

# Building a Personal Brand to Grow Your DPC Practice

Paul Thomas, MD, Plum Health DPC

Participate in polling questions and submit your questions to <https://aafp4.cnf.io/>



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# Learning Objectives

At the end of this educational activity, participants should be better able to:

- Describe why it is important to build a Personal Brand in order to grow your Direct Primary Care Practice
- Define terms like ‘personal brand’, ‘thought leader’, ‘local expert’, etc...
- DPC Doctors who have a strong personal brand can attract more patients and grow their practices more readily because they are
  - *Easy to identify*
  - *Are featured in local or national media*
  - *Build trust/rapport with their audience/potential patient base more rapidly*
- DPC Doctors who have a strong personal brand can attract potential partners more easily, and thereby grow their practices



# Myth: personal branding is scary or uncomfortable

- Many of you are not embracing personal branding because it may seem foreign to you

# Myth: I'm a Doctor – isn't that good enough?

- You're a doctor and the merits of being a doctor should be 'good enough' to fill your panel, attract a practice partner and employees, and maybe even attract media attention

# Truth: the market is fiercely competitive

- The market is fiercely competitive
- You are competing with Big Box Pharmacy Minute Clinics, TeleHealth applications, concierge medical services, Fee-for-Service juggernauts in your community, urgent care centers, and emergency departments
- Not to mention: Naturalists, Acupuncturists, Chiropractors, personal coaches, nutritionists, etc...



your walk-in clinic

Most insurance accepted

- Copies are collected at time of visit
- Verify coverage with your insurance carrier
- Cash, checks and credit cards are also accepted
- See services for cash pay price

minute clinic    Sign in to view

minute clinic  
Ana Zamora  
Nurse Practitioner

minute clinic

minute clinic



# Truth: Your Market Does Not Know You

- Your market does not know who you are, what you do, why it's important, or how it can benefit them and their families and businesses



# “What’s Direct Primary Care?”



DPC  
Summit

June 28-30, 2019

#dpcsummit

# Truth: a strong **personal brand** can help you succeed

- Because of the insanely competitive nature of the market AND the relatively unknown commodity that is Direct Primary Care, you must take every advantage that you can in order to grow your practice
- Thus, you must take advantage of personal branding
- A strong personal brand will help you:
  - Attract new patients
  - Attract practice partners
  - Attract media attention





# Building Trust



# What is the demand like for your practice?

- a) I'm full and I have a wait list
- b) People are banging down the door and I'm having a hard time keeping up
- c) We have a steady stream of new enrollees, but could be doing better
- d) We have modest growth, a few new sign-ups each month and we need many more patients
- e) I'm struggling to get anyone through the door

[aafp4.cnf.io](http://aafp4.cnf.io)



## ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: What is the demand like for your practice?**



# How do you feel about personal branding?

- a) I embrace it: I am able to communicate who I am, my mission, vision, and values with a broad audience via different mediums and I've seen my practice benefit because of this
- b) I'm indifferent
- c) I'm unfamiliar with the concept
- d) I don't think that personal branding is necessary to be successful and therefore I don't engage in this activity

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## ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: How do you feel about personal branding?**



Building a personal brand is all the rage right now....

Personal brands have always been around they just used to be referred to as a different word: **Character.**







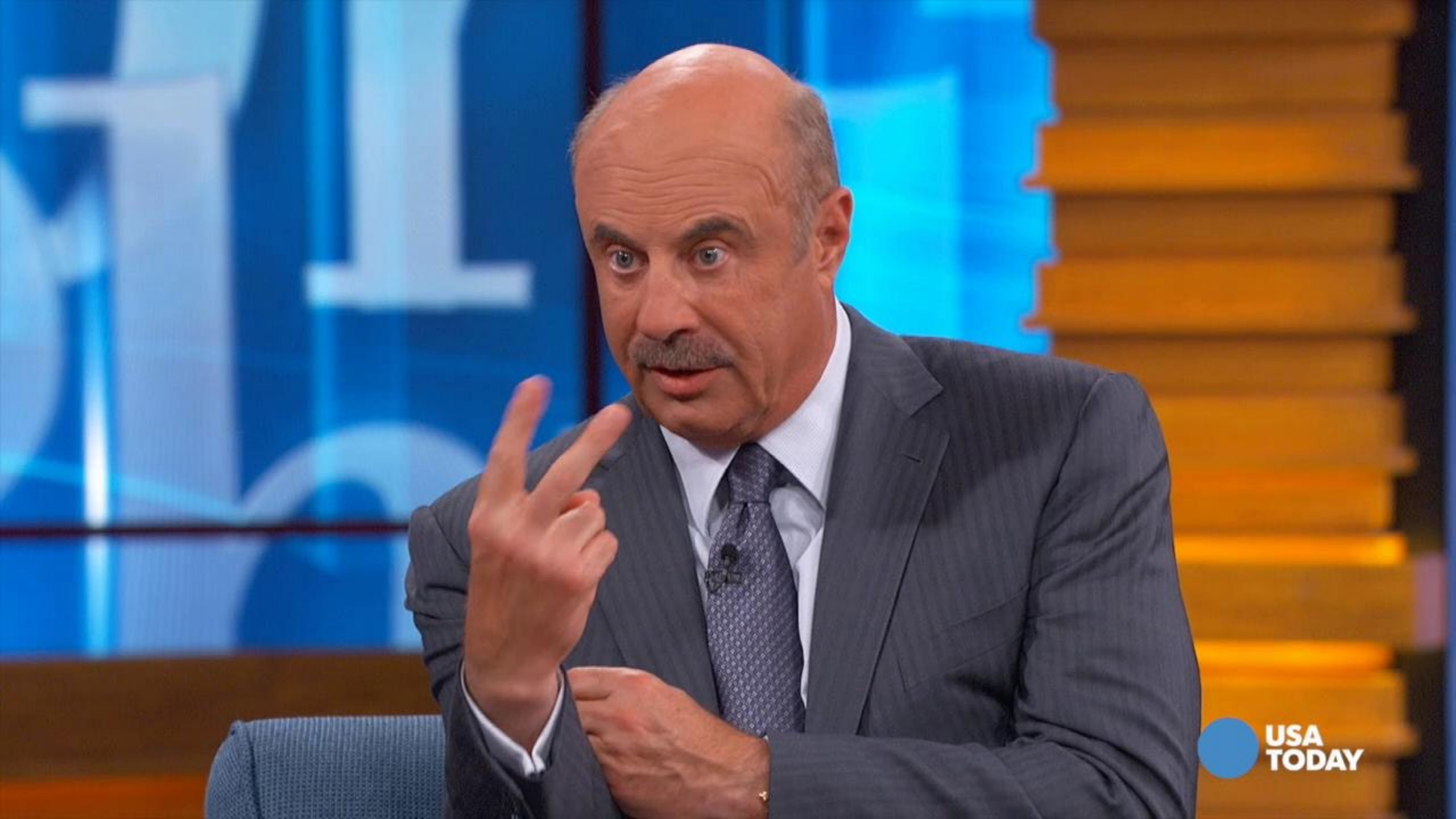
**Character: what you do  
when no one is watching**

