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BOARD CERTIFIED, FAMILY MEDICINE

DIRECT PRIMARY CARE

DELAFIELD, WI

### WHY DIRECT PRIMARY CARE (DPC)?

- Restoring the Doctor-Patient Relationship
  - Trust and Respect between Doctor and Patient
  - SEE the patient vs TREAT the patient
  - Best Answers – Protocols by support staff vs Direct Physician Communication
- Access to Reduce Costs
  - Labs: CPX \$18.46 vs \$350-\$500
  - Imaging: X-rays \$50-\$100, CT \$300, MRI \$400-\$600
  - Medications: Single digit monthly generic prescription costs supplied at the site if desired
- Inclusive Care with Membership
  - Liquid nitrogen treatments
  - Skin lesion biopsy and removal
  - Laceration repairs
  - Acute illness and injury care
  - Off-hours coverage 24/7

### NO BIASED PATIENT SELECTION

- Not “concierge medicine” as previously known
- Over 100 Medicaid patients in my practice
- Individual patients from the local community with needs
- Company contract patients

### ISSUES IN THE MEDICAL INDUSTRY

- Too many layers of expense
  - Personnel
  - Insurance
- Too much distance between doctor and patient
  - System triage
  - Time pressure
- Too much burden-of-proof for physicians
  - Notes
  - Prior Authorization

## DPC EFFECT ON PROVIDER ACCESS

- Retain physicians longer in practice career
- Attract younger physicians with improved practice style and compensation
- Develop efficient support system as the concept evolves

## ALLOW "TRACTION" AND GROWTH"

- Remove legal language barriers  
This is not insurance
- Identify and emphasize best use of insurance in the medical industry  
Not at the primary care level