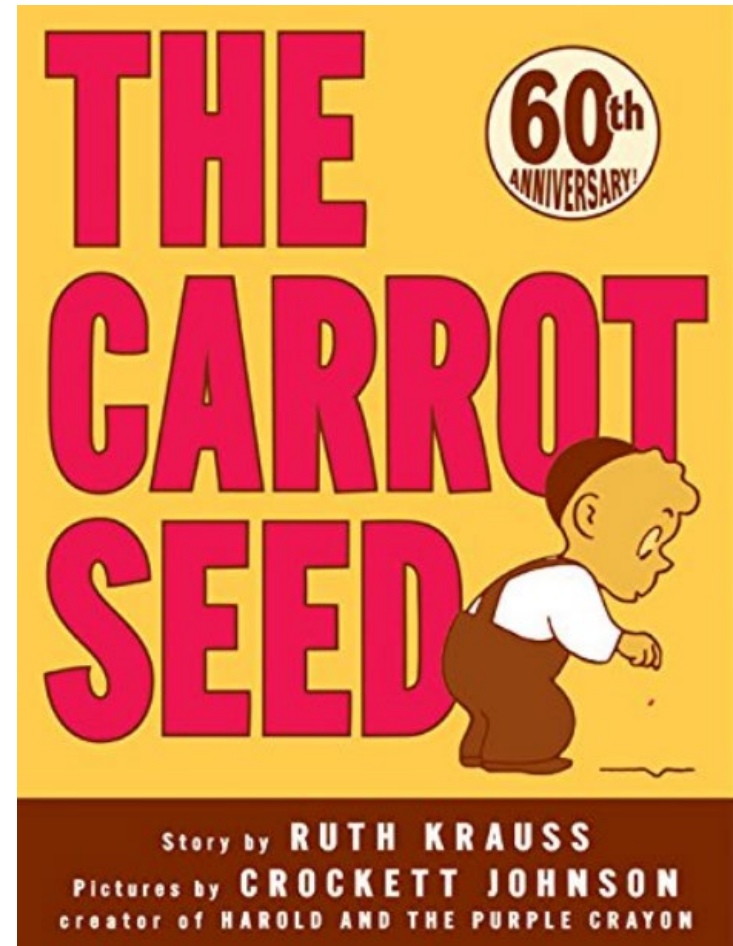


# The Carrot Seed

Vance Lasseby, MD



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



June 28-30, 2019

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The content of this material/presentation in this CME activity will not include discussion of unapproved or investigational uses of products or devices.



As the doctor probably told you,  
my name is  
Vance Lassey,  
and I am a  
motivational  
speaker.



Now let's get started by lettin' me give you a little bit of a scenario of what my life is all about.



First off, I am 43  
years old, I am a  
DPC Physician,  
and I live in a *van*  
*down by the river.*



I got here the same way we all did.



# RISE ABOVE.

# DPC

UNSATISFIED PATIENTS

ICD-10

CPT

EXCESSIVE  
PAPERWORK

CODING

CMN'S

MIPS

BURNOUT

CMS

MACRA

RUSHED APPOINTMENTS

INSURANCE COMPANIES

ADMINISTRATORS



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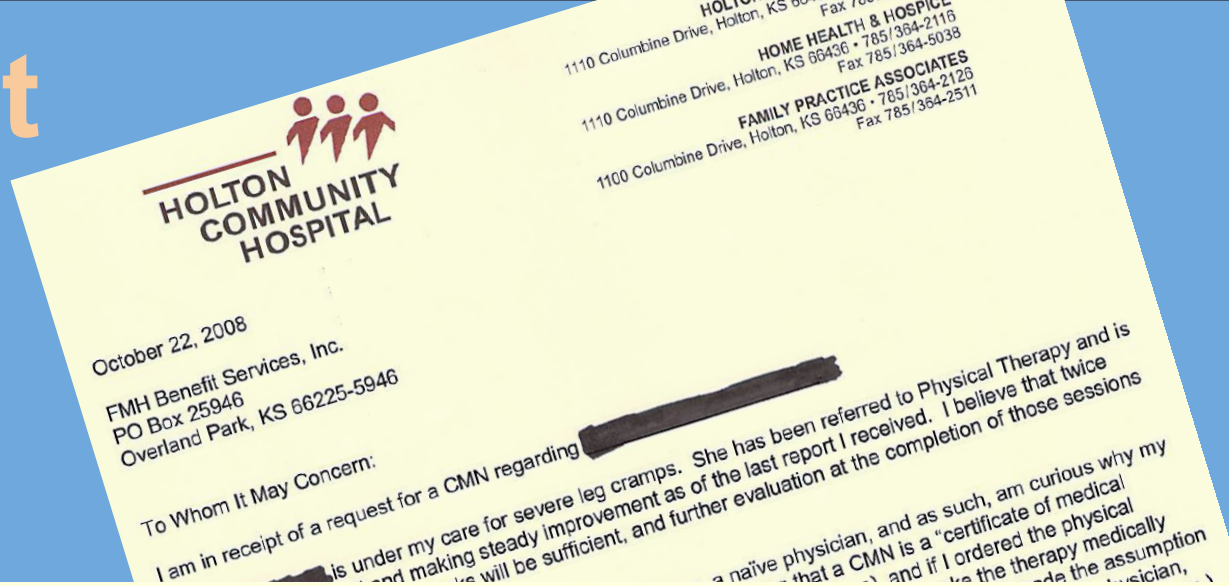
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# The straws that break the camel's back



This process requires me to type this correspondence, my staff to pull charts, and my staff to mail or fax documents. I would assert that this whole process in general serves only to further increase the costs of medical care. If you've been watching the news, you may be able to draw the conclusion that increasing medical costs is bad, and that makes your business practices a part of the problem.

