Practice Policies and Fees

Welcome to Thrive Health!

We strive to make all communications and policies are clear as possible in order to be able to focus our attention together on your healing and our relationship. Therefore, it's important that you read all the enclosed information carefully and complete all Intake forms and mail or fax your records to my office no less than 10 days prior to your appointment.

In the event that a review of your medical records suggests that your medical situation may not be appropriate for Thrive Health’s practice model, Dr. Romm retains the right to cancel your appointment. In such a case, your membership fee will be refunded, however Thrive Health is not responsible for any other fees such as any travel or lodging you’ve booked. Your appointment may be cancelled up to 24 hours prior to the appointment time, so do not wait until the last minute to submit your Thrive application.

PRACTICE ADDRESS
Thrive New York Office: 26 East 36th Street, New York, NY 10016
Thrive mailing address: PO Box 85, West Stockbridge, MA 01266
Phone: 413-591-0543
Fax: 413-362-7435

APPOINTMENTS
Appointment Structure
At your first visit, which is 80 minutes, we will discuss your symptoms, health concerns, medical, family, and personal history, your nutrition and diet, exercise and sleep habits, as well as any other information that will help me to understand the factors contributing to your health concerns. We will also review any previous lab testing or medical records from your primary or specialty physicians. You will also have a focused physical exam as necessary, as well as ample time to ask any questions.

At the end of the visit, I will recommend any relevant lab tests and suggest an initial health plan that will begin to move you to your health goals. After your initial appointment with me, you will be scheduled to have a brief initial review of your plan with Amanda Swan, Thrive’s Nurse Practitioner and Health Coach, who will help you to order labs and supplements, and will be scheduled for a 1-hour appointment with either Thrive Health’s Nutritionist Holly Niles, who will further help you to individualize your nutrition plan, or with Dr. Romm for preconception, pregnancy, or young children’s nutritional guidance.

By your second appointment, which is typically 4-6 weeks after the first, we will review the results of any laboratory testing as well as how things have improved since the initial appointment, at which time I will further personalize treatment program. After the second visit, you can expect to follow up in one month.
to review your progress on the program. This and future visits are usually 25-50 minutes long, based on your needs and the complexity of your conditions.

All initial appointments MUST take place in-person with Dr. Romm in her NYC office. Follow-up visits may be in person or via phone, unless specified by Dr. Romm that additional in-person visits are needed for medical purposes.

If it has been two years or more since your last appointment with Dr. Romm, you will be considered a new patient and must renew your membership and have a full 80-minute, in-person appointment in the NYC office.

In select situations, Dr. Romm may require a 2-hour initial visit; if this is the case she will let you know as soon as your intake forms have been reviewed.

FEES

Membership Fee
Thrive Health intends to keep the practice size small and personalized so that you don't have to wait months for a follow up appointment. To do this, we charge a non-refundable, one-time membership fee of $425 to join the practice. Membership entitles you to receive a 20% discount on all supplements through my online formulary, labs at as close to cost as possible, and membership in our private Facebook group should you choose to participate.

- The membership fee is waived for children under 2 years old if the mom is a practice member; the child must have his or her own full initial intake.
- For children from 2 to 6 years old, there is a 50% discount on the membership fee if the mom is a practice member; each child must have his or her own full initial intake.
- When the mom is not a member of the practice, the first child pays the full membership fee and each additional sibling receives a 50% discount on the membership fee; each child must have his or her own full initial intake.

Option 1: Highly Recommended: The Thrive Patient Package
Dr. Romm encourages Thrive Health patients to commit to an initial visit, two 50-minute follow-ups, and one 25-minute follow-up, at minimum. In her experience, this allows for consistent follow-up and best outcomes. This package of $3200 (a $200 savings over Option 2 below) allows you priority booking for follow-ups and does not cost any more than booking singular appointments. This fee will be adjusted if you require a 2-hour initial consultation.
Option 2: Appointment Fees

Initial Appointment with Dr. Romm
- $1850 - Includes a comprehensive initial 80-minute appointment with Dr. Romm, and a comprehensive initial plan which you will receive within 72 hours of the appointment. Also includes a (required*) 50-minute nutrition consultation.
- Initial visit children 4 and under: $1450 – Includes the same services as above – the nutritional consultation will be with Dr. Romm, usually during the initial appointment.

