

MODERN LUXURY SPOTLIGHT

# North Shore POWER PLAYERS in Concierge Medicine



**FORWARD FOCUS**

Concierge Medicine

*Today's Medicine with Yesterday's Values*

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POWER PLAYERS

FORWARD FOCUS  
CONCIERGE  
MEDICINE  
NORTHFIELD

Michael Kraft, MD, Lane Phillips, MD,  
Steven Wolfman, DO

Physicians

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**Which skill or insight consistently gives you an edge in your industry?**

Time. Being accessible and focused allows us to spend extra moments listening closely, asking deeper questions and catching small concerns before they become larger issues. Building long-term relationships with our patients allows us to care for them not only medically but also personally.

**What part of your profession inspires you most?**

Getting to know and care for our patients is an incredible privilege. Watching them grow, improve their lives and positively impact their communities inspires us to become better physicians and better people every day.

**Is there a guiding philosophy that shapes your approach to leadership?**

We lead with compassion. Treating ourselves, our staff and our patients with kindness creates a supportive environment regardless of the stresses or surprises any day may bring.

**Beyond AI, how is your field evolving right now?**

Concierge medicine itself represents an important evolution in health care. As medicine becomes increasingly transactional and efficiency-driven, patients are looking for a more human experience: one that prioritizes time with their physician, personalized goals and comprehensive care.

**How do you use your platform to support your colleagues and community?**

We're fortunate to have a collaborative practice of 10 physicians. If one of us cannot personally answer a question or provide a resource, someone within our team likely can. We also host monthly educational sessions for patients and the community focused on a variety of health topics.

**As a Power Player, where in your city do you go to unwind or connect?**

Dr. Phillips: I enjoy balancing artistic expression with physical activity, whether that's working out at Shred415 or taking pottery classes at AlleyCat Studio.

Dr. Kraft: I enjoy playing tennis at local clubs, especially A.C. Nielsen Tennis Center, and reconnecting with nature by biking through the Skokie Lagoons or walking through the Chicago Botanic Garden with friends.

Dr. Wolfman: I enjoy spending time at my daughters' sporting events, exercising at Alloy Personal Training and sharing dinners with friends and family, whether cooking at home or dining out.



PHOTOGRAPHY BY GERBER+SCARFELLI

*“Concierge medicine creates a more human-focused health care experience built on time, compassion and meaningful patient relationships.”*

POWER PLAYERS



PHOTOGRAPHY BY: GERBER+SCARPELLI

# FORWARD FOCUS CONCIERGE MEDICINE HIGHLAND PARK

Daniel J. Goldstein, MD, Smriti Goel, MD,  
Alina Elperin, MD  
Physicians

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**Which skill or insight consistently gives you an edge in your industry?**

In today’s environment, many clinicians can access the same data. Our edge comes from interpreting this data in the context of each patient’s individual needs by building deep, longitudinal relationships with patients that allow us to proactively meet their unique needs with highly personalized care.

**What part of your profession inspires you most?**

We are inspired by guiding patients on their life and health journey to meet and exceed their wellness goals. It is an honor to help steer lives in a healthier direction while building meaningful connections rooted in trust and compassion.

**Is there a guiding philosophy that shapes your approach to leadership?**

Forward Focus embodies the best of concierge medicine on the North Shore by delivering the highest level of patient-centered care. We believe leadership begins with listening, accessibility and a commitment to treating every patient as an individual.

**Beyond AI, how is your field evolving right now?**

Healthcare is returning to the roots of internal medicine while embracing modern innovation. Care is becoming more relationship-centered and prevention-focused than ever before, supported by increasingly precise and personalized tools.

**How do you use your platform to support your colleagues and community?**

Collaboration is central to our practice. Across our team of 10 physicians, we work together to solve clinical and logistical challenges while remaining accessible to specialist colleagues to ensure efficient, coordinated care for every patient.

**As a Power Player, where in your city do you go to unwind or connect?**

Dr. Goel: I love immersing myself in nature at Chicago Botanic Garden with my family and friends. Multisensory engagement there resets my energy and nourishes my soul.  
Dr. Elperin: My husband and I enjoy evenings at Francesca’s Hole in the Wall. Despite the bustling atmosphere, the staff always makes us feel warm and welcome.  
Dr. Goldstein: I enjoy spending time with my family and unwinding on the pickleball court.