So this letter may serve as the CMN that you have requested. I would now request in return, that you please provide me with a CEPN (Certificate of Excessive Paperwork Necessity). Please copy this letter and black out the HIPPA-protected patient information, and pass it along to your supervisor, and have that person forward it to their supervisor, until it arrives in the hands of someone who can answer my questions and provide me with a CEPN. Please have that individual send their response to me at the above address. If you fail to return this information to me **WITHIN 60 DAYS**, I cannot continue having any kind of faith in managed care, and I will likely go to cash-only practice like so many of my frustrated colleagues. Be a part of the solution.



TexasFreeMarket  
SURGERY



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# DPC Sells Itself

It's not hard to envision a worthwhile goal.

But it can be very hard to take the leap of faith toward it.



# DPC sells itself.

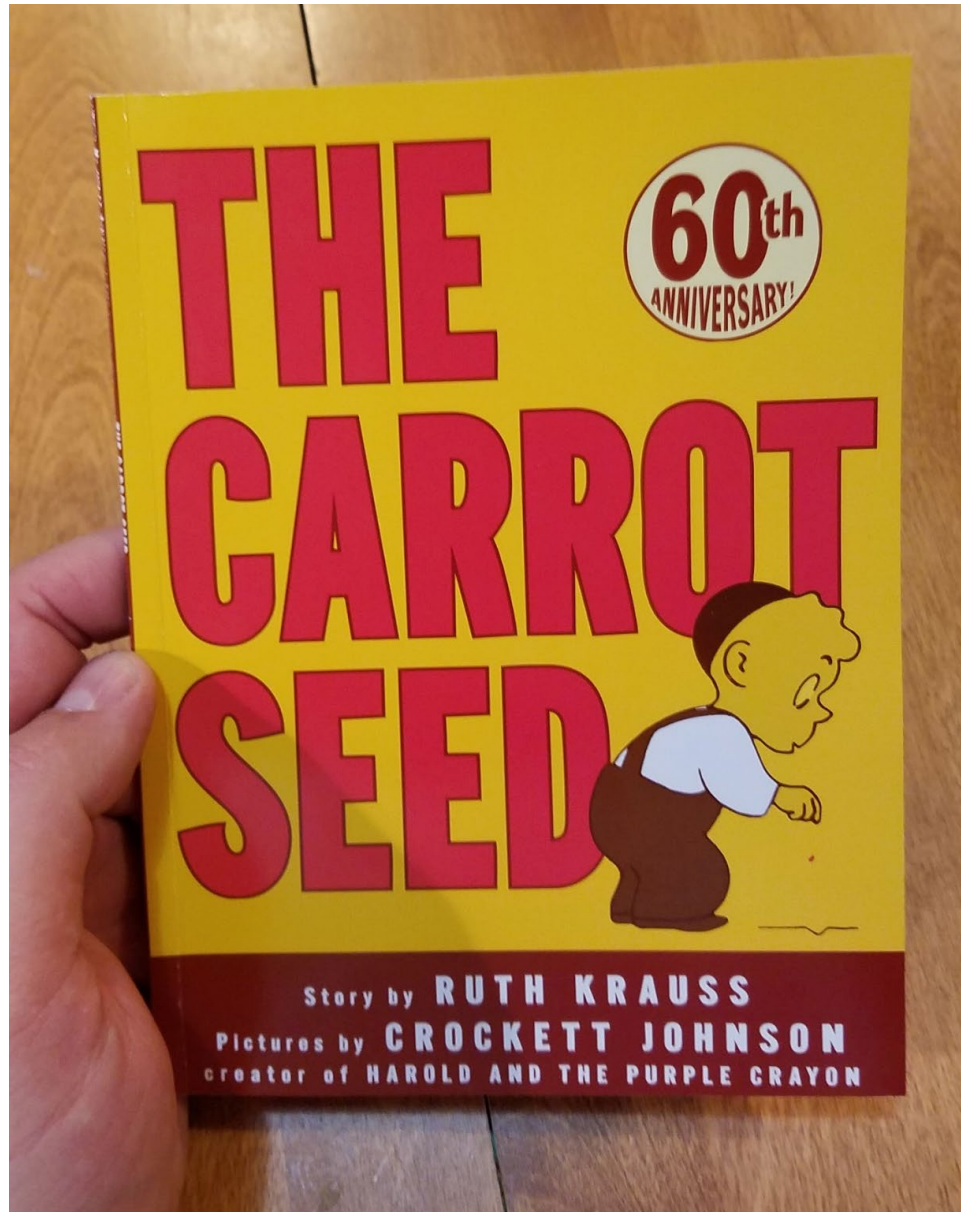


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The RUPPY Who  
LOST HIS WIZLY



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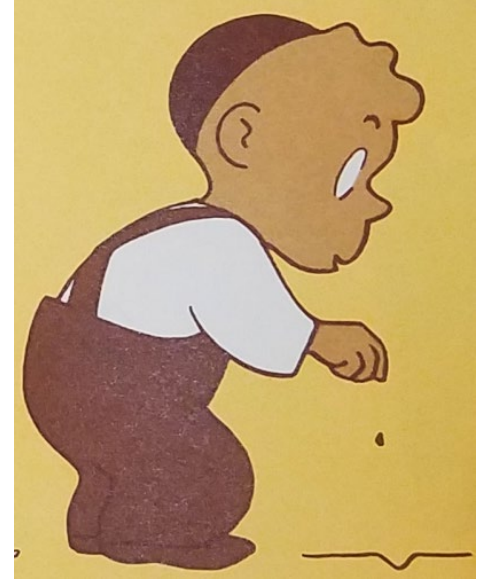
A little boy planted  
a carrot seed.





# Going against the flow

- Planting carrots is not what the other boys do.
- Study after study has shown that it is generally *uncomfortable* to go against the behavior of a group, and few will do it.