Along with your initial recommendations, Dr. Romm will suggest a schedule for visits and highly encourages you to book those appointments upfront in order to guarantee being seen on that recommended schedule. You can typically expect to meet with Dr. Romm anywhere from monthly to every 3 months, during the first 3-12 months of your care, depending on the nature and complexity of your symptoms/conditions. We strongly encourage you to also book your appointments ahead of time in order to make sure you are seen as often as needed. You will not be billed for those follow-up appointments until 5 days prior to the appointment, and cancellation fees apply as with any other visit.

Extended Initial appointment with Dr. Romm
The fee for a 2-hour initial consultation is $2475. The Thrive Health office will contact you before booking your initial appointment to let you know if this will be recommended for you.

Follow up visits with Dr. Romm (in-person or via phone)
- 50-minutes: $450
- 25-minutes: $225

Nutrition Consultation
50-minute initial intake: included with new patient initial appointment fee
25-minute follow-up: $100

Labs and Supplements
Labs and supplements are not included in the above fees; we will provide you information on accessing these as affordably and simply as possible after your initial appointment.

*You may feel you already have a perfect diet and don’t need a nutrition appointment. We get that. But nutrition appointments aren’t just about how to eat well; they are about tailored therapeutic strategies to support your unique plan. Many of my patients are very educated about nutrition but find tremendous benefit in having help implementing strategies specific to their health conditions.
CANCELLATIONS AND REFUNDS

The following cancellation/rescheduling policy was created in order to protect the large blocks of valuable time that Dr. Romm allows for every patient visit and to be fair to those people on waiting lists who would like an appointment. Please read the policy carefully so there will be no misunderstanding.

Membership Cancellation

• You are entitled to a full refund of your membership fee if you cancel your membership within 72 hours of joining the practice and have not yet submitted your intake forms or scheduled an initial appointment.

• After 72 hours, if you choose to cancel your membership, you are entitled to a reimbursement of 50% of your membership fee if you have not submitted any of your intake forms, have not scheduled your initial appointment.

• If you have scheduled your initial appointment but must cancel due to medical reasons that are beyond your control, you will be reimbursed 50% of your membership fee if the cancellation is made more than 6 weeks prior to the appointment date.

• If for any other reasons you cancel your initial appointment or membership after you have already scheduled an appointment or submitted your intake forms, you will not receive reimbursement of your membership fee.

Appointment Cancellation

There is a 10-day Cancellation or Rescheduling policy for appointments, so that a Wednesday appointment needs to be cancelled by the previous Monday, and a Thursday appointment by the previous Tuesday. We reserve the right to charge your credit card the full amount of the visit if it is not canceled or rescheduled before this deadline.

You will be charged for one appointment if you cancel or re-schedule two consecutive appointments.

If illness, acts of nature, or other unforeseen circumstances prevent Dr. Romm from traveling to the office on the day of your appointment, you will be notified as soon as possible and an alternative appointment date will be determined. If you have traveled from out of state to come to your appointment, Dr. Romm and Thrive Health is not responsible or liable for any expenses incurred for your travel or lodging.

Dr. Romm reserves the right to change NYC in-office follow ups to phone or Skype (for NY or MA patients) in the event of inclement weather or should she otherwise need to.

LATE ARRIVAL APPOINTMENTS

Dr. Romm is committed to being on time with patient appointments in order to prevent you, and other patients, from unnecessary waiting. If you arrive late to the office for your consultation, your appointment will end at the scheduled time and you will be charged for the length of the scheduled visit. Similarly, if you have not submitted you medical records at least 72 hours prior to your appointment, the first 20 minutes of your appointment may be dedicated to reviewing your charts.
**PAYMENT OPTIONS**

The membership fee must be paid in order to schedule the initial visit. When you schedule the initial visit, we request a credit card on file to hold the appointment for you. In addition, it is important to maintain an active credit card on file with our office for billing of follow-up consultations.