**Personal Brand = Character + Communication**



# Exercise: Give me a visceral reaction









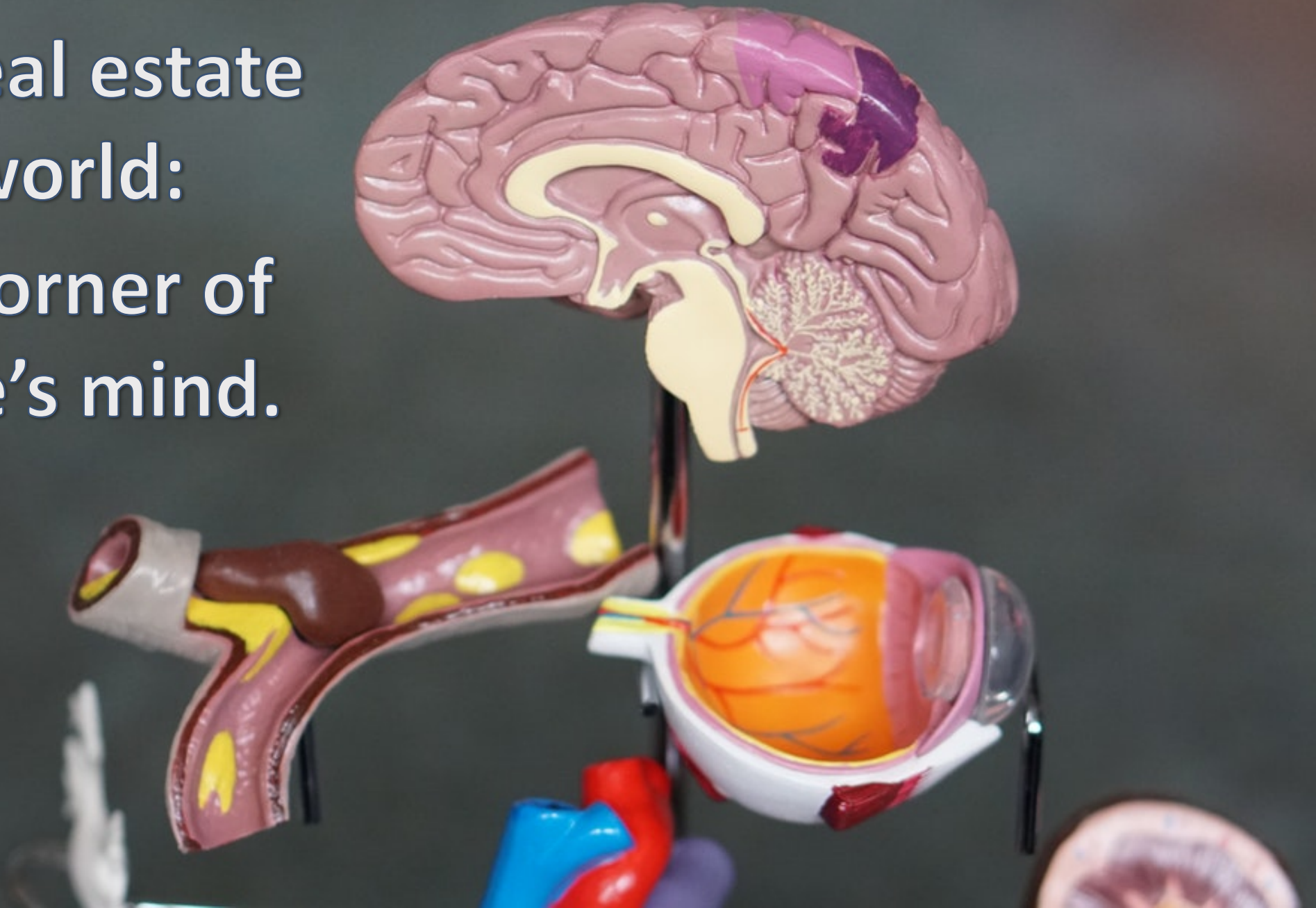








A Brand is the most  
valuable real estate  
in the world:  
it's the corner of  
someone's mind.





A brand is the set of expectations, memories, stores and relationships that, taken together, account for a consumer's decision to choose one product or service over another.


— *Seth Godin* —

Consistent  
Authentic  
Genuine  
Sincere



Exercise:  
Describe your  
best friend.



A person with long hair, wearing a yellow life vest and a grey long-sleeved shirt, is seen from behind, paddling a canoe on a calm lake. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon. The background shows a dense forest of trees reflected in the water. A small rainbow is visible on the left side of the image. The text is overlaid on the right side of the image.

Reliable  
Predictable  
Provide Value  
Trustworthy  
Fun!



YEAH, I'M USING ANOTHER QUOTE

**A BRAND IS THE SUM TOTAL OF  
HOW SOMEONE PERCEIVES A  
PARTICULAR ORGANIZATION.  
BRANDING IS ABOUT SHAPING  
THAT PERCEPTION.**

ASHLEY FRIEDLEIN

---



# Demonstrate Concrete Methods to Build a Personal Brand (or shape perceptions)

- Leveraging Social Media Platforms
- Writing a blog
- Speaking at conferences or for corporate groups
- Contributing to publications
- Sending out Press Releases
- Being featured by News Media



# So, what are the themes of my personal brand?



- Advocate for affordable, accessible health care
- Relentlessly positive
- Uplifting stories about Detroit and my work therein
- Authentic, genuine, sincere
- Communicate health information in a fun way



D P C  
Summit

June 28-30, 2019

#dpcsummit



Plum Health DPC @PlumHealthDPC

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- Offers
- Photos
- Videos

Posts

- Events
- About
- Community
- Jobs

Promote Manage Promotions

Liked Following Share

Book Now

Like Reply Message 9w

**Plum Health DPC** is at Plum Health DPC. Published by plumhealthdpc [?] · March 14 · Detroit

"Hey, can you hear me!?" 🗣️ Sometimes people have a build up of ear wax 🧴 that prevents them from hearing as well 🗣️ With an ear curette and a flick of the wrist, I'm able to remove all that cerumen and get them back to hearing 🗣️ AND there's no additional charge for our members (some clinics can charge \$200 for this service) #directprimarycare #membershipmedicine #doctordetroit #primarycare #familymedicine @Plum Health DPC



914 People Reached 450 Engagements Boost Post

36 Reactions 21 Comments 1 Share

Like Comment Share

Most Relevant Write a comment...

Write a comment... [emojis]

Wax on. Wax off.

Visitor Posts

**First Responders 4 Fitness** April 18, 2018 at 2:18 PM

<https://www.facebook.com/.../1914523898.../>

Like Comment Message

January 5, 2018 at 2:59 PM

Great TED talk, Doc.

1 Like 1 Comment

Unlike Comment Message

August 16, 2017 at 2:56 PM

I saw Dr Thomas today for some Dermatology issues. He was able to r... See More

1 Like 1 Comment

Unlike Comment Message

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Chat (146)

Photos from Plum Health DPC's post  
in Instagram Photos



Like Comment Share

Tag Photo Options Send in Messenger



Plum Health DPC

Written by plumhealthdpc [?]  
Page Liked · March 14 ·

Add a description At Plum Health DPC.

Tag Photo Tag Products Edit

914  
People  
Reached

450  
Engagements

Boost Post

Like Comment Share



Write a comment...



Filter Results

POSTS FROM

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- You
- Your Friends
- Your Groups and Pages
- Public
- Choose a Source...

POST TYPE

- All Posts
- Posts You've Seen

POSTED IN GROUP

- Any group
- Your Groups
- Choose a Group...

TAGGED LOCATION

- Anywhere
- Detroit, Michigan
- Grosse Pointe Farms, Michigan
- Choose a Location...


DATE POSTED




- Any date
- 2019
- 2018
- 2017


 was  looking for recommendations. ⋮

April 4 · 🌐

Need a recommendation for a good place in the Detroit area that does ear candling...



 You and 1 other  6 Comments

 Like  Comment  Share


 could you help with this?

Thank you.

Like · Reply · 7w

 I  Not sure who offers it as a service, but I do know that Natural Patch on Nine Mile in Ferndale sells the ear candles, and it is fairly easy to do at home, as long as you have someone to help. Definitely do not try on your own. 😊

Like · Reply · 7w  2

 Thank you.

Like · Reply · 7w  1

 I ear candle  ?

Like · Reply · 7w  2



 Dr. Paul Thomas of Plum Health DPC was just posting about ear cleaning.



**Plum Health DPC**  
 \$\$ · Family Medicine Practice  
 1759 21st St, Detroit, Michigan 48216

  3

Like · Reply · 7w

 **Paul Thomas** happy to help - thanks for the mention 

00000741

Age 62

Female

Birthdate:

Enrolled 04/06/2019

Enrollment agreement

★ Bookmark patient

⚙ Edit record

Medical history

Contact details

June 28-30, 2019

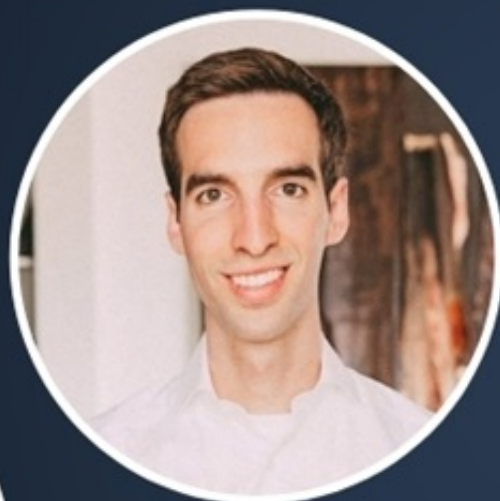
#dpcsummit







Episode 129

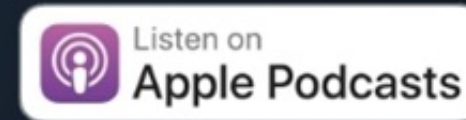



Dr. Paul  
Thomas



Paul Adams  
Cory Shepherd

*Healthcare vs. Health  
Insurance: A New  
Direction for the  
Healthcare System with  
Dr. Paul Thomas, MD*





**Paul Thomas, M.D.**  
Doctor with Plum Health DPC

Followers	3,282
Drafts	1



**Paul Thomas, M.D.**  
Doctor with Plum Health DPC  
2mo



"I really want to make healthcare affordable and accessible for everyone. And, for me, that looks like removing those middle men that inflate the cost of care and delivering primary care services directly to my patients." ...see more



**SOUND**  
Financial Bites

Episode 129



*Healthcare vs. Health Insurance: A New Direction for the Healthcare System with Dr. Paul Thomas, MD*



Paul Adams  
Cory Shepherd

AVAILABLE ON STITCHER Listen On Spotify Listen on Apple Podcasts

**Dr. Paul Thomas of Plum Health Featured on Sound Financial Bites**

[plumhealthdpc.com](http://plumhealthdpc.com)

36 · 2 Comments

Like Comment Share

1,654 views of your post in the feed



Add a comment...