# Social Conformity



# Dangerous Conformity





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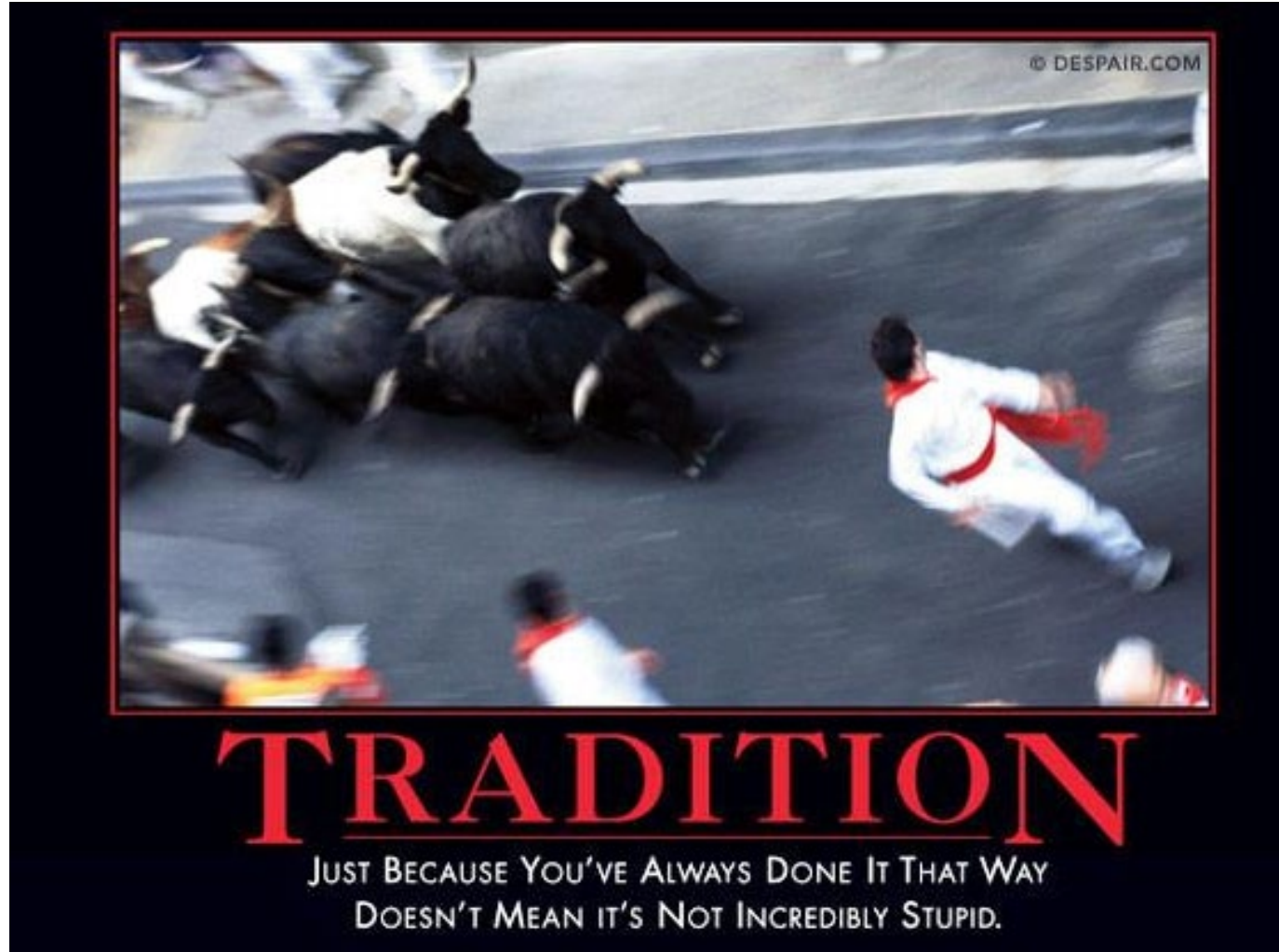


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“We’ve always done it this way”



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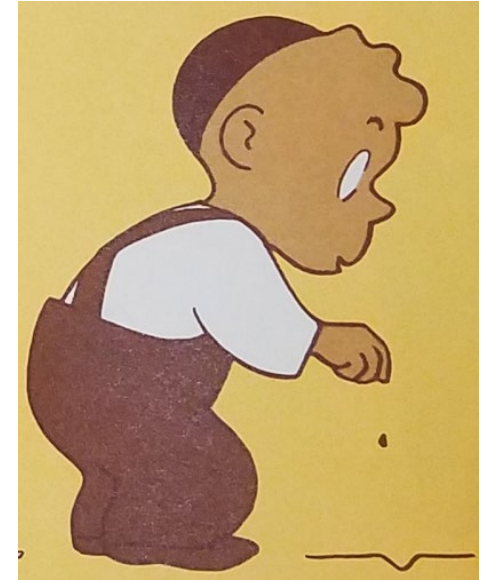
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# The DPC Leap of faith

Step 1: Dare to be different

Step 2: Take the step

Step 3: Prepare to sacrifice





Take the step, and make the sacrifice.

Kissi Blackwell, MD

“Went to my first DPC Summit in 2016, **the next day I sold my Cadillac Escalade and bought a Buick.** My husband went from an Infinity to a Hyundai. I moonlighted every Saturday for a year in Urgent Care...”







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WELL LA DI FRICKEN DA!!!

# DPC is a freedom that is not free

- Free time

- Moonlighting
- Exercise
- Hobbies

- Relationships

- Family
- Colleagues
- Patients

- Stuff

- Vehicles
- Home
- Property

- Certainty

- Income
- Good Company
- Safety



# What has the little boy taught us so far?

- Don't be afraid to **resist the status quo.**
- If it doesn't make sense, **don't do something simply because it's always been done that way.**
- The first step of faith must be followed by **sacrifice.**

A little boy planted  
a carrot seed.



