



BCMD
Health



BCMD Health Press Kit

Company Overview

BCMD Health (formally Bespoke Concierge MD) is a physician-led, nationwide medical practice delivering personalized, preventive, and in-home care across all 50 states and Washington, D.C. — for individuals, families, and the workforce.

The practice was built to close the most persistent gaps in traditional healthcare — limited access, fragmented care, and reactive treatment models — by offering continuity-driven, physician-managed care tailored to the individual and to the modern employer.

BCMD Health physicians regularly serve as expert sources on healthcare access, aging in place, preventive medicine, women's midlife and menopause health, telehealth policy, caregiver support, and corporate health strategy.

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

480-490-6656



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Why BCMD Health Matters

As healthcare systems face staffing shortages, rising readmissions, and limited appointment access, physician-led concierge and direct primary care have emerged as the most viable models for patients, families, and employers seeking continuity, prevention, and physician-directed care — at scale and across state lines.

What BCMD Health 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, midlife, and menopause medicine through the **Middle | Pause Roadmap™**
- Providing consistent, physician-led medical oversight across all 50 states
- Delivering proactive, prevention-first strategies for individuals, families, and workforces
- Equipping employers with measurable, CFO-ready outcomes — lower claims, healthier teams, happier HR

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
- 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

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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.



Christine Kohn, MD, PharmD

Director of Population Health Strategy

Dr. Kohn is a Harvard-trained primary care physician and clinical pharmacist whose dual training spans medicine and pharmacotherapy. Her clinical focus includes population health strategy, primary care economics, polypharmacy management, and benefits committee-level advisory work for employer clients.

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