

Fourteen Actions You Can Take in Residency to Prepare for a 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 start planning for a career in Direct Primary Care during residency
- Making the decision to become a Direct Primary Care doctor will take forethought
- While it's easy to get caught up in the day-to-day of residency training, planning your transition to a Direct Primary Care practice is essential
- Planning ahead of time will allow you to understand the business model and your financial needs in order to start this business



#1 Learn as much Medicine as you can

- Learn as much as you can about the practice of Family Medicine
 - People in your community will be attracted to you because of your knowledge and competence
 - This is true for a physician in the fee-for-service paradigm and it's even more true for DPC doctors
 - Because DPC doctors operate in the free market, potential patients will always be weighing cost, quality, and value when selecting you as their primary care physician





THINK

VALUE

NOT VOLUME

D P C
Summit

June 28-30, 2019

#dpcsummit

What are you excellent at? Can you build on that?

- Procedures:
 - Removing ingrown toenails
 - Cyst removal
 - Laceration repair
 - Biopsy, punch and shave
- Medicine skills:
 - OCP management
 - Thyroid management
 - Fatigue Workup
 - Erectile dysfunction
 - Musculoskeletal problems
- Soft skills (harder to measure):
 - Communication
 - Patient satisfaction
 - Actively listening
 - Looking less at your computer and more at your patient
 - Ability to work under pressure or with multiple distractions
 - Understanding what to do in difficult situations



#2 Develop Strong Relationships

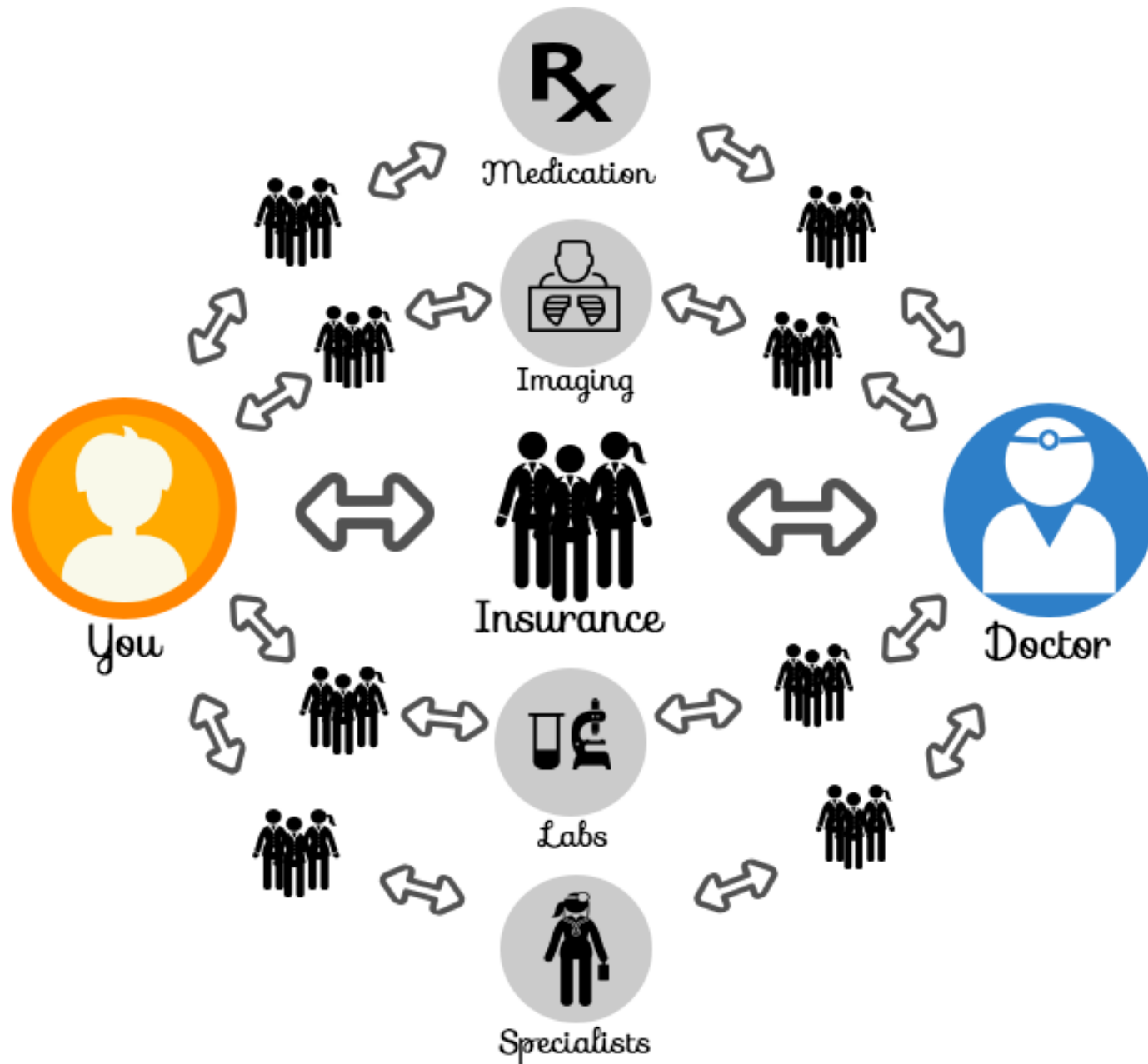
- Develop strong relationships with your attendings and consultants locally
 - These relationships will become valuable assets for you as you build out your DPC practice and create a referral network for your patients