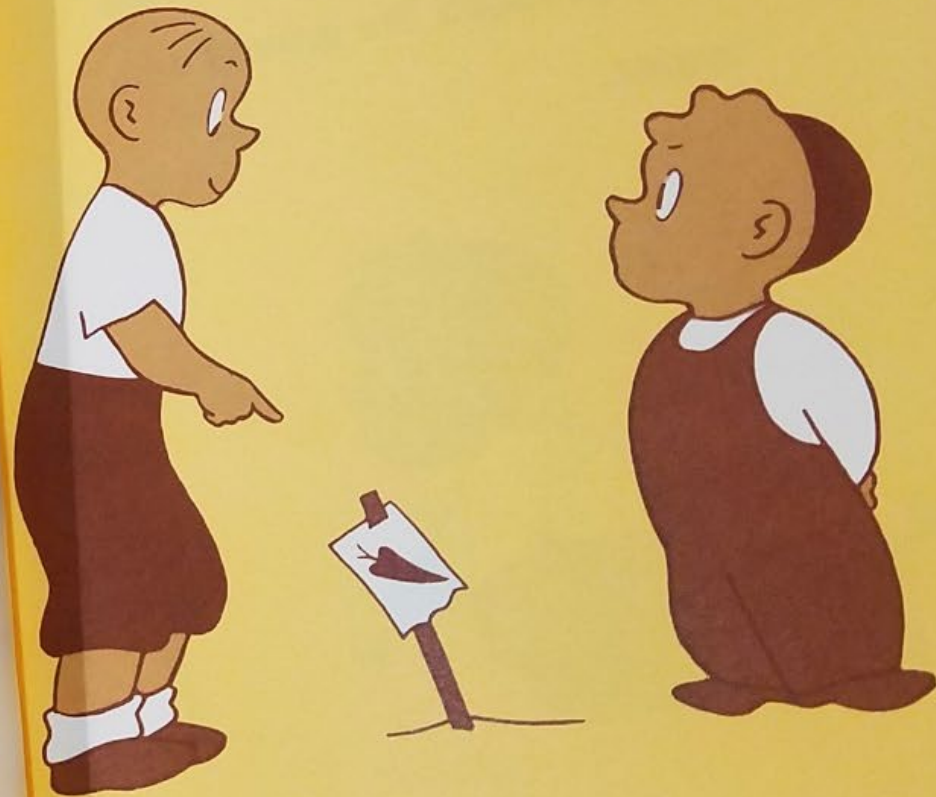
His mother said, "I'm afraid  
it won't come up."



His father said, "I'm afraid  
it won't come up."



And his big brother said,  
"It won't come up."





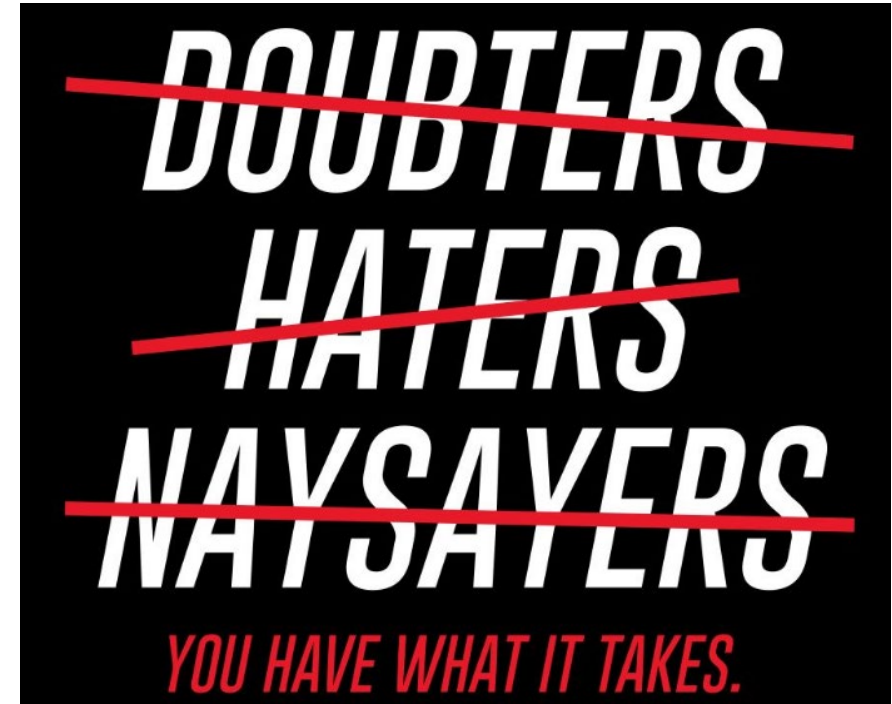
# Ignore critics and follow your vision

- The four loudest DPC critics
  - The ignorant
  - The jealous
  - The corrupt
  - The hypocritical



# Ignore critics and follow your vision

- Ignorance fuels fear and criticism
- Those who profit from the status quo at the expense of others are vociferous against change
- Hypocrites are particularly loud.



# Critics

“A cynical habit of thought and speech, a readiness to criticize work which the critic himself never tries to perform, an intellectual aloofness which will not accept contact with life's realities—all these are marks, not of superiority but of weakness.”

