

Ronald Ruden, MD, PhD*



A Health Care Experience
Designed for You

A more convenient,
connected, and collaborative
approach to care.

24/7 Connectivity · Preventive Focus · Personalized Approach to Care



Ronald A. Ruden, MD, PhD *Internist*

Dr. Ronald Ruden is a board-certified internal medicine (primary care) physician with over 30 years of experience. Confronted with a challenging problem, he utilizes skills that he developed early in his career as a research scientist to resolve them.

The long-standing relationship he has with many of his patients inspires him to seek out innovative

approaches for their problems. After a decade of research he created and introduced a new approach to healing called Havening Techniques. Havening Techniques, now being used in 17 countries, is a method that can be used to treat the consequences of emotional trauma through simple touch. (To explore this remarkable discovery, go to www.Havening.org).

Dr. Ruden graduated from Mt. Sinai School of Medicine. He did his internship and residency at Beth Israel Hospital and his Nutrition Fellowship at Sloan Kettering Cancer Center. He is a native New Yorker who loves the city and the amazing people that populate it. He lives with his wife, daughter, and their two dogs, Cappy and Taz.

Frequently Asked Questions

Will my insurance or health plan pay for the membership fee?

No. Membership fees are for the amenities and enhancements described in this brochure, which are not professional services. Accordingly, the membership fees are not covered by your health insurance plan and are your individual responsibility.

How will this model provide me with better connectivity to Dr. Ruden?

Members are empowered with an array of means to connect with Dr. Ruden. These include 24/7 phone access as well as a secure telemedicine platform that can be used when an in-person appointment may not be needed. Text and e-mail will also be available, at your option.

How does my health insurance work in conjunction with my Membership at CCPHP Ruden?

Your Membership is compatible with, and complementary to, your health insurance coverage. Your health insurance covers traditional health care services that are provided and billed for by Dr. Ruden and his professional practice. Your membership fee pays for the amenities and enhancements that are described in this brochure and member handbook (and can be found on the website). These amenities and enhancements are provided by CCPHP Ruden, LLC, not the professional practice, and they are not professional services. You will need health insurance to cover the traditional office visits with your doctor and specialist visits or hospitalizations. Dr. Ruden will continue to accept the same insurance types as he always has, including Medicare.

How can I enroll in Ruden CCPHP?

You can enroll in person at the practice office with a member advisor or by visiting www.rudencphp.com. You may also reach a membership advisor by phone at (646) 915-6965.

Castle Connolly Private Health Partners (CCPHP)**

CCPHP was established in conjunction with Castle Connolly Medical Limited (CCML) in order to connect patients with top physicians in a manner that facilitates an optimal health care experience. CCML is a highly-regarded research organization based in Manhattan best known for its *America's Top Doctors*® publication. Dr. Ruden and CCPHP have developed a membership program that will provide members with a unique array of amenities and enhancements and connectivity to an elite network of the nation's top specialists and primary care providers.

To learn more, visit our website:
www.rudencphp.com

Why join Ruden CCPHP?

As a Member of Ruden CCPHP, you are signing up for a more convenient, connected, and collaborative healthcare experience.

Membership includes:

- **Same-day or next-day appointments.** You can schedule appointments to be seen quickly — and at times that are convenient for you.
- **Extended office visits.** When you see Dr. Ruden in the office, he will spend as much time with you as needed to address your concerns.
- **24/7 connectivity to Dr. Ruden.***** Dr. Ruden is available to communicate with you via phone, e-mail, or text.
- **Enhanced connectivity to other Top Doctors.** If you need care from another specialist, Dr. Ruden will have enhanced connectivity to CCML's 48,000+ Top Doctors across the world and CCPHP can help facilitate you receiving specialist care.
- **Telemedicine.** As a Member of Ruden CCPHP, you will be able to connect with Dr. Ruden through a secure, telemedicine platform, which can be a convenient alternative to an in-person office visit, when appropriate.
- **SENS Health Coach.** With Ruden CCPHP, you gain access to a "SENS" Health Coach that provides you with customized support and education, helping you identify and resolve potential barriers to a healthier lifestyle. CCPHP's "SENS" approach focuses on four pillars of wellness: Sleep, Exercise, Nutrition and Stress Management. Your SENS Health Coach collaborates with your physician, creating an integrated and robust team to help achieve your wellness goals, one step at a time.
- **SENS Solution Health Assessment.** The Membership model provides your physician and Health Coach with a tool to offer you a more personalized approach to your preventive health and overall wellbeing, including CCPHP's comprehensive program for assessing your overall wellness status and needs.



INVEST IN YOUR HEALTH

- **Develop a stronger relationship with Dr. Ruden to create a more collaborative approach to maintaining your health.**
- **Participate more proactively and conveniently in your healthcare through enhanced connectivity to Dr. Ruden.**
- **Connect with the nation's premier Top Doctors.**



Ruden CCPHP Commitment

Members enjoy a more convenient, connected and collaborative relationship with their physician. The structure of the Membership program is designed with one simple focus: our Members. The amenities and enhancements of our program are designed to help Members achieve their individual wellness goals and support them in maintaining a healthy lifestyle.



Ronald Ruden, MD, PhD^{*}



Castle Connolly
PRIVATE HEALTH PARTNERS, LLC

Contact

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* Ruden CCPHP, LLC, the membership organization referred to in this brochure, is sometimes also referred to as "Ruden Castle Connolly Private Health Partners" as shown on the logo above or as "Ruden CCPHP." Ruden CCPHP, LLC is acting on behalf of and at the direction of Yaffe Ruden & Associates, pursuant to a Business Associate Agreement (as defined in the Health Insurance Portability and Accountability Act of 1996, as amended ("HIPAA")), to assist Dr. Ruden and Yaffe Ruden & Associates to inform you about, and/or respond to questions relating to, exciting changes in the practice.

** Castle Connolly Private Health Partners, LLC, is sometimes referred to herein as "Castle Connolly Private Health Partners" or "CCPHP."

*** In cases where Dr. Ruden is unable to communicate due to vacation, sickness, or other reason, communication with another practitioner or covering physician will be arranged.