**Ron Barshop** · 1st  
CEO, Founder Beacon Clinics ■ Podcast Host - Primary Care Cures ... 1mo ...

The PBMs. The brokers. I'm sorry "benefits advisors." ( Excluding Health Rosetta folks). The bureaucratic middles. Offer nothing. Add

MAY 15



5:45 AM

I listened to you on the Sound Financial Bites Podcast and the work you do is amazing! We need more doctors like you in my area!

TODAY

[Redacted] is now a connection.



**Paul Thomas, M.D.** • 1:44 PM

Thank you so much [Redacted]!

thanks for reaching out and let me know how I can be helpful- Dr. Paul



[Redacted] • 5:20 PM

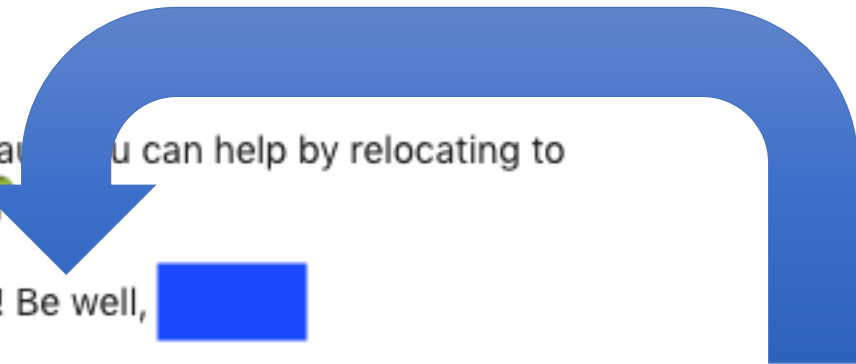
Thank you for replying Dr. Paul you can help by relocating to Brevard County, FL! 🤘🤗👋

Enjoy your holiday weekend! Be well, [Redacted]



**Paul Thomas, M.D.** • 11:54 PM

lol

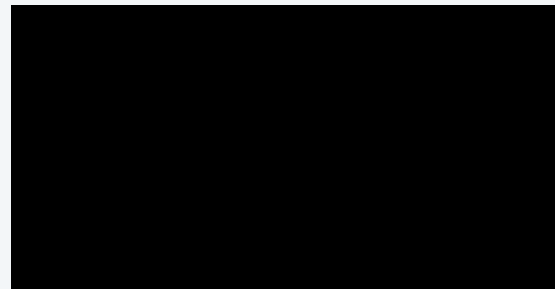




**Paul Thomas, M.D.** • 11:54 PM

lol

not there yet, but maybe you can reach out to someone in Florida by using the Direct Primary Care Mapper! it will help you find a DPC doctor close to you <https://mapper.dpcfrontier.com/>



**Mapper — Direct Primary Care  
Frontier**

[mapper.dpcfrontier.com](https://mapper.dpcfrontier.com)

Mobile • 23m ago

lol

not there yet, but maybe you can reach out to someone in Florida by using the Direct Primary Care Mapper! it will help you find a DPC doctor close to you <https://mapper.dpcfrontier.com/>



**Mapper — Direct Primary Care Frontier**  
mapper.dpcfrontier.com

MONDAY



Thanks so much! I didn't know this existed! 🙏

10:58 AM

TODAY



**Paul Thomas, M.D.** • 7:38 AM

Yes! And I hope you find someone good! looking at the map, there are a number of practices East of Orlando that might work for you: Family Tree Primary Care, Family First Health Center, and Island Direct Primary Care



May 23, 2018



# THE HISTORY OF WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE



**Paul Thomas, M.D.**

Doctor with Plum Health DPC

Followers 3,282

Drafts 1



**Paul Thomas, M.D.**

Doctor with Plum Health DPC  
1yr

This weekend I had the privilege of presenting the history of [Wayne State University School of Medicine](#) during the 150 year celebration of [Wayne State University](#) - our history is one of service, serving the people of Detr ...see more



**The History of Wayne State University School of Medicine**

[plumhealthdpc.com](http://plumhealthdpc.com)

23

Like Comment Share



**Paul Thomas, M.D.**

Doctor with Plum Health DPC  
1yr

[Plum Health DPC](#) delivers affordable, accessible health care services in [#Detroit](#) and beyond. [#directprimarycare](#) [#doctor](#) [#detroit](#) [#healthcare](#) [#familymedicine](#) [#primarycare](#) [#dpc](#)

May 26, 2018

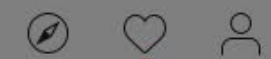
# HOW IS PLUM HEALTH MAKING AN IMPACT?

Advocacy, Detroit, Education, Volunteering





🔍 Search



# COMMUNITY OUTREACH

JUST ONE WAY THAT WE MAKE AN IMPACT



**plumhealthdpc**  
Munger Elementary-Middle School



**plumhealthdpc** This week I was invited to participate in Career Day at Munger Middle School on Detroit's West Side. It was awesome and just one of the ways that we make an impact - the students asked great questions and gave me a small gift! 🍌 #outreach #directprimarycare #plumhealth #plumhealthdpc #detroit #westsidedetroit #mungermiddleschool #munger #careerday #dpc

52w



Liked by kanakattackari and 46 others

MAY 26, 2018

Add a comment...

Post



**Paul Thomas, M.D.**

Doctor with Plum Health DPC

Followers 3,282

Drafts 1



**Paul Thomas, M.D.**

Doctor with Plum Health DPC

1yr

This week, we were invited out to **Detroit Public Schools'** Munger Elementary for Career Day - the students asked great questions and made me a small gift! [#impact](#) [#detroit](#) [#plumhealth](#)



**How is Plum Health Making an Impact?**

plumhealthdpc.com

58 · 4 Comments

Like Comment Share



Add a comment...



**Garlin Gilchrist II** · 1st

Husband, Father of twins, Servant

1y ...

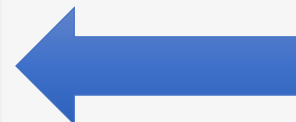
Awesome! My grandmother taught there for 30+ years.

· 2 Likes | · 1 Reply



**Paul Thomas, M.D.** Author

1y ...



## Messaging



**[Redacted]** Jun 26, 2018  
 You: A better way to reach me then here!

**[Redacted]**

Mobile • 17h ago



MAR 1, 2017

**Paul Thomas, M.D.** • 7:14 PM

**[Redacted]**: great to meet you at the Motor City Match event on Tuesday - if I'm ever looking for commercial real estate or a house in GP, I'll know who to call. Also, if you're interested in learning more about what we offer at Plum Health, don't hesitate to give me a call 313.444.5630 or hit our site!



[Redacted] is now a connection.

MAY 26, 2018

**[Redacted]** • 1:10 PM

Paul,

how can I schedule an appointment? Thanks!

**Paul Thomas, M.D.** • 1:24 PM

**[Redacted]** - thanks for reaching out. Best way to schedule an appointment is to enroll on our website  
<https://plumhealthdpc.atlas.md/enrollment/index.html?>

Write a message...



GIF



Press Enter to Send



00000414

Age 29      Male

Birthdate: [Redacted]

Enrolled 05/26/2018      Enrollment agreement

★ Bookmark patient      ⚙ Edit record



Do you routinely turn down friend requests on Facebook or LinkedIn?

- a) Yes
- b) No

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### *Live Content Slide*

*When playing as a slideshow, this slide will display live content*

**Poll: Do you routinely turn down friend requests on Facebook or LinkedIn?**



For those of you who answered “no”, why?

