



# BESPOKE CONCIERGE MD



## Bespoke Concierge MD Press Kit

### Company Overview

Bespoke Concierge MD is a physician-led, nationwide concierge medical practice providing personalized, preventive, and in-home medical care across all 50 states and Washington, D.C.

The practice was built to address growing gaps in traditional healthcare — including limited access, fragmented care, and reactive treatment models — by offering continuity-driven, physician-managed care tailored to the individual.

Bespoke Concierge MD physicians regularly serve as expert sources on healthcare access, aging in place, preventive medicine, women's health, telehealth policy, and caregiver support.

### Fast Facts:

- Physician-led concierge medical practice
- Nationwide coverage across all 50 states + D.C.
- 15+ in-house medical specialties
- 50,000+ combined clinical hours across physician team
- Telehealth, in-home care, and coordinated medical oversight

### Why Bespoke Concierge MD Matters:

As healthcare systems face staffing shortages, rising readmissions, and limited appointment access, concierge medicine has emerged as a viable model for patients seeking continuity, prevention, and physician-directed care.



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## **Bespoke Concierge MD focuses on:**

- Reducing preventable emergency room visits and hospital readmissions
- Supporting aging adults who want to remain safely at home
- Closing care gaps in women's health and midlife medicine
- Providing consistent medical oversight across state lines
- Offering proactive, prevention-first medical strategies

## **Areas of Media Expertise:**

Bespoke Concierge MD physicians are available for expert commentary on:

- Concierge medicine and personalized healthcare delivery
- Preventive medicine and proactive health strategies
- Precision medicine, longevity, and metabolic optimization
- Women's midlife health, hormone balance, and fertility care
- Integrative approaches to nutrition, lifestyle, and performance health
- Physician-led telehealth and continuity of care across state lines
- Travel medicine and health planning for global and high-mobility lifestyles



## Leadership & Medical Team



Zaid Fadul, MD, FS, FAAFP

Chief Executive Officer

Dr. Fadul is a Harvard-trained physician and U.S. Air Force Flight Surgeon with expertise spanning family medicine, occupational health, aerospace medicine, and addiction medicine. He leads Bespoke Concierge MD with a focus on proactive care models, nationwide medical access, and patient-centered innovation.



Michael Ednie, MD, RD

Chief Medical Officer | Director of Concierge Services

Dr. Ednie brings more than 30 years of experience as a physician and registered dietitian. Known for his integrative approach to medicine, he focuses on the intersection of clinical care, nutrition, and lifestyle interventions to support long-term health outcomes.



Phyllis Nsiah-Kumi, MD, MPH

Chief Women's Health Officer

Dr. Nsiah-Kumi is nationally recognized for her work in women's health, culturally competent care, and health equity. Her background includes award-winning service to U.S. military members and veterans, academic leadership, and patient advocacy.



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Precious Barnes, DO, MS

Director of Primary Care Services

Dr. Barnes specializes in family medicine and neuromusculoskeletal medicine, with a focus on women's health and fertility. Fluent in American Sign Language and Spanish, she delivers evidence-based, patient-centered care addressing physical, emotional, and mental well-being.



Preston Fedor, MD, FACEP, FAEMS

Director of EMS Services

Dr. Fedor is an emergency medicine physician specializing in trauma care, disaster response, and austere medicine. His work supports patients navigating high-risk environments and demanding lifestyles requiring advanced medical readiness.



Michael Policastro, MD, CPE, FACEP, FACMT

Vice President of Business Development

Dr. Policastro is an emergency medicine and medical toxicology specialist with extensive leadership experience as a U.S. Air Force Colonel and Squadron Commander. His clinical focus includes precision medicine strategies such as peptide therapies and metabolic optimization.



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## Patient Experience:

“Bespoke Concierge MD has completely transformed how I approach my health. My physician takes the time to truly understand my needs, and the care never feels rushed. The level of attention and professionalism is unmatched.”

— Michael R., Executive Client

“The 24/7 access to my healthcare team has been a game-changer. Whether it’s a late-night question or a last-minute appointment, Bespoke Concierge MD always delivers with same-day service and no wait times. I travel frequently for work, and knowing I have access to care anywhere in the country gives me incredible peace of mind. It’s healthcare on my terms.”

— Sarah T., Frequent Traveler

“I came to Bespoke Concierge MD looking to optimize my performance and longevity, and they exceeded all expectations. From advanced lab screenings to genetic testing and hormone optimization, their proactive approach has helped me achieve peak health. The performance medicine package has been worth every penny—I feel better than I have in years!

— James L., Business Owner