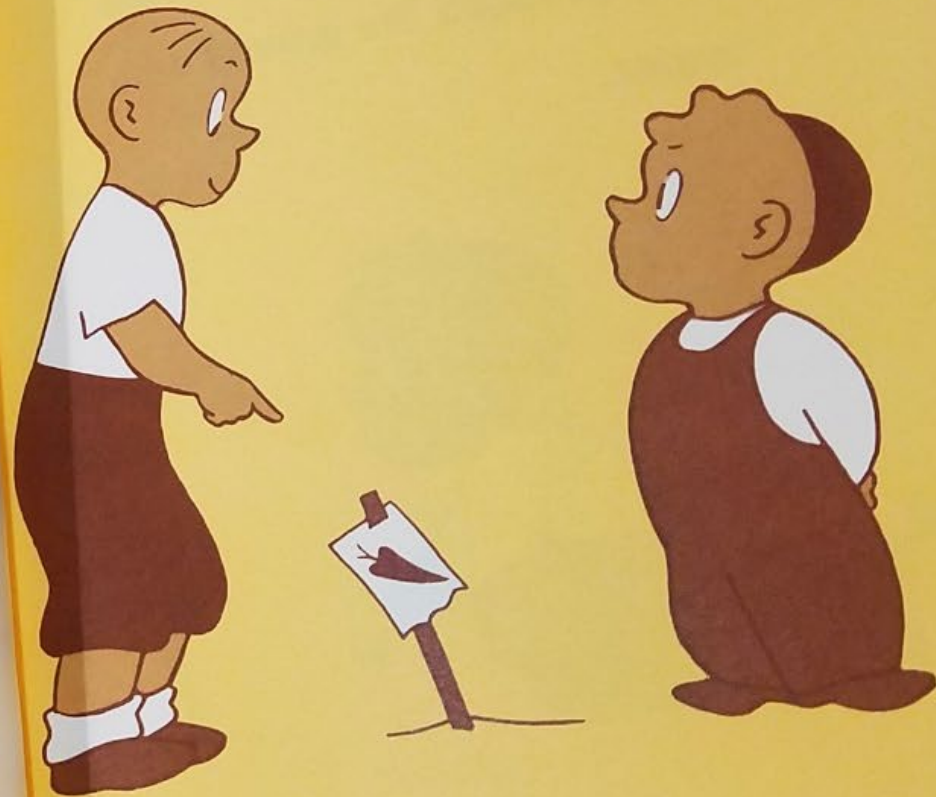
-Theodore Roosevelt



# What has the little boy taught us so far?

- Don't be afraid to **resist the status quo.**
- If it doesn't make sense, **don't do something simply because it's always been done that way.**
- The first step of faith must be followed by **sacrifice.**
- **Ignore critics.**

And his big brother said,  
"It won't come up."



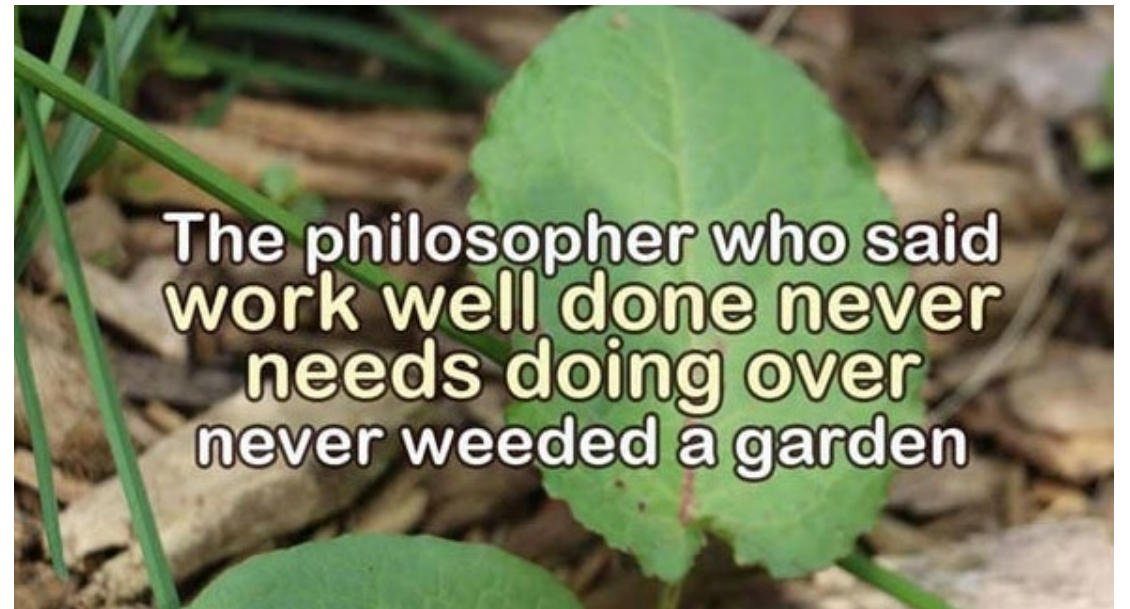
Every day the little boy pulled  
up the weeds around the seed  
and sprinkled the ground with  
water.



# Work toward your vision

Work doesn't do itself.

The work is never done.



# Where were we...

- Don't be afraid to **resist the status quo**.
- If it doesn't make sense, **don't do something simply because it's always been done that way**.
- The first step of faith must be followed by **sacrifice**.
- **Ignore critics**.
- Do the **work**.





Every day the little boy pulled  
up the weeds around the seed  
and sprinkled the ground with  
water.