- a) It feels icky and uncomfortable
- b) I don't want people to know about my personal life
- c) I already have too many “friends”
- d) Something else

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## ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: For those of you who answered “no”, why?**



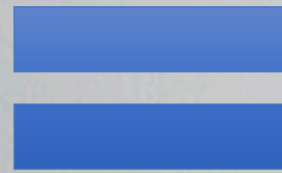




**Personal Brand = Character + Communication**




# Amplification



Your Patients  
who love You  
(or believe  
what you  
Believe)



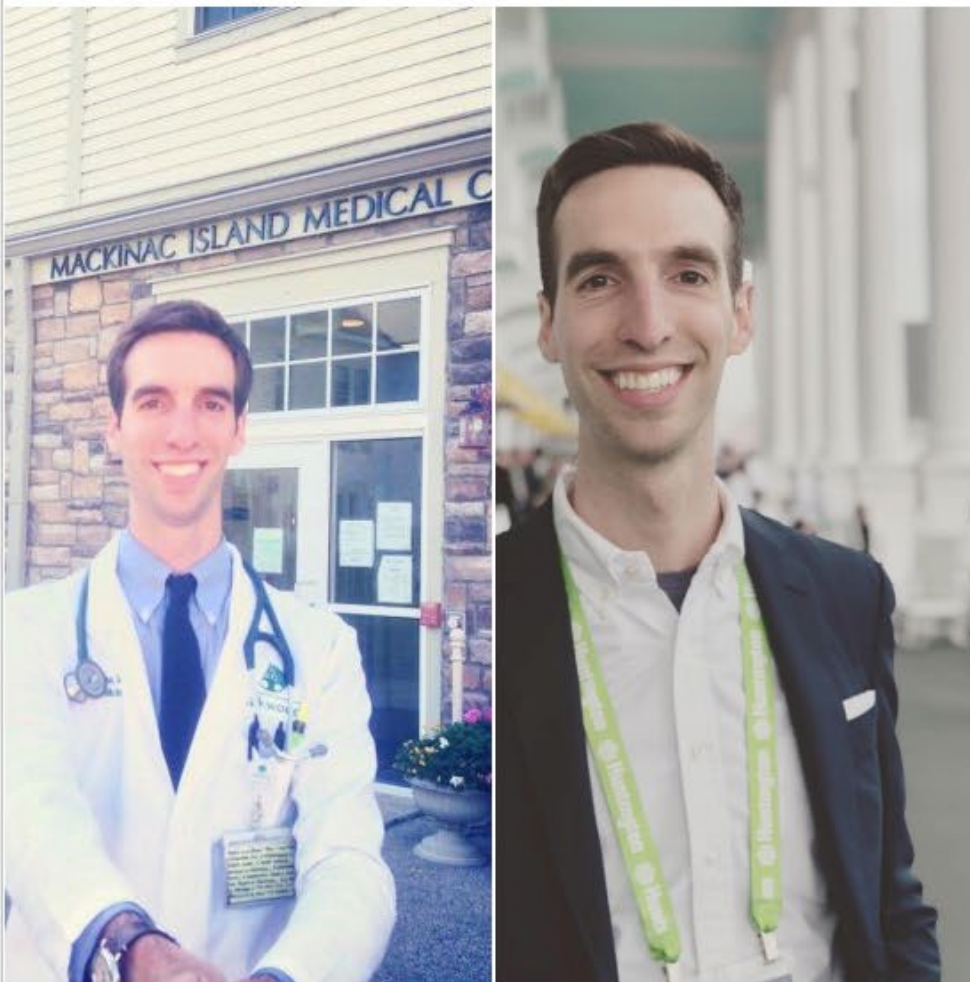
I love my ~~health system~~  
I love my ~~health insurer~~  
I love my ~~hospital~~  
I love my doctor  
I love my clinic



**Paul Thomas, M.D.**  
Doctor with Plum Health DPC

Followers	3,332
Drafts	1

Four years ago I was able to serve Mackinac Island as a family physician. This week, I was able to attend the Mackinac Policy Conference as a [#FutureLeader](#) and advocate for affordable, accessible health care. [#mpc19](#)



409 · 38 Comments

Like Comment Share

35,048 views of your post in the feed

- Wayne State University School of Medicine** ✓ Following  
7,861 followers
- American Academy of Family Physicians** ✓ Following  
11,877 followers

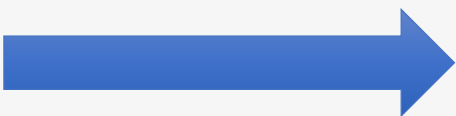
[See all companies](#)

Schools

- Wayne State University School of Medicine** ✓ Following  
7,861 followers
- Michigan State University** ✓ Following  
419,942 followers

Groups

- TEDxDetroit**  
5,722 members
- Michigan State University Alumni**  
22,814 members





Paul Thomas

May 15 · 🌐 ▼



I'm so AMPED to announce that [Raquel Pence, DO](#) will be joining [Plum Health DPC](#) to help us deliver affordable, accessible healthcare in Detroit - she starts July 1st!



PLUMHEALTHDPC.COM

### Plum Health to increase access to primary care in Detroit

Plum Health Direct Primary Care adds a second family medicine physician...

👍❤️ 293

110 Comments 21 Shares



[View 39 more comments](#)

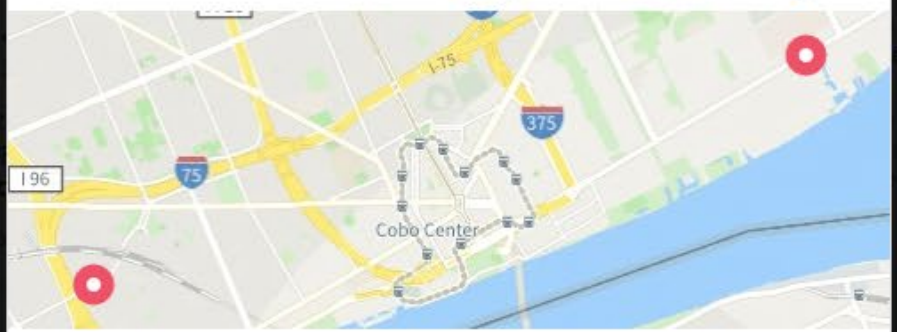


...e 28-30, 2019

[#dpcsummit](#)

[Redacted] was looking for recommendations.  
March 16, 2018 · 🌐

Any recommendations for a good doctor in or around Detroit ?  
I need a "Go-To" doctor now that I'm on my own health insurance 🙄



### Looking for Recommendations

2 people recommended 2 places

You and 1 other

4 Comments

Like Comment Share

[Redacted] is amazing. Myself and all my community organizing and holistic friends see [Redacted] recommended her to me. She gives me all the referrals I need, has a good understanding of layered identities and social issues, and spends a lot of time truly getting to know you while being very personable.

I love her.... See More



Like · Reply · 1y

Paul Thomas  
Like · Reply · 1y

Paul Thomas Thanks [Redacted], we're over at Plum Health DPC 🙌🙌🙌

- All Posts People Photos
- Filter Results
- POSTS FROM
  - Anyone
  - You
  - Your Friends
  - Your Groups and Pages
  - Public
  - + Choose a Source...
- POST TYPE
  - All Posts
  - Posts You've Seen
- POSTED IN GROUP
  - Any group
  - Your Groups
  - + Choose a Group...
- TAGGED LOCATION
  - Anywhere
  - Detroit, Michigan
  - Grosse Pointe Farms, Michigan
  - + Choose a Location...
- DATE POSTED
  - Any date
  - 2018
  - 2017
  - + Choose a Date...





# Intro

Reporter/Producer/Anchor at WDET 101.9FM

Lives in Detroit, Michigan

In a relationship with [redacted]

Pronounces name [redacted]



[redacted]

May 8 at 3:11 PM · 🌐



**\*\*UPDATE! SHOW IS BOOKED!** Thanks for all of the feedback--clearly this is an issue that's worth digging into! Tune into Detroit Today on May 22 9am on 101.9 WDET and give us a call to talk about your experience on the air. **\*\* Faceworld: Do you have a story about paying a ridiculous amount of money for medication? Working on putting together a show on Big Pharma and looking for personal stories of price gouging and how the price of medication is impacting the lives of everyday people...**

[redacted] and 15 others

16 Comments 2 Shares

Like

Comment

Share



[redacted]

Like · Reply · 2w



[redacted] Definitely check out Dr. Paul at Plum Health. ( in the old 555 gallery). He is a primary care physician that provides prescriptions AT COST to his patients. That means literally pennies on tens of dollars.

Like · Reply · 2w



# Why Are Drug Prices So High? What Can We Do About It?

May 22, 2019



Recent price increases emphasize the immense financial challenges facing consumers and health care plans.

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CHRIS WILLIAMS/WDET

Dr. Paul Thomas

Back in January, drug makers started out the new year with a whole lot of [new price hikes for more than 1,000 medications](#).

Some of the most well known drugs getting more expensive are OxyContin, with a 9.5 percent jump, and the blood thinner Pradaxa, up 8 percent.

Jon Conradi, national spokesperson for the [Campaign for Sustainable RX Pricing](#), says the higher prices are part of a longer term trend over the last five years, in which the cost of brand name pharmaceuticals [has increased 10 times the rate of inflation](#).

This increase emphasizes the immense financial challenges facing consumers and health care plans.

So what can we do about it? And what's happening in Washington D.C. around legislation and regulation of the pharmaceutical industry?



[#dpcsummit](#)



Consistent



Being consistent with who you are, whether online, offline, at work, or in the public domain is one of the most difficult journeys because we must ask ourselves who am I? Who will I be?



