

Presenting the Dark Side of DPC

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



June 28-30, 2019

#dpcsummit

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Learning Objectives

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

- Understand that while DPC solves many of the problems in health care delivery, it is still a hard job.
- Understand the challenges that a mature DPC practice faces.
- Understand that it is ok if DPC is not the right fit for you.



Welcome to the Dark Side of DPC



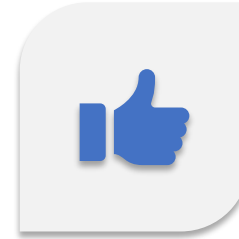
Learning Objectives



UNDERSTAND
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UNDERSTAND
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UNDERSTAND
THAT IT IS
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IS NOT THE
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FOR YOU



24/7
call/access

Entitlement

“Jungle
Medicine”

All.The.Hats

Call your
momma

BFFs

Woo Woo

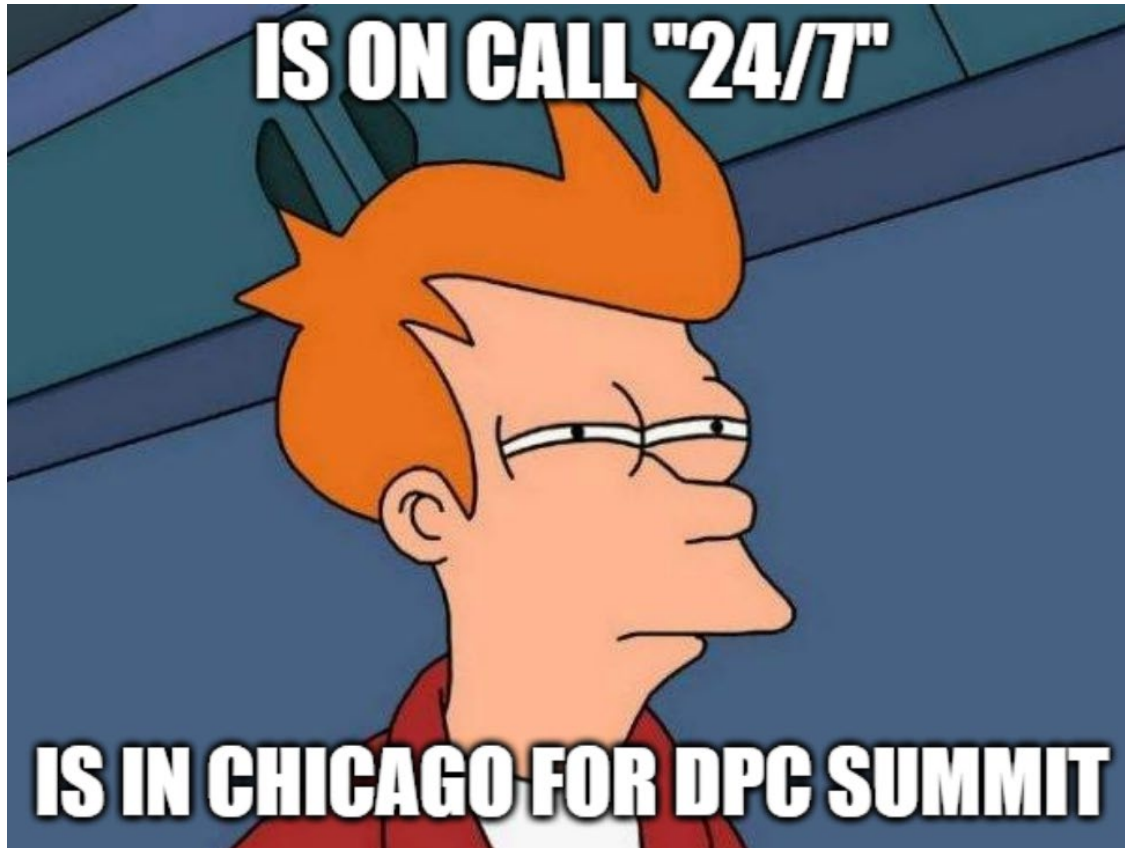
Running a
Business

Cherry
picking



24/7 Call/Access

We said it, now we have to do it...