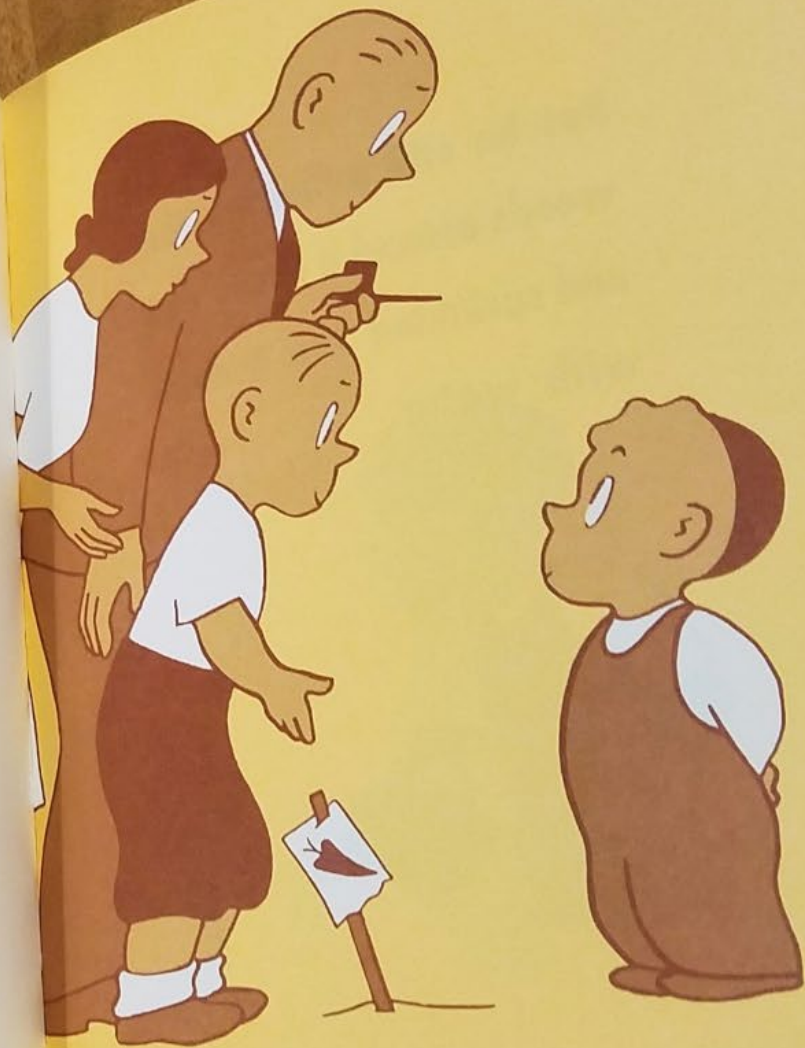
**But nothing came up.**



**And nothing came up.**



Everyone kept saying it  
wouldn't come up.



But he still pulled up the  
weeds around it every day  
and sprinkled the ground  
with water.



# Don't quit.

Expect setbacks, unexpected results, slow growth, and plenty of people **eager** to say “I told you so.”

Rather than fall prey to that negativity, remember that you get nowhere if you're not moving.

A black and white portrait of Martin Luther King Jr. is positioned on the right side of the slide. He is shown from the chest up, wearing a dark suit, a white shirt, and a patterned tie. He has a serious expression and is looking slightly to the right of the camera.

If you can't fly, then **run**.  
If you can't run, then **walk**.  
If you can't walk, then **crawl**,  
but by all means, **keep moving**.

- *Martin Luther King Jr.*

**If you're bored, you're doing it wrong.**



# Don't quit.

- “Change happens when the pain of staying the same is greater than the pain of change.” -Tony Robbins
- This is the time to remember that pain. This is your motivation to push forward through this difficulty.

**THIS is when we say:  
“I’m never going back; the only  
way is forward.”**





# Remember the pain, let it drive you

“I was scared to death I would fail and let my family down but that thought wasn’t near as scary as staying employed forever. I knew it was either take this leap of faith or spend my life working until I was dead of a heart attack at 50 or become so depressed that I don’t want to know what could have happened. I was in a bleak place because I felt so trapped. I was scared the hospital would find out what I was doing...[I gathered the] courage I needed to move forward and not be scared. I prepared myself, marketed to every patient at every encounter until the end, talked to every person that would listen...”



# Let's catch back up with the little boy

- Don't be afraid to **resist the status quo.**
- If it doesn't make sense, **don't do something simply because it's always been done that way.**
- The first step of faith must be followed by **sacrifice.**
- **Ignore critics.**
- Do the **work.**
- Remember the pain; **don't quit.**



**Every day the little boy pulled  
up the weeds around the seed  
and sprinkled the ground with  
water.**



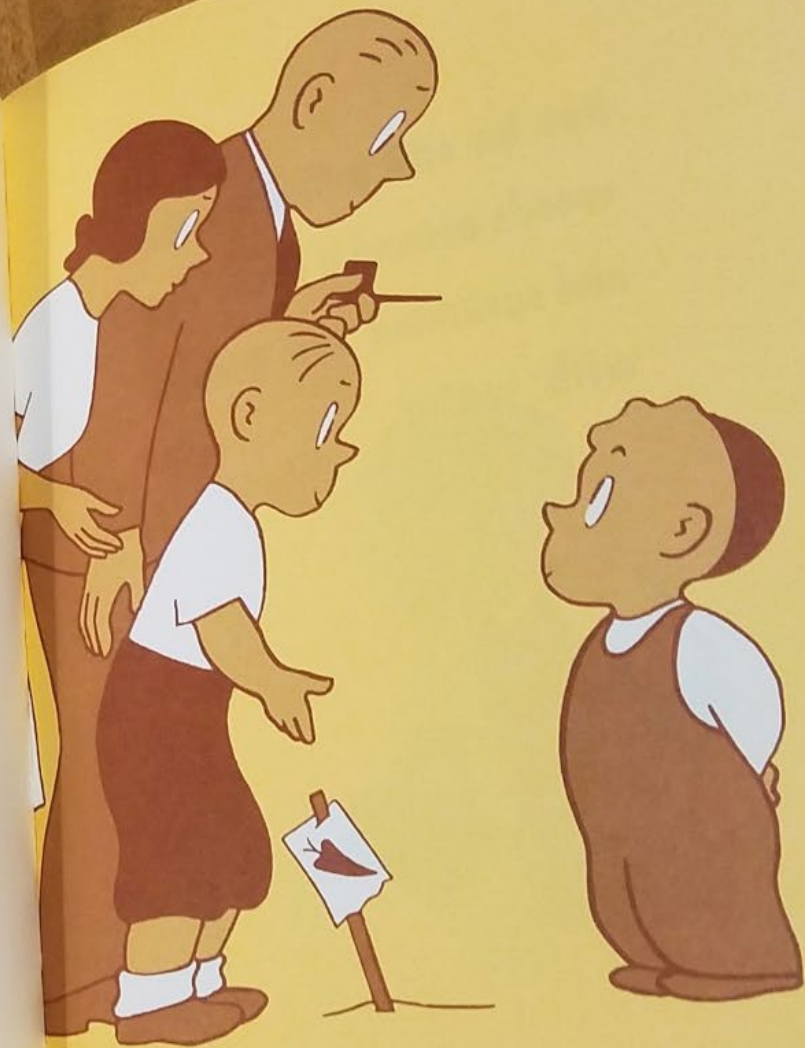
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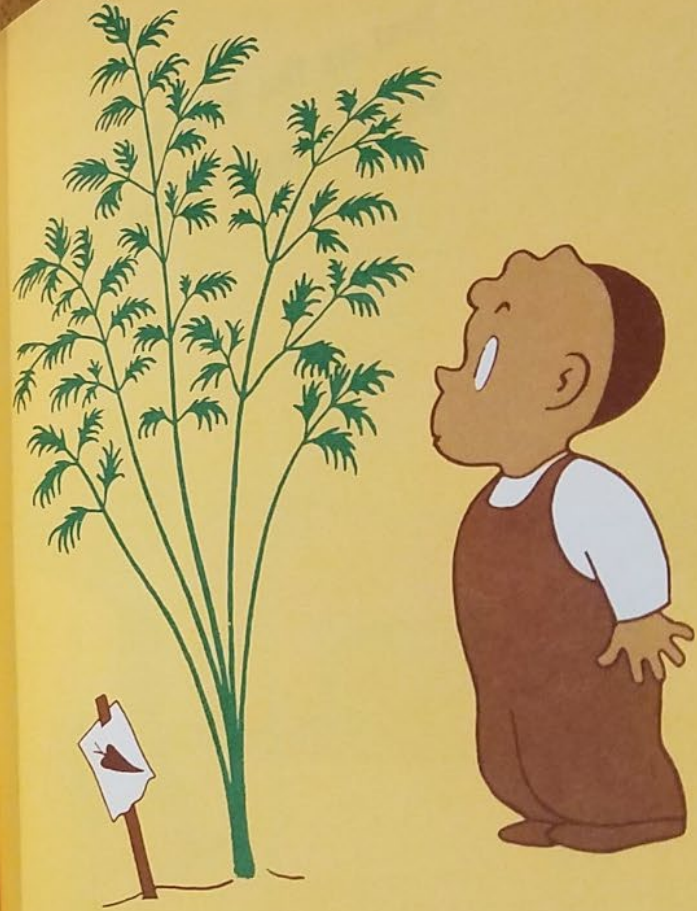