# So, what are the themes of my personal brand?

So, what are my mission, vision, and values?



- Advocate for affordable, accessible health care
- Relentlessly positive
- Uplifting stories about Detroit and my work therein
- Authentic, genuine, sincere
- Communicate health information in a fun way



# What is the best way to reach out to a journalist?

- a) Regularly engage with their content on their social media pages
- b) Cold call them
- c) Wait for them when they leave their office and try to talk to them as they walk to their car
- d) Send a Raven
- e) Send them a short message relevant to their scope of interest via an appropriate medium

[aafp4.cnf.io](http://aafp4.cnf.io)



## ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: What is the best way to reach out to a journalist?**



**Journalists are people too.**



# Journalists are people too

- They have stories to tell
- They are on a deadline
- They are willing to feature your story if you package it in a digestible format
- You must communicate clearly and succinctly
- Bonus points if you follow them on social media and engage with their content in a thoughtful way



**Paul Thomas, MD** @PlumHealthDPC · Jan 21, 2018

So glad the [#SteakDinner](#) issue was discussed this week on [#FlashPoint](#) with [@DevinScillian](#) [@NolanFinleyDN](#) [@DennisArcherJr](#) and [@Baruah\\_DRC\\_CEO](#). On a serious note, our biggest issue is [#talent](#) in attracting and retaining [#business](#) in [#Detroit](#) [@amazon](#)



**Paul Thomas, MD** @PlumHealthDPC · Jan 19, 2018

[#NAIAS](#) [#detroit](#) [#Autoshow2018](#) [#carprom](#) [#motorcity](#) [@cobocenter](#) [@NAIASDetroit](#)



### #TweetBetter

Tweet better with Twitter Media

Promoted by Twitter Media

Trending in USA

### Otter Pops

Trending with: Bolis

Trending

What do you call these frozen tubes you eat during summer?



Trending in USA

### Memorial Day Parade

5,098 Tweets



New Yorkers Show Up In Force To Honor Military Members At ...

[newyork.cbslocal.com](#)

Trending in Michigan

### Casey Mize

[Show more](#)



**Paul Thomas, MD** @PlumHealthDPC · Jul 8, 2018

Replying to @DevinScillian @Ingrid\_Jacques and 3 others

I take issue with @gretchenwhitmer's assertion that she provides #healthcare for Michiganders. Giving someone Insurance is very different than providing Health Care services. I'm very suspicious of someone who has taken so much money from corporate backers @BCBSM. -Dr. Paul



## You might like



**stratEDGE App**

@stratEDGEapp

Promoted



**Laneypoo**

@alanefagerlin



**Tulbure**

@Tulbure4

Show more

## Trends for you

Trending in Michigan

**Dan Gilbert**

3,031 Tweets



**Paul Thomas, MD** @PlumHealthDPC · Aug 12, 2018

Power panel on [#flashpointon4](#) with [@DevinScillian](#) talking about [#ElectionResults](#) in [#Detroit](#) and [#SEmichigan](#) - big win by [@RashidaTlaib](#) in the 13th district and an interesting gubernatorial race shaping up [@ZoeMelinaClark](#) [@SHDetroit](#) [@NolanFinleyDN](#) [@fbtalk](#) [#detroitpolitics](#)



Cavs owner  
hospitalize

**#TweetBett**

Tweet better

Promoted

Trending in US

**United States**

1,178 Tweets

Trending in US

**Veterans Da**

20.7K Tweets

Trending in US

**#BOLDERB**

Show more



**Paul Thomas, MD** @PlumHealthDPC · Nov 4, 2018

Here we go again debating about affordable, accessible [#healthcare](#) - but if there was only a simple way to lower the cost of doctor visits and prescription drugs... [@DevinScillian](#) [@Local4News](#) [#flashpointon4](#) [@LenaEpstein](#) [@HaleyLive](#) [#UScongress](#) [#DirectPrimaryCare](#) [@D4PCFDN](#) [#dpc](#)



**Paul Thomas, MD** @PlumHealthDPC · Nov 3, 2018

Love the [#DirectPrimaryCare](#) movement and my colleagues making

NBA

Cavs owner Dan Gilbert hospitalized with stroke ...

**#TweetBetter**

Tweet better with Twitter Media

Promoted by Twitter Media

Trending in USA

**United States Armed Forces**

1,141 Tweets

Trending in USA

**#BOLDERBoulder**

Trending in USA

**Decoration Day**

1,436 Tweets

[Show more](#)



**Paul Thomas, MD** @PlumHealthDPC · Dec 30, 2018

Love the bold predictions for 2019 on @FlashpointOn4 with @DevinScillian - great insights about 2018 and the year ahead in #Detroit, #Michigan and beyond @SHDetroit @NolanFinleyDN @DebDingell @Baruah\_DRC\_CEO #flashpointon4 #flashpoint for me, 2019 will be a BIG year in #Corktown



NBA

Cavs owner Dan Gilbert hospitalized with stroke

**#TweetBetter**

Tweet better with Twitter

➔ Promoted by Twitter Media

Trending in USA

**United States Armed Forces**

1,141 Tweets

Trending in USA

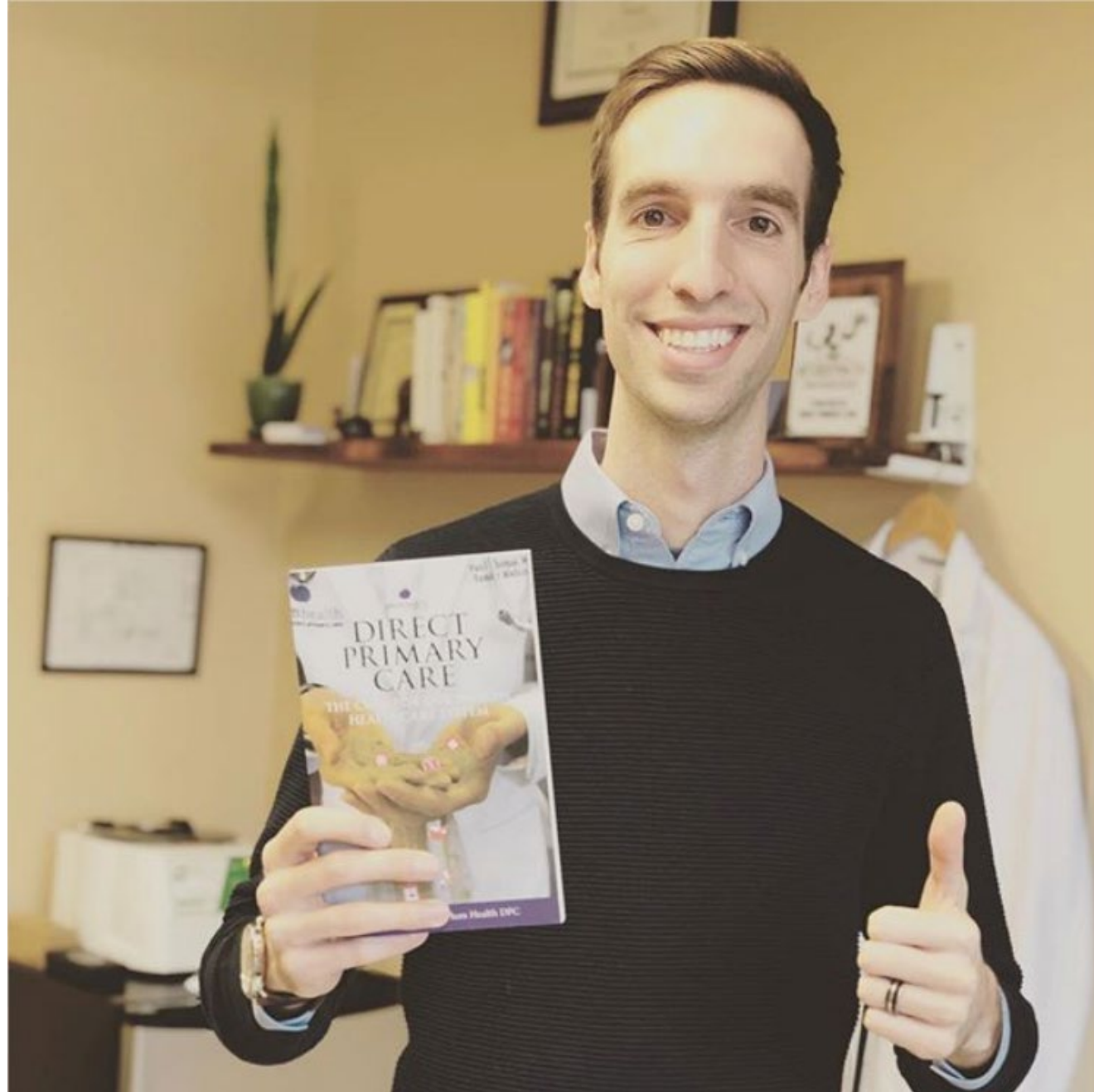
**#BOLDERBoulder**

Trending in USA

**Decoration Day**

1,436 Tweets

[Show more](#)



