

Direct Primary Care:
Reshaping the Way We Experience Healthcare

Jonathan K. Bushman, D.O.



Foundation of Business Practice

Defining DPC and Its Place in the Healthcare System

- **Introduction to DPC:**
 - What is Direct Primary Care and how does it function within the healthcare system?
- **Comparison with Traditional Models:**
 - How DPC differs from fee-for-service and insurance-based models.
- **Economic Model of DPC:**
 - Financial structure, membership fees, and how DPC sustains itself without reliance on insurance reimbursements.

Foundation of Business Practice

Establishing and Managing a DPC Practice

- **Legal and Regulatory Considerations:**
 - Key legal aspects, compliance issues, and regulatory requirements for starting a DPC practice.
- **Startup Costs and Financial Sustainability:**
 - Initial investments, ongoing expenses, and strategies for achieving financial stability.
- **Pricing and Billing Transparency:**
 - Methods for setting transparent, predictable pricing structures that build trust and simplify the billing process.

Foundation of Business Practice

Role of Technology and Innovation

- **Tech in DPC Operations:**
 - Utilizing electronic health records (EHRs), telemedicine, and other tech tools to streamline operations and enhance patient care.
- **Building a Strong Patient Base:**
 - Marketing strategies, patient education, and community engagement.
- **Challenges and Opportunities:**
 - Potential obstacles in the DPC model and how to turn them into growth opportunities.



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Psychology of Care

Impact of Patient-Physician Relationship

- **Health Outcomes and Satisfaction:**
 - How a strong, continuous relationship between patient and physician leads to better health outcomes and higher patient satisfaction.
- **Empowerment and Engagement:**
 - Strategies for empowering patients to take an active role in their healthcare decisions.



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Psychology of Care

Reducing Patient Anxiety and Stress

- **Comparing DPC and Traditional Systems:**
 - How DPC's patient-centric approach alleviates common anxieties and stresses associated with traditional healthcare models.
- **Mental Health Benefits:**
 - Improved mental well-being through personalized and accessible care.



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Psychology of Care

Continuity and Trust

- **Building Trust:**
 - The role of continuity in fostering a trusting and comfortable patient-physician relationship.
- **Benefits to Physicians:**
 - Psychological advantages for doctors, including lower burnout rates and greater job satisfaction from meaningful, manageable workloads.

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Overall Enhancement of Patient-Centered Care

Individualized Care Plans

- **Tailored Care:**
 - How DPC prioritizes individualized care plans based on the unique needs and preferences of each patient.
- **Shifting Focus:**
 - Moving from high patient volume to quality of care, allowing for longer, more comprehensive visits.

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Overall Enhancement of Patient-Centered Care

Proactive and Preventive Care

- **Preventive Health Measures:**
 - Importance of proactive care approaches in promoting overall wellness and preventing costly health interventions.
- **Improving Health Outcomes:**
 - Examples demonstrating successful health outcomes and improved patient experiences in DPC practices.
 - Covid – CAD, Cancer
 - Newly Diagnosed Diabetes
 - Medications
 - Referrals
 - Financial Advocacy

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Overall Enhancement of Patient-Centered Care

Financial Advocacy

- **Care Navigation:**
 - Importance of proactive care approaches in promoting overall wellness and preventing costly health interventions.
- **Direct Contracts:**
 - Labs, imaging, pharmacy, surgery (ASCs), specialty care
- **Employer Health Plans:**
 - Understand the health plan design and benefits arranged by employers for their employees.
 - Work directly with employers to help guide decision-making for employee benefits.

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Overall Enhancement of Patient-Centered Care

Enhancing Communication and Access

- **Direct Communication:**
 - The benefits of direct communication lines between patients and physicians in DPC.
- **Increased Access:**
 - How DPC enhances patient access to care, strengthening the patient-physician bond.

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Overall Enhancement of Patient-Centered Care

Continuous Improvement

- **Patient Feedback:**
 - Using patient satisfaction and feedback to continually enhance the care experience.
- **Case Studies:**
 - Real-world examples of DPC practices that have successfully implemented patient-centered care improvements.

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Financial Aspects of Direct Primary Care

The Game Changer in Psychology of Care Delivery

• Membership Fees and Revenue Streams

- Direct Primary Care (DPC) model relies on membership fees.
- Provides patients with predictable and transparent cost structure.
- Fees usually cover services like routine check-ups and preventive care.
- Offers physician access without copays or hidden costs.
- Membership fees vary based on demographics (families, individuals, seniors).
- Practices can tailor offerings and maximize revenue potential.

Financial Aspects of Direct Primary Care

The Game Changer in Psychology of Care Delivery

• Cost Savings and Efficiency

- Unlike traditional healthcare models, DPC practices avoid reimbursement structures tied to insurance claims.
- DPC practices report reduced overhead costs.
- Eliminating billing complexity and administrative burdens allows practitioners to focus on quality care.
- Studies show patients in a DPC model often experience lower overall healthcare costs.¹
- Better preventive care in DPC reduces the need for expensive interventions and hospital visits.

Financial Aspects of Direct Primary Care

The Game Changer in Psychology of Care Delivery

• Financial Sustainability

- Establish a sustainable financial model for DPC practice success.
- Manage operational expenses: staffing, technology investments, facility costs.
- Ensure membership pricing reflects the value offered.
- Implement effective financial strategies.
- Consistently engage with patients to understand their needs.
- Achieve a balance between patient satisfaction and financial health.



Financial Aspects of Direct Primary Care

The Game Changer in Psychology of Care Delivery

- **Potential Challenges**
 - The DPC model offers significant financial advantages.
 - Challenges include market saturation and regulatory hurdles.
 - Growth of new practices may be impacted in certain areas.
 - Educating patients on DPC benefits is crucial for overcoming resistance to traditional healthcare.
 - Addressing these challenges strengthens financial viability.
 - Fostering lasting patient relationships is essential.



Challenges in Implementing Direct Primary Care

It's Not All Cupcakes and Cookies

- **Legal and Regulatory Compliance**
 - Varying state laws and regulations can be unclear or conflicting.
 - Ensuring compliance requires careful navigation of the legal landscape.
- **Sustainable Financial Model**
 - Establishing enough membership to cover operational costs is challenging, especially in competitive markets.
 - Reduces reliance on insurance but requires a robust financial strategy.
- **Patient Education and Acceptance**
 - Requires effective communication and outreach to demonstrate benefits over traditional insurance-based models.
 - Potential hesitancy from individuals familiar with insurance models leading to misconceptions.
- **Physician Recruitment and Retention**
 - Needs providers aligned with patient-centric care philosophy.
 - Limited talent pool due to specific skill and philosophy alignment requirements.
- **Overcoming these challenges is crucial for the successful establishment and growth of DPC practice.**



What's Next

EXPLORE Your Future!

- **Engage:**
 - Find a Local DPC Physician and Explore!
- **Q&A:**
 - Let's Talk!
- **Resources:**
 - DPC Coalition: <https://www.dpcare.org/>
 - DPC Alliance: <https://dpcalliance.org/>
 - DPC Frontier: <https://www.dpcfrontrier.com/>

Welcome to the Happiest Place in Healthcare!



Together, we can change the healthcare
experience for patients!