**And then, one day,**

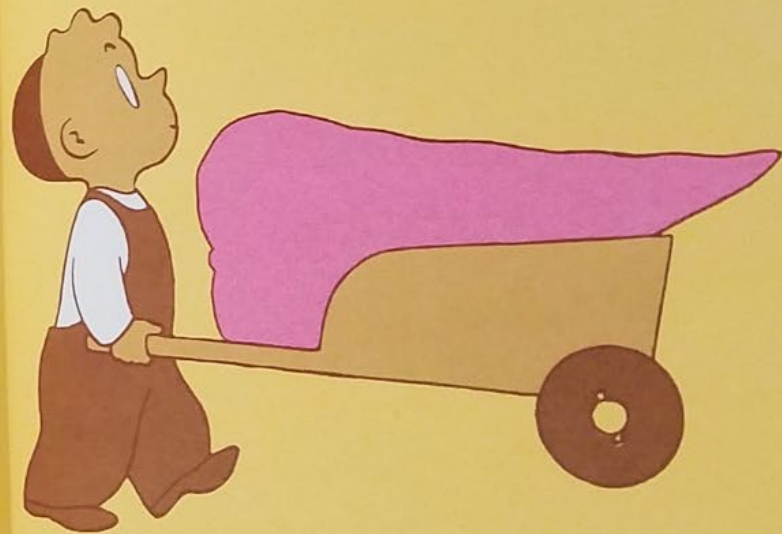




a carrot came up



just as the little boy  
had known it would.



# Expect Results



“I prepared myself, marketed to every patient at every encounter until the end, talked to every person that would listen, and I pre-enrolled 279 patients. Drank from a firehouse until I was full at 600 in 10 months. *I blew it out of the water and I’m damn proud of that.*”

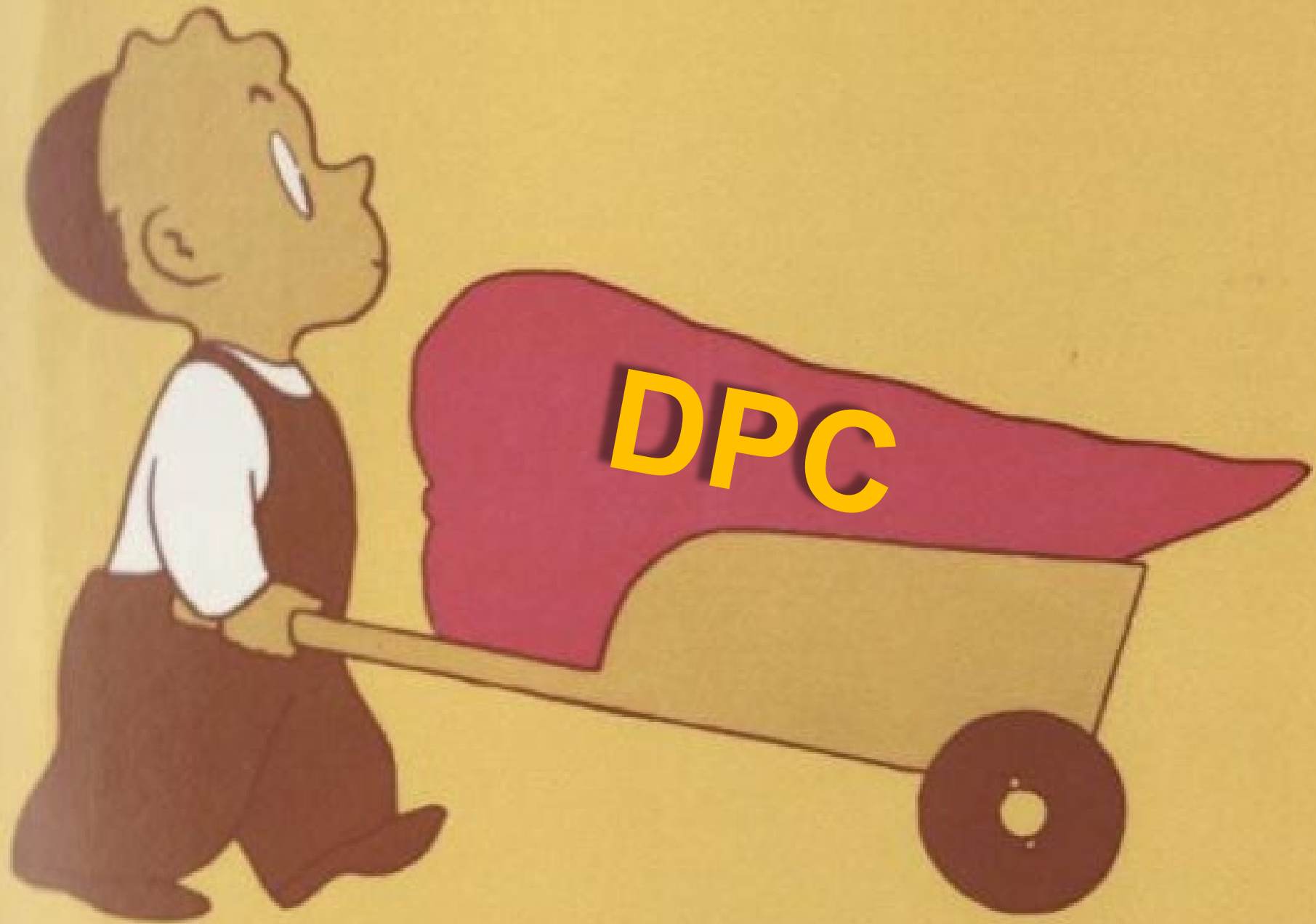
**1 month ago.... I bought a new Escalade.”**