D P C  
Summit

June 28-30, 2019

#dpcsummit





**Plum Health**, PLLC  
Direct Primary Care (DPC)  
1759 21st Street,  
Detroit, MI 48216

---

## FOR IMMEDIATE RELEASE

**Detroit based family medicine doctor spreads best practices in creating human-centered care models nationally**

*Plum Health Direct Primary Care launches e-book, ranks #1 new release in healthcare delivery on Amazon*

**Detroit, Michigan, December 4th, 2018** - Plum Health DPC is pleased to announce the publication of *Direct Primary Care: The Cure for Our Broken Healthcare System*, authored by

**From:** Paul Thomas [mailto:[paul@plumhealthdpc.com](mailto:paul@plumhealthdpc.com)]  
**Sent:** Tuesday, December 4, 2018 9:45 AM  
**To:** Scillian, Devin  
**Subject:** Plum Health | Press Release

Devin, I wanted to reach out because I just published a book, [available on Amazon as an eBook and as a Paperback](#), about the impact we're having with the Direct Primary Care model in Detroit and beyond. As you may know, it's open enrollment season, health care costs continue to climb with no end in sight, and Detroit continues to be medically underserved. Our practice and the DPC model addresses these problems head on. Thank you for your time and consideration - Dr. Paul Thomas

attachments

--

Paul Thomas, MD

Tele: 313.444.5630

[Web](#) | [Facebook](#) | [LinkedIn](#) | [Book](#)



June 28-30, 2019

#dpcsummit

12/12/2018

Plum Health Detroit Mail - RE: Plum Health | Press Release



---

## RE: Plum Health | Press Release

4 messages

---

**Scillian, Devin**

To: Paul Thomas <paul@plumhealthdpc.com>

Paul, would you be available to come to a Flashpoint taping next Wednesday, Dec 19 at 2:30pm to talk about the Plum Health model?

Devin

**From:** Paul Thomas [mailto:[paul@plumhealthdpc.com](mailto:paul@plumhealthdpc.com)]

**Sent:** Tuesday, December 4, 2018 10:48 PM

**To:** Scillian, Devin

**Subject:** Re: Plum Health | Press Release

SUMMIT

June 28-30, 2019

#dpcsummit

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT

FLASHPOINT



WDIV  
4

FLASHPOINT



plumhealthdpc

WDIV Local 4 / ClickOnDetroit



plumhealthdpc Very excited for #Flashpoint this morning with @devinscillian and Dr. Frank McGeorge as we discuss affordable, accessible healthcare in #Detroit and beyond. #directprimarycare #familydoctor #primarycare #healthcare #wdiv #wdivdetroit

22w



christomas.mortgage Interesting and informative discussion today. Is direct primary care the future?



22w 4 likes Reply

— View replies (1)



Liked by kanakattackari and 319 others

DECEMBER 23, 2018

D P C  
Summit

Add a comment...

Post

#dpcsummit



**Devin Scillian** ✓

@DevinScillian

Following



Today on [#flashpointon4](#) - direct primary care. Is there a new way in American healthcare? With [@PlumHealthDPC](#) And a conversation with [@JohnDingell](#) about his new book “The Best Seat in the House: The Dean”

10am [@Local4News](#)

6:56 AM - 23 Dec 2018

5 Retweets 7 Likes



1



5



7



DPC  
Summit

June 28-30, 2019

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**Journalists are people too.  
Part two.**











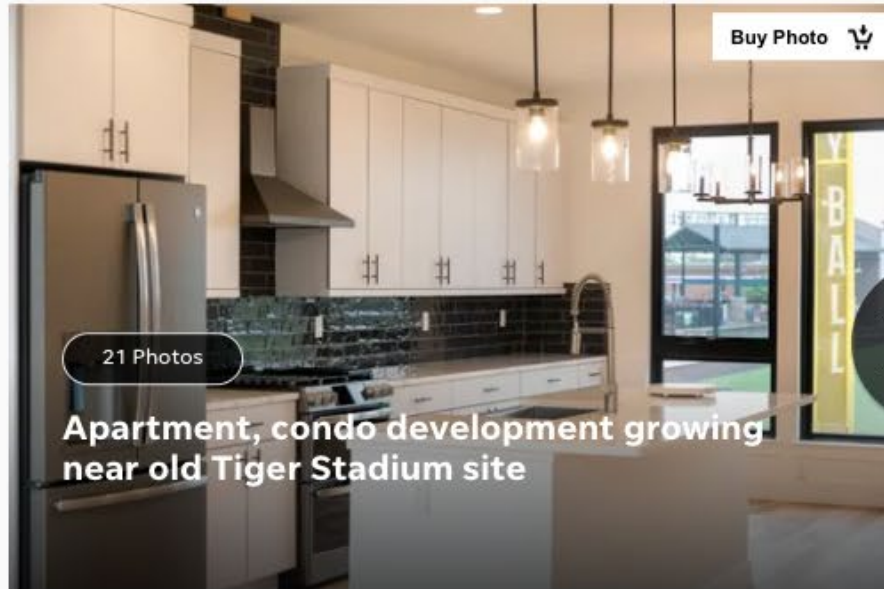
# THE CORNER



## Apartments, condos get snapped up fast at old Tiger Stadium site

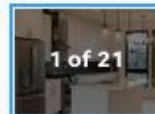


[JC Reindl](#), Detroit Free Press Published 6:01 a.m. ET May 31, 2019 | Updated 9:51 a.m. ET May 31, 2019



21 Photos

Apartments, condo development growing near old Tiger Stadium site



1 of 21



Share your feedback to help improve our site experience!

### MORE STORIES



Trump has ultimatum for Mexico — and it could cost automakers billions

May 31, 2019, 3:19 p.m.



Condos snapped up fast at Tiger Stadium site

May 31, 2019, 9:51 a.m.



Lordstown's UAW boss faces a murky future

May 31, 2019, 3:17 p.m.



Why GM would be hurt



**Plum Health DPC** <paulthomas2013@gmail.com>

Sun, Jun 2, 9:27 PM (12 hours ago)

to [redacted]

JC, I recently read your story on the Condos in Corktown. <https://www.freep.com/story/money/business/2019/05/31/tiger-stadium-site/1286855001/> I'm a Family Doc in Corktown and I'll be opening a ground floor clinic at the Corner in about 2 months. Would you be interested in writing about it? - Dr. Paul [redacted]



**Reindl, J.C.**

9:53 AM (9 minutes ago)

to me ▾

Hello Dr. Paul – Thank you for reaching out. I have been following your innovative practice for some time now, and this upcoming move would be a great opportunity for us to do a story. Perhaps sometime in July?

JC Reindl  
Detroit Free Press  
[redacted]



**Plum Health DPC** <paulthomas2013@gmail.com>


9:54 AM (8 minutes ago)


  

to J.C. ▾

JC, That would be excellent- thank you for your time and interest! - Dr. Paul



 Reply

 Forward

Accepted: Follow up with J.C. Reindl regarding Plum Health story @ Tue Jul 9, 2019 8am - 8:30am (EDT)    
(paulthomas2013@gmail.com)  Inbox x

 via google.com

 10:08 AM (35 minutes ago)



 to me ▾



## Follow up with J.C. Reindl regarding ...

From Google Calendar

 has **accepted** this event.

[View updated information on Google Calendar](#)

[jcreindl@freepress.com](mailto:jcreindl@freepress.com) has accepted this invitation.

### Follow up with J.C. Reindl regarding Plum Health story

J.C., I'm leaving myself a reminder here to reach out to you on July 9th at 8 am to talk more about a story for Plum Health + The Corner. Thanks again - Dr. Paul

When Tue Jul 9, 2019 8am – 8:30am Eastern Time - Detroit

Where Plum Health DPC, 1759 21st St, Detroit, MI 48216, USA ([map](#))

Calendar [paulthomas2013@gmail.com](mailto:paulthomas2013@gmail.com)

Who

- [paulthomas2013@gmail.com](mailto:paulthomas2013@gmail.com) - organizer



Invitation from [Google Calendar](#)

You are receiving this email at the account [paulthomas2013@gmail.com](mailto:paulthomas2013@gmail.com) because you are subscribed for invitation replies on calendar [paulthomas2013@gmail.com](mailto:paulthomas2013@gmail.com).

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.



