, the service will be expanded to 25 cities by the end of 2018 and available in some international markets in 2019, Grant says.

"We have re-imagined the user experience, soup to nuts," says Grant, vice chairman of Alphaeon, a subsidiary of Strathspey Crown Holdings, in the lifestyle [health care market](#). "There's no reason

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