

# Direct Primary Care:

Reshaping the Way We Experience Healthcare

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**E×PLORE**  
HEALTHCARE SUMMIT

## 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.



## 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.



## 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.



## 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.



## 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.





## 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



## 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.



## 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.



## 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.



## 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.<sup>1</sup>
- Better preventive care in DPC reduces the need for expensive interventions and hospital visits.

 1. <https://www.soa.org/resources/research-reports/2020/direct-primary-care-eval-model/>

## 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.dpcfrontier.com/>

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**Together, we can change the healthcare  
experience for patients!**