Entitlement





Jungle Medicine

Modern medicine sometimes doesn't look so modern



All.The.Hats

- My day job:
 - Answer the phone
 - Water the plants
 - Stock the toilet paper
 - Review labs
 - Collect payments
 - Give flu shot
 - Touch up the paint
 - Oh yeah, and see patients

KEEP OVERHEAD DOWN



Call your momma

There are some things that I just don't
need to be involved in

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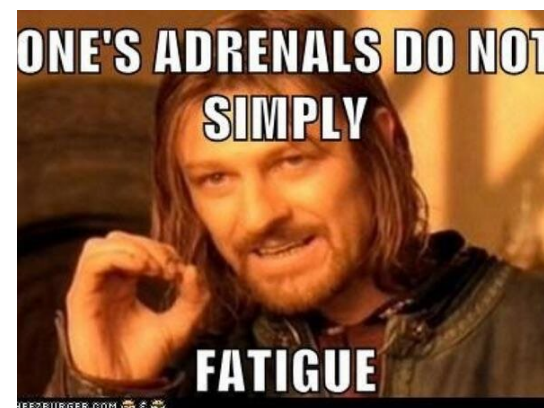
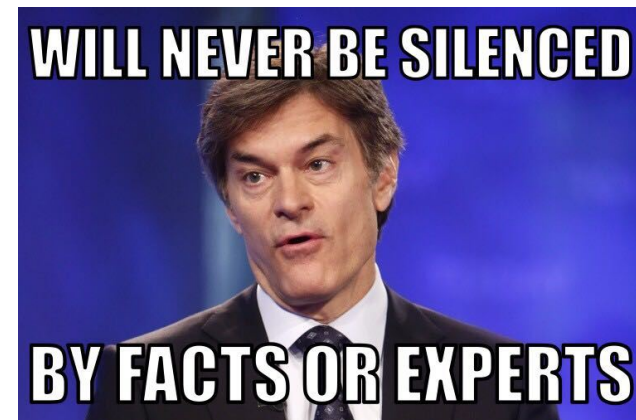
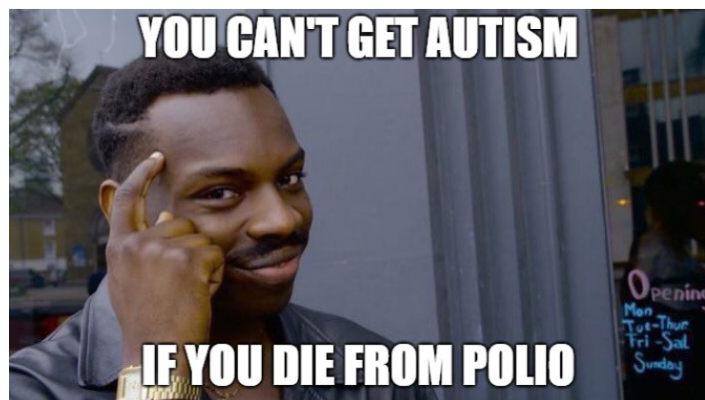
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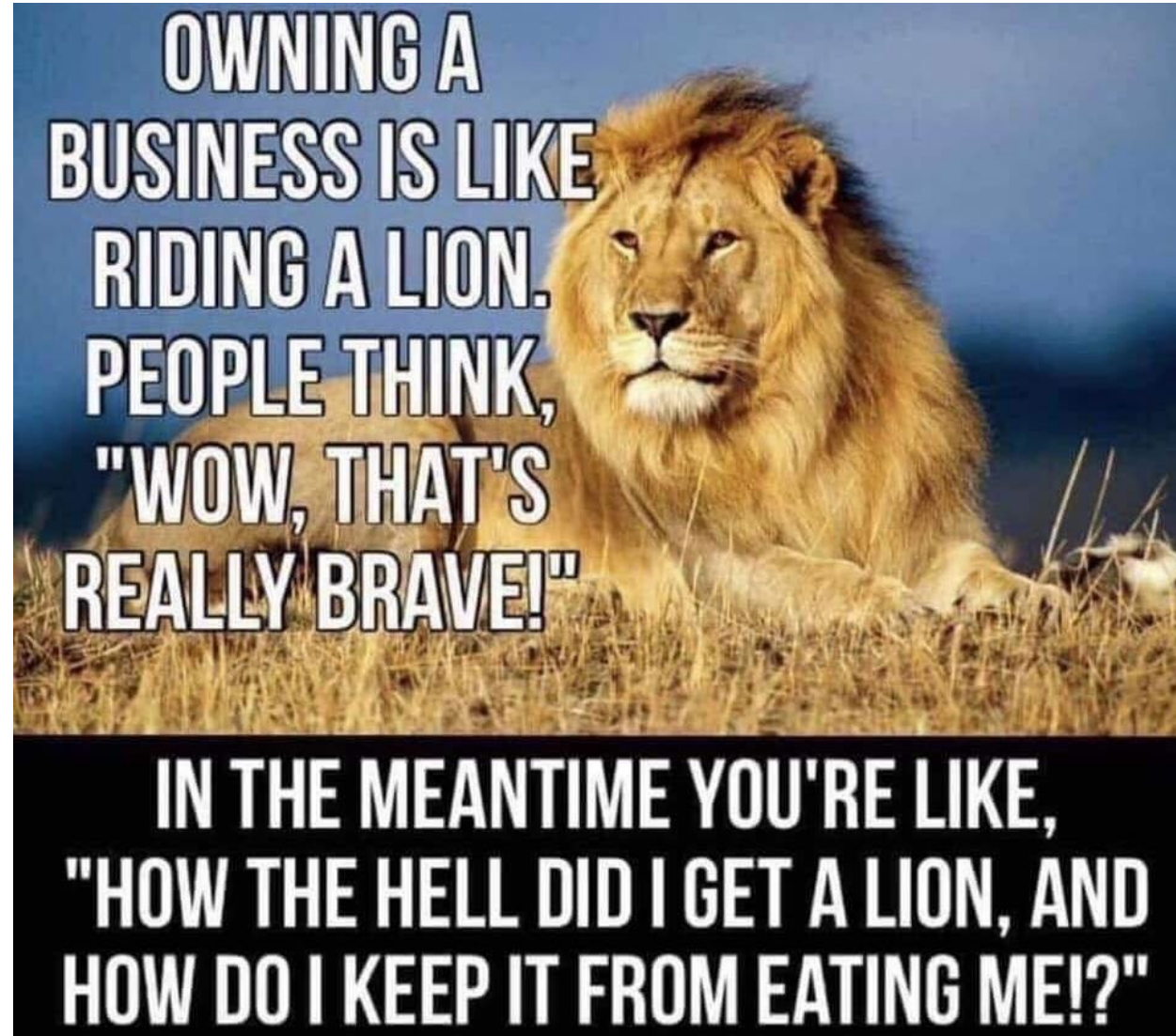