# What did the little boy teach us today?

- Don't be afraid to **resist the status quo.**
- If it doesn't make sense, **don't do something simply because it's always been done that way.**
- The first step of faith must be followed by **sacrifice.**
- **Ignore critics.**
- Do the **work.**
- Remember the pain; **don't quit.**
- **Expect results.**









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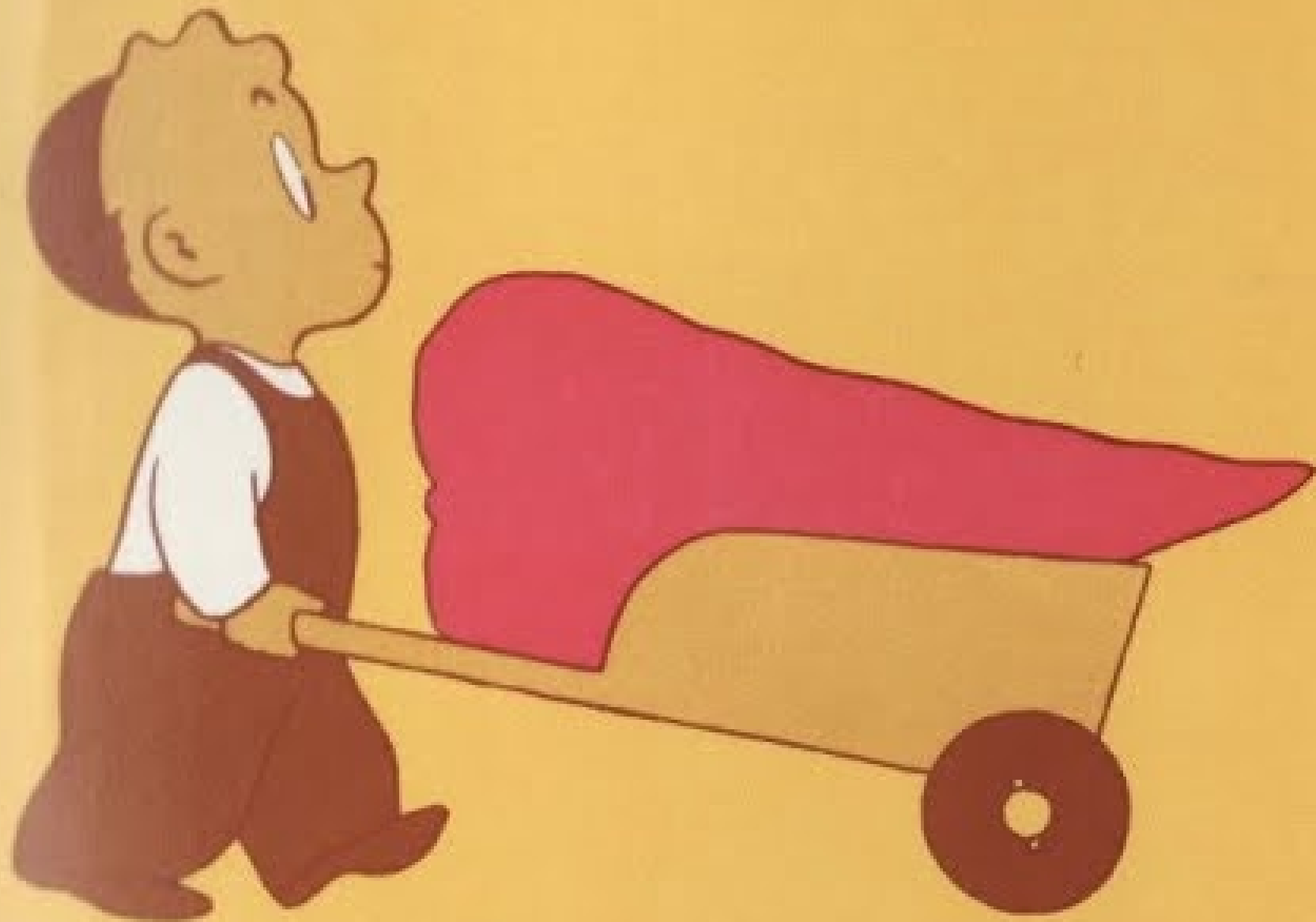
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The carrot is **Direct Primary Care**. The carrot is our future.





# Questions

Submit your questions to:  
<https://aafp4.cnf.io>

Don't forget to evaluate  
this session!



## Contact Information

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