**MEDICAL RECORDS**

Medical records can only be released with your authorization. It is your responsibility to obtain previous medical records from other physicians or health care providers that you wish Dr. Romm to review. If you feel your medical records are pertinent to your appointment with her, please contact your physician or other health care provider to obtain these records and make sure that we have received them at least 10 days prior to your initial appointment.

Your records can be mailed to: Aviva Romm, M.D., PO Box 85, West Stockbridge, MA 01266 or faxed to 413-362-7435.

**INSURANCE INFORMATION**

I do not accept health insurance, am not a Medicare provider, and do not assist in the resolution of insurance claims. However, I will provide patients with a receipt which you can submit to your insurance carrier and, when applicable, include appropriate medical codes in your records.

**PHONE CALLS & MESSAGES**

I encourage patients to e-mail with questions regarding their treatment plan.

Administrative: thriveadmin@avivaromm.com

Dr. Romm: avivamd@avivaromm.com

Amanda Swan (Nurse): amandathrive@avivaromm.com

Please note that we cannot guarantee a secure email system; we do not use encryption or other methods in our communication with patients. In agreeing to work with Dr. Romm, you are consenting to her using regular email to send and receive your patient information.

Please use the patient portal of our electronic health record, MD-HQ, for all questions related to your medical condition and treatment.

If there is need for longer discussion regarding new symptoms or new concerns, then I recommend you schedule an additional follow-up appointment. Questions that require longer than 5-minute responses fit this scenario. Additionally, if it has been longer than 8 weeks since your last appointment then I also recommend that you schedule a time to come in for further evaluation and if it has been longer than 12 weeks, a 50-minute appointment will need to be scheduled.
If you need to call the office, the Thrive Health phone number is: (413) 591-0543. Please leave a message with the following information:

Your full name, spell your last name, and date of birth
Reason for call
Best time to be called back and whether I may leave a message for you
Phone number(s)
Email address (if desired)

We do not have an answering service; while we attempt to respond to call regularly, please give us up to 72 business hours to respond.

**PLEASE NOTE THAT THIS OFFICE DOES NOT TAKE MEDICAL EMERGENCY CALLS!**

If you have a medical emergency, call 911 or go directly to the nearest emergency room.
Similarly, we do not check emails daily and therefore cannot guarantee immediate prescription refills or urgent answers.

PRESCRIPTION REFILL REQUESTS
It may take up to 72 hours to process a prescription refill. Please plan ahead to avoid any interruptions in your medications.

NUTRITIONIST CONSULTS
The nutritionist is a clinical nutritionist and not a licensed medical doctor. All nutrition consultations are for educational purposes only. Our nutritionist assists Dr. Romm’s patients with the implementation of the dietary and nutritional protocols. She also provides information about how to improve general health through diet and lifestyle modification. Any such information should not be construed as a medical diagnosis or treatment of any disease or health condition.

SUPPLEMENTS
Patients will be able to purchase most recommended supplements through Fullscript.com by using my patient portal at a 20% discount on the retail price for any supplements purchased there. There is no obligation, however, to purchase supplements through this practice. We will do our best to assist you in sourcing supplements that are recommended but are not carried by Fullscript. Overseas patients will need to do their own product sourcing, which can make it challenging to implement health plans at times, so please be aware of this. Supplements sold on the Aviva Romm website do not apply to the 20% discount.
RECORDING APPOINTMENTS
Electronic recording of appointments and/or conversations with our providers is strictly prohibited, unless Dr. Romm has granted prior approval in writing to you. It is illegal and unethical to record a medical appointment without the knowledge of the medical provider. If such recording takes place, legal action may be taken.

EMERGENCIES AND AFTER-HOURS CARE
Please note that Dr. Romm is not acting as your primary care physician. As a result, she does not address urgent care or primary care issues. She recommends that you have a primary care physician. If you have a serious health problem that requires immediate attention, you should call your other doctors(s), call 911, or have someone take you to the nearest hospital emergency room. If you notice an adverse effect from one of the components of your health plan, you should discontinue it and then email Dr. Romm.

DIFFERENTLY-ABLED ACCESS
Please note that the office in New York is not wheelchair accessible. If you unable to climb stairs, Dr. Romm will not be able to accommodate you due solely to practice logistical issues.