*“Healthcare is at its best when relationships, prevention and personalized care come together to truly support patients.”*

POWER PLAYERS

# FORWARD FOCUS CONCIERGE MEDICINE LAKE FOREST

Steven Lasin, MD, Marissa Versalle, DO,  
Sharon Berliant, MD  
Physicians

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**Which skill or insight consistently gives you an edge in your industry?**

Kindness, efficiency and accessibility consistently set us apart. We believe exceptional care starts with making patients feel seen, heard and supported while delivering timely, thoughtful medical guidance that fits seamlessly into their lives.

**What part of your profession inspires you most?**

What inspires us most is the relationship we build with each patient. Concierge medicine gives us the time and depth to truly listen, educate and empower people to make meaningful lifestyle changes that improve their overall well-being.

**Is there a guiding philosophy that shapes your approach to leadership?**

As physician leaders, we strive to lead by example by elevating the experience of everyone around us, including patients, colleagues, nurses, office staff and learners. We believe a culture of respect and compassion ultimately leads to better care for everyone.

**Beyond AI, how is your field evolving right now?**

Medicine is evolving toward precision care, where treatment is tailored to each patient’s unique biology and lifestyle rather than broad population averages. That approach aligns perfectly with concierge medicine because exceptional care begins with truly knowing the individual behind the chart.

**How do you use your platform to support your colleagues and community?**

We use our close patient relationships to help navigate and maximize medical resources throughout the community, ensuring patients receive coordinated, thoughtful care while also supporting collaboration among healthcare professionals and local organizations.

**As a Power Player, where in your city do you go to unwind or connect?**

Dr. Versalle: I enjoy High Tea at Deer Path Inn to connect with friends and visiting Elawa Farm for fresh produce, local goods and weekend wandering with my husband.  
Dr. Berliant: I unwind by walking through the Chicago Botanic Garden and taking my dog along the bike path to connect with nature and relax.  
Dr. Lasin: I like to jog through my neighborhood in the mornings, even during the winter months, to enjoy being outside in nature. During the summer, I enjoy riding my bike along the Green Bay Trail.



PHOTOGRAPHY BY: GERBER+SCARPELLI

*“Exceptional care begins with truly knowing our patients and empowering them to improve their well-being.”*

## POWER PLAYERS



PHOTOGRAPHY BY: GERBER+SCARPELLI

*“Strong physician–patient relationships remain the foundation for trust, compassionate care and better health outcomes.”*

## GARY E. SCHAFFEL, M.D.

**Forward Focus Concierge Medicine  
Physician & Founder**

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### **Which skill or insight consistently gives you an edge in your industry?**

Success starts with trust and relationships. Since launching our practice in 2007 with the tagline “Today’s Medicine with Yesterday’s Values,” we have built a culture centered on compassionate, personalized care. Empowering our staff to go the extra mile for patients creates an experience rooted in comfort, communication and strong physician–patient relationships.

### **What part of your profession inspires you most?**

The trust patients place in me is both a privilege and a responsibility I never take for granted. It inspires me to care for every patient as though they are family.

### **Is there a guiding philosophy that shapes your approach to leadership?**

My leadership philosophy is often guided by the book “Good to Great” and the idea of having the right people in the right seats on the bus. Establishing the right culture and recognizing staff abilities creates an environment where our team feels supported, welcomed and empowered to provide the highest level of patient care.

### **Beyond AI, how is your field evolving right now?**

Medicine is experiencing dramatic change. Health care systems are increasingly focused on diagnostics and technical efficiency, with more people involved in helping patients access technology and treatment. At the same time, many patients are experiencing a loss of familiarity and trust. Our practice helps patients navigate this new reality, restoring confidence while making complex and emotionally challenging decisions more manageable.

### **How do you use your platform to support your colleagues and community?**

Strong communication is central to what we do. We support physician colleagues through patient acquisition and by providing a full suite of back-office functionality so they can focus on practicing medicine. We also work closely with specialist colleagues to ensure they have a more complete understanding of complex patients. In the community, we host monthly wellness programming focused on prevention and overall wellness.

### **As a Power Player, where in your city do you go to unwind or connect?**

I stay very involved in the local music scene and enjoy playing bass guitar for private events, liturgical music and parties. It is a great way for me to connect to others while getting lost in the joy of music.