# Why is it important to be featured in the traditional news media?

- a) News coverage can more easily communicate the value of your Direct Primary Care model
- b) News coverage can reach a broader audience than your email list, search engine optimization, and social media platforms currently allow
- c) News coverage allows your audience to see you as Legitimate
- d) News coverage allows you to build TRUST and rapport with your audience more easily
- e) All of the above

[aafp4.cnf.io](http://aafp4.cnf.io)




### ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: Why is it important to be featured in the traditional news media?**





# Building Trust

September 24, 2018

# PLUM HEALTH DPC ON CHANNEL 7 ACTION NEWS DETROIT

AFTER *the* GoodDoctor

MONDAY 11PM



## Traffic

Mon, Jan 1 – Mon, Dec 31, 2018

Last Year



Unique Visitors

28k

+ 148.1% yr/yr

Visits

25.4k

+ 88.4% yr/yr

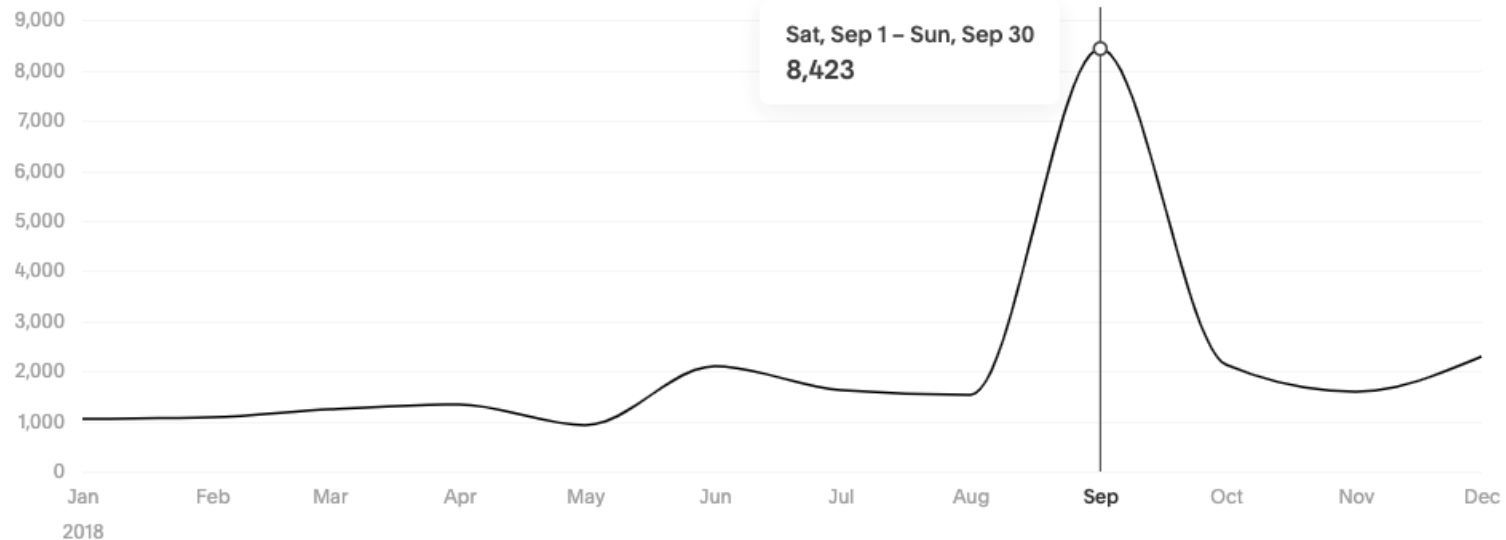
Pageviews

51.3k

+ 72.2% yr/yr

## Visits

Monthly



Visits by Device Type

Visits by Source



June 28-30, 2019

#dpcsummit

- Search Messenger
- 4:32 PM the time answer...
- 4:31 PM e Tom! I hope yo...
- 4:26 PM
- 4:07 PM : to come throug...
- 4:06 PM r on this!
- 4:03 PM orrow if you like
- 9:44 AM y it's important fo...
- 7:59 AM . thanks for com...
- Sun enough to have a...
- Sun

You're friends on Facebook  
Studied at Oakland University, OCC

9/24/18, 11:22 PM

hello my name is [redacted]

Campus. I absolutely love what you are doing and I am interested in becoming one of your patients

Forgive me for messaging I didn't realize it was so late. I am using voice command punctuation is terrible.

You can now call each other and see information like Active Status and when you've read messages.

No worries

Happy to help

You can enroll online

<https://www.plumhealthdpc.com/schedule/>

**Schedule Now**

Schedule Now

plumhealthdpc.com

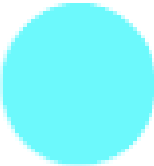
And I can see you ASAP

Thank You

Active 4h ago

Options

- Search in Conversation
- Edit Nicknames
- Change Color
- Change Emoji
- Notifications



I really appreciate you answering me so late at night.  
It is wonderful to actually be able to have contact with  
the Doctor.  
I really hope that other doctors get on board and  
follow your lead.  
Wishing your practice blessings in abundance.

9/25/18, 1:37 PM

# Examples of DPC Doctors Building Personal Brands

- Shane Purcell and the TEDx Talk
- Landon Roussel and the DPC Podcast
- Doug Farrago and the DPC Book
- Rebekah Bernard and her personal brand website
- James Pinckney and the SuperBowl Commercial for VistaPrint
- Ryan Neuhofel and the countless articles/publications, Twitter dominance
- Josh Umbehr and the Hannity appearances
- Lee S. Gross and the Capitol Hill proceedings
- Julie Gunther and the NPR Interview
- Phil Eskew and the DPC Frontier website





D P C  
Summit

June 28-30, 2019

#dpcsummit



Lee S. Gross is with Chad Savage and 3 others.

29 mins · 🌐



I spent this weekend with some of the most inspirational and brave physicians I have ever met. It is time for physician leaders to step up and take back control of health care on behalf of our profession, our patients and our nation. It is time for us to call out those that put themselves in between the doctor and patient.

I challenge you to watch this opening panel from our [Docs 4 Patient Care Foundation](#) DPC Nuts and Bolts conference in Orlando this weekend and not be hopeful for what is possible in health care. It is time for Direct Primary Care and those that support it.

It is time to restore the sanctity of the doctor patient relationship and put patients first. I was thrilled to meet the nearly 400 attendees from 40 states and 2 countries that joined me this weekend. I am honored to join you all on this path. Every journey starts with a first step. God bless you all.

<https://youtu.be/xHd3xx0oGqI?t=2778>



YOUTUBE.COM

### Doctors 4 Patient Care - Direct Primary Care - Orlando 2018 - Day 1

Doctors 4 Patient Care - Direct Primary Care - Orlando 2018 - Day 1



You, Jeffrey S Gold, Julie K Gunther and 9 others

1 Comment 3 Shares



Like



Comment



Share



Paul Thomas This is fantastic - thank you Lee S. Gross! Wonderful event by Docs 4 Patient Care Foundation

