



VIP Program

The Problem:

Ever try to see a neurologist or sleep specialist? Appointments months away. Crowded waiting rooms. Rushed visits. Medical assistants. And when problems arise after hours? You get whoever's on call — typically someone who doesn't know your case. Need help with your bedroom environment, noise issues, or sleep during a personal crisis? Good luck finding a specialist who addresses those.

The Solution:

Our VIP service aims to solve these endemic problems of conventional healthcare— to create specialized neurology and sleep medicine without the barriers of conventional healthcare, delivered with direct access, and comprehensive solutions that extend beyond the exam room.

This isn't concierge primary care. This is specialized expertise in the systems that control your cognition, performance, recovery, and long-term brain health — available when it matters most.



Service Comparison	Traditional Specialist	t N C	t N C VIP
Expert consultation	✓	✓	✓
Order and interpret tests/labs	✓	✓	✓
Prescribe medication†	✓	✓	✓
Visit duration	20-45 min	60 min	As long as needed
Typical wait for appointment	Months	Days or weeks	Priority (within 24 hours)
Physician only for all aspects of care		✓	✓
Telemedicine (anywhere)		✓	✓
Comprehensive treatment plans		✓	✓
Off-hour appointments available:			
• Evenings			✓
• Weekends			✓
• Holidays			✓
Doctor's personal contact:			
• Phone			✓
• Text			✓
• Email			✓
Proactive research updates			✓
Travel & performance optimization			✓
Cost structure	Insurance & copay	\$3,500 initial*, then \$800/hour	\$12,800/month plus \$800/hour**

Footnotes:

†where state licensing permits

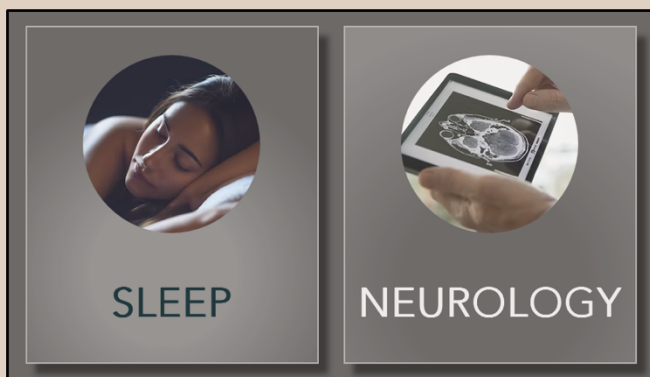
*Includes two visits, record review, and written report

**\$12,800/month retainer for access, plus \$800/hour for services

Frequently Asked Questions

What's included for VIP members?

1. **Direct contact** with Dr. Ellenbogen — personal cell, text and email
2. **Priority access** — Skip the line. Guaranteed tele-appointment within 24 hours of request
3. **Off-hours availability** to Dr. Ellenbogen, including evenings, weekends and holidays
4. **Collaborative** — You set the intensity, frequency, and scope.
5. **Proactive updates** — Don't miss important scientific developments relevant to you.
6. **Ongoing guidance** — sleep study coordination, circadian management, wearable integration (if you use one).
7. **Performance optimization and longevity** — Personalized strategies to sharpen decision-making, memory, creativity, and long-term brain health
8. **Bedroom mastery** — Engineer your bedroom and travel environments for optimal rest (in-person ideal; travel expenses not included)
9. **Stress and mental health integration** — Neurologic and circadian strategies to regulate mood, build resilience, and maintain focus under pressure
10. **Travel planning** — Have a trip coming up? Get a specific, science-based plan for how to avoid jet lag (time zone change) or mountain sickness (if at altitude). Get tips for sleeping well on the road. Contact your doctor from wherever you are in the world.
11. **Crisis resilience** — Specialized guidance during personal or professional crises that affect sleep and performance
12. **Comprehensive brain & body integration** — Guidance on connections between sleep and nutrition, exercise, relationships with family, friends and work, and mental performance goals.
13. **Family input** — If your family member, close friend, or executive assistant has input, and your permission, they are welcome to join our process for your benefit
14. **Collaboration with your other providers** — With your permission and preference, Dr. Ellenbogen will coordinate with your other team members to ensure a coherent approach
15. **Medication and supplements** — Trying something new on your own? Get insights about them. Or, more in-line with our philosophy: get help getting off them.



Who has access to the VIP service?

Membership is limited and requires approval by Dr. Ellenbogen.

How do members use the VIP service?

High-stakes scenarios:

- "I'm navigating a major leadership challenge — how can I stay focused and sleep effectively through a period of financial stress at my company?"
- "I'm a professional athlete — how can I use sleep to optimize performance?"

Travel optimization:

- "I'm flying from Austin to London next week — how do I beat jet lag?"
- "I'm taking my family to Telluride for the film festival — what meds should we take as precaution for mountain sickness and sleep loss at 9,000+ feet?"

Practical conveniences:

- "My schedule is packed. Can I see you over the weekend to discuss my fatigue and performance?"
- "My bedroom is noisy and my wife and I argue about temperature. Help us work this all out."

What does membership cost?

- Monthly retainer for access: **\$12,000**
- Plus professional services: **\$900/hour**
- Typical monthly total: \$15,000-\$18,000
- Minimum commitment: 8 months
- Family discount: 50% for spouse, significant other, or dependent



What is Dr. Ellenbogen's background?

Dr. Ellenbogen is a nationally recognized physician and scientist, board-certified in neurology and sleep medicine. After directing the sleep program at Harvard's Mass General Hospital, and then working for the defense department, he founded this practice to deliver specialized expertise without the constraints of traditional healthcare.



He has published over 40 scientific articles, including research in the Proceedings of the National Academy of Sciences, and has worked with industry leaders and the Department of Defense on sleep optimization. CBS has described him as "the world's leading authority on sleep and noise." He has appeared on PBS with Neil deGrasse Tyson, NPR, and National Geographic.

Dr. Ellenbogen advises leaders from special operations units to global executives, drawing from experience in both academic medicine and operational environments. He is a firefighter, rescue diver, and instructor for Special Forces Underwater Operations.

To inquire about VIP membership:

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Web: www.tele-neurology.com