BFFs

This relationship isn't a two-way street

Woo Woo – “a slang term used to describe those who believe in phenomena that lack substantiated evidence to prove the claim of the phenomena.” *Urban Dictionary*





**OWNING A
BUSINESS IS LIKE
RIDING A LION.
PEOPLE THINK,
"WOW, THAT'S
REALLY BRAVE!"**

**IN THE MEANTIME YOU'RE LIKE,
"HOW THE HELL DID I GET A LION, AND
HOW DO I KEEP IT FROM EATING ME!?"**

Running a Business



Cherry-picking



What do we do
about
the dark side?

We talk about it.

We remind ourselves that being
doctors is hard, and we have to
take it seriously.

We support each other in setting
boundaries.

We laugh about it.



THE PROPER FEEDING OF BEAUTIFUL PEOPLE

Jack Forbush, DO

Participate in polling questions and submit your questions to <https://aafp3.cnf.io/>



**GUESS WHAT?
IT'S NOT ALL ABOUT YOU**



The Dependents

- They just can't get enough of you!

The Resistors

- You want me to do what?

The Heaters

- Let me tell you something!

The Manipulators

- I'll be back

The Smarties

- Recent research shows

Questions?

Submit your
questions to:
aafp4.cnf.io

Don't forget to
evaluate this
session!

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