Like · Reply · 28m

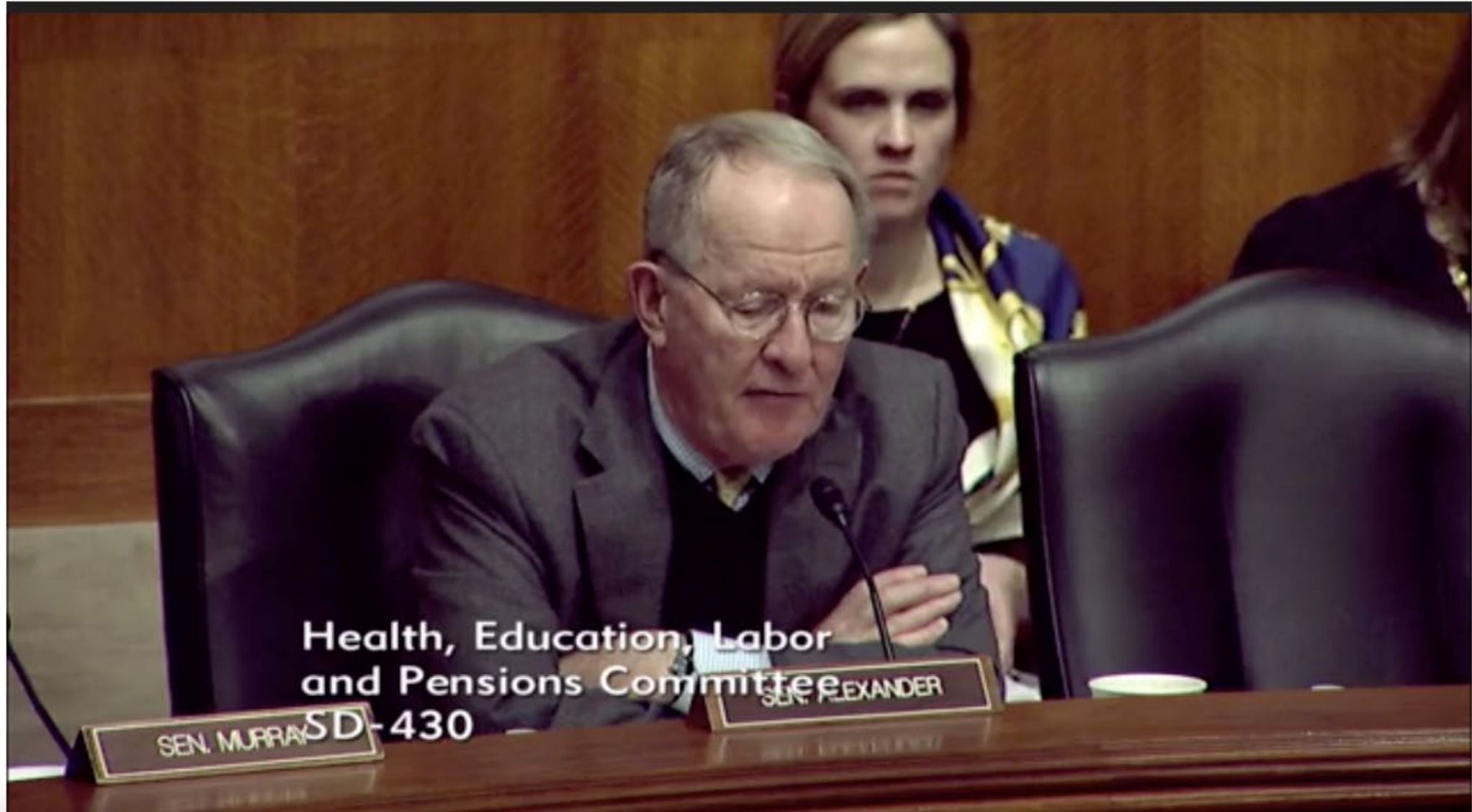


June 28-30, 2019

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FULL COMMITTEE HEARING

# Reducing Health Care Costs: Improving Affordability Through Innovation

---

**Date:** Wednesday, November 28, 2018

**Time:** 09:30 AM

**Location:** 430 Dirksen Senate Office Building





D P C  
Summit

June 28-30, 2019

#dpcsummit



Lee S. Gross



June 14 · 🌐

Honored to have been invited to the White House today with some amazing physician colleagues for a Rose Garden Ceremony announcing big changes that offer more health care choices for employees of small businesses. It has been a privilege to work with members of the Administration towards meaningful changes that will lower the cost of health care! More to come soon. Stay tuned... — with [Chad Savage](#), [Kimberly Legg Corba](#), [Josh Umbehr](#) and [Katarina Lindley](#) at The White House.

👍❤️ 18

3 Shares

👍 Like


💬 Comment

➦ Share



Write a comment...



A person with long hair, wearing a yellow life vest and a grey long-sleeved shirt, is seen from behind, paddling a canoe on a calm lake. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon. The background shows a dense forest of trees reflected in the water. A small rainbow is visible on the left side of the image. The text is overlaid on the right side of the image.

Reliable  
Predictable  
Provide Value  
Trustworthy  
Fun!



Tweets **8,160**   Following **493**   Followers **3,544**   Likes **7,094**   Lists **3**

Follow

### Dr. Neu

@NeuCare

A naive family doc with big ideas. Using #DirectPrimaryCare to grow the #FMRevolution, Pres. of @DPCAAlliance, & helping build @SesameCare.

Lawrence, KS

neu.care

Joined September 2009

Born 1981

764 Photos and videos

Tweets   Tweets & replies   Media



Dr. Neu @NeuCare · 7h  
Just found my justification for eating 3 donuts per sitting.



2 replies   1 retweet   6 likes

Dr. Neu Retweeted



DPCAAlliance @dpcalliance · May 25  
Join DPCA Executive Director @lvanundy for a Facebook Live session next

### New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

### You may also like · Refresh



Dr. Josh, AtlasMD @AtlasMD



Dr. Shane @docshane



**Dr. Neu**  
@NeuCare

Follow



**Dr. Neu**  
@NeuCare

Follow



1/ If y'all want to know why health care costs are high in America, pull up a chair & pour a stiff drink...

My patient is 67 yo lady (call her Sue) w/ newly diagnosed COPD. She is very reluctant to take meds but I convinced her to at least try an inhaler for relief of symptoms.

7:53 PM - 15 May 2019

1,734 Retweets 2,789 Likes



160 1.7K 2.8K



**Dr. Neu** @NeuCare · May 15



2/ In addition to general stubbornness, Sue is also understandably concerned about the cost of the med. I had some Dulera samples so gave her 2 months of that.

Follow-up visit: Sue reports it's working well so wants to continue.

Great! (wish that was the end of the story)

3 21 198



**Dr. Neu** @NeuCare · May 15







**Dr. Neu**  
@NeuCare



for PBMs are "rebates". (Or, as we call them in the real world "kickbacks")

Kickbacks, I mean "rebates", are \$ paid to PBMs by med manufacturers whenever a patient gets a particular med at a pharmacy

4 46 276



**Dr. Neu**  
@NeuCare

Follow

11/ <I need a refill 🥤 >

So, what does this all mean for Sue?

I told Walgreens to go ahead & fill Advair if the plan "preferred" it-- stupidly presuming it would a cheaper co-pay (than \$50) for her. Recalling Sue's cost concern, I called back the pharmacist to confirm...

8:17 PM - 15 May 2019

27 Retweets 204 Likes



3 27 204



**Dr. Neu** @NeuCare · May 15

12/ Boy, I was wrong!

Sue's portion for the Advair was going to be \$189/mo for the foreseeable future!

That was just her portion...the Rx plan total "discounted" price was nearly \$350/mo.



Follow

# Imagine if We Paid for Food like We Do Healthcare

by [Dr. Ryan Neuhofel](#) [Twitter](#)

A thought experiment showing just how dysfunctional and distorting our health insurance system is.



Imagine if you purchased food like most Americans obtained healthcare.




June 28-30, 2019

[#dpcsummit](#)

# Thought Leader



Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. They are trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

A person with long hair, wearing a yellow life vest and a grey long-sleeved shirt, is seen from behind, paddling a canoe on a calm lake. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon. The background shows a dense forest of trees reflected in the water. A small rainbow is visible on the left side of the image. The text is overlaid on the right side of the image.

Reliable  
Predictable  
Provide Value  
Trustworthy  
Fun!

# Meet Pittsburgh's 40 Under 40 Honorees for 2018



Dr. Kirsten D. [Lin](#) (38)

Founder, Family Matters Direct Primary Care

After earning a medical degree from the University of Pittsburgh School of Medicine, Kirsten D. Lin looked at the state of family medicine in the city and decided to try something different.

“I believe that high-quality healthcare should be simple, affordable and easily accessible for everyone,” she says. So less than a year ago, she opened one of the region’s first direct primary care practices, “an up-and-coming model of healthcare that allows doctors to provide care directly to patients without the inflated expenses and red tape.”

This model allows Lin to spend 30 to 60 minutes with each patient; see homeless and uninsured patients; and communicate in “unconventional ways,” such as texting and home visits.



June 28-30, 2019

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## 'We're on an unsustainable course': Never mind the Highmark/UPMC fight, physicians say U.S. health care system is broken



Antonella Crescimbeni/Post-Gazette

Four Quick Questions

# Know the Next Steps in Building Your Personal Brand

- Choose the medium that works best for you and your personality
- Choose the medium that plays to your strengths
- Set Goals on how to achieve the personal brand status that you want to have
- Leverage your personal brand to gain more customers and grow your practice

A close-up photograph of a person's hand holding a silver Micron 03 ballpoint pen. The hand is positioned over a white surface, likely a piece of paper. The pen is held in a tripod grip. The background is slightly blurred, showing a dark object on the left and a white object on the right.

# Pick a Medium

Blog

YouTube

Facebook

Twitter

Instagram

Email Listserv



Pick a medium **that works for you.**



# Set Goals:

- Daily Instagram Post
- Weekly Facebook Live post
- Blog Post Every Tuesday at 5 pm
- Weekly Email Blast to your Listserv
- Weekly YouTube video upload



bullet journal  
o foto's huren  
o foto's huren  
o foto's huren

27  
o foto's huren

28  
o economie

Week  
end

26  
\* nagels laten  
o bullet journal  
o blogpost online

YOUR  
FUTURE  
DEPENDS  
ON WHAT  
YOU DO  
today  
make it  
COUNT!

GOALS:  
o start studying!  
o start studying!  
o start studying!

Spaans  
18 aug.  
economie  
23 aug.

REMINDER:  
your  
results  
DON'T  
define  
you

Blog:  
HEREN  
\* foto's  
\* lannen

SPAANS  
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JOURNAL



Plan  
Execute  
Be Consistent

# Questions?

Submit your questions to:  
[aafp4.cnf.io](http://aafp4.cnf.io)

Don't forget to evaluate  
this session!

## Contact Information

Paul Thomas, MD  
Plum Health DPC  
paul@plumhealthdpc.com  
@PlumHealthDPC