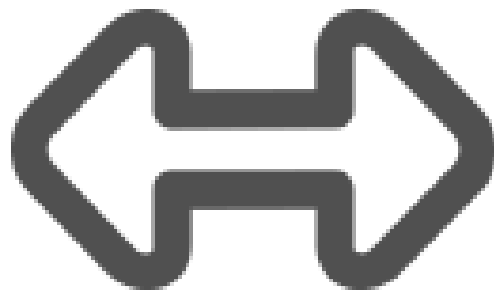
#3 Find Out the Prices

- Ask questions during residency about the prices and costs of services at the hospitals and clinics where you work and see patients
 - Having a solid list of pricing at your local hospital will give a good comparison for the prices that you will negotiate for your DPC practice
 - These will eventually become good material for marketing your practice





You



Doctor



Medication



Imaging



Labs



Remote
Specialist
Consults



ΙΠΠΟΚΡΑΤΟΥΣ
ΟΡΚΟΣ
HIPPOCRATIS
IUSIVRANDVM.



ΜΝΥΜΙ Αγάθη καὶ ἁγία καὶ
ἀκαταμάχητος καὶ ἁγία καὶ Πανα-
κία, ἡ θεὸς ἰατρικῆς καὶ ἰατρο-
τεχνικῆς, Ἐπιχθονία καὶ οὐρα-
νία, ἡ ἀσθενοῦ καὶ ἰσχυροῦ ἰατρῆς,
ἐπιτοκῆ καὶ ἐκτετακῆ ἰατρῆς.

Ὁρκίζομαι δὲ ἑστέ, ἡμεῖς καὶ ἡμετέροις καὶ ἡμετέρας
ἐκείνης ἰατρικῆς καὶ ἰατροτεχνικῆς
ἐπιτοκῆ καὶ ἐκτετακῆ ἰατρῆς, ἀλλὰ
καὶ ἡμετέρας ἰατρικῆς καὶ ἰατροτεχνικῆς
ἐπιτοκῆ καὶ ἐκτετακῆ ἰατρῆς.



Εἰς Ἀπολλῶνα Ἄσκληπιον, Ἄρ-
τέμιδιον, Ἥγειαν καὶ Παν-
ακίαν ἀρκιούσαν ἀσθενοῦ καὶ ἰσχυροῦ
ἰατρῆς, ὅσους ἔσονται, ἡμεῖς καὶ ἡμετέροις
ἐπιτοκῆ καὶ ἐκτετακῆ ἰατρῆς, ὅσους
ἔσονται, ἡμεῖς καὶ ἡμετέροις ἐπιτοκῆ
καὶ ἐκτετακῆ ἰατρῆς.

quidem qui me hanc artem edocuit, parentum lo-
co habitarem, ceteris cum ad salutem, tum etiam ad
viam necessariam, prout animo communitur, ac
supplicaturum. Eiusque posteris quod me vocant
loco quo germanos fratres sunt, eo quo si hanc artem
addicere volent, abique intercede de singulis de-





How much does a Comprehensive Metabolic Panel cost at your hospital?

- a) \$10
- b) \$50
- c) \$100
- d) \$150
- e) \$200

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How much does a MRI of the Knee cost at your hospital?

- a) \$100
- b) \$250
- c) \$500
- d) \$1,000
- e) \$3,000

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#4 Find Mentors

- Develop mentoring relationships with physicians in your residency and DPC doctors in your community, state, or nationally
 - Starting a Direct Primary Care practice can be difficult
 - If you develop strong relationships with mentors who can help you through the process, it will make starting your DPC practice easier



What's the best way to find a mentor in the Direct Primary Care space?

- a) Search on Google for “Direct Primary Care Doctor near me” and send them an email to see if you can shadow them
- b) Go to a Direct Primary Care Conference and meet DPC docs and start building relationships
- c) Head the DPC Mapper on DPCFrontier.com to find Direct Primary Care doctors across the country and contact them for assistance
- d) Any of the above

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in Mobile Uploads



Like Comment Share

Tag Photo Options Send in Messenger



Paul Thomas

March 21, 2016 near Wichita, KS ·



Sunset in Kansas

Tag Photo Add Location Edit

Carol Thomas, Valerie Scannell and 1 other

Like Comment Share



Write a comment...










 **Paul Thomas**
 March 21, 2016 near Wichita, KS · 

AtlasMD office

 Tag Photo  Add Location  Edit

 Valerie Scannell and Jasreen Bhullar

 Like  Comment  Share

 Write a comment...    





Paul Thomas



March 28, 2016 · 2

West Pearl Street with a view of the Rockies

Tag Photo
 Add Location
 Edit

Like
 Comment
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Write a comment...

Competency Based Goals and Objectives

Direct Primary Care Elective Rotation – PGY-III

Family Medicine

DURATION: One month elective rotation in the third year of residency.

Faculty Supervisor: Karen Weaver

Overview

This syllabus will define your learning objectives for this rotation; it will also serve as a guide to better understanding the practice of Direct Primary Care. This packet contains a list of topics you should learn during this month's rotation. It also contains general expectations of the rotation. We expect you to gain this understanding via self-directed reading, patient care, attending and preceptor teaching, the Challenger program (as available) and the academic half day session.

The overall objectives are listed below by the ACGME competency and the specific objectives for medical knowledge in this area of study follow. Consider differential diagnosis, assessment and management as your guide to understanding each topic. At the conclusion of your rotation your performance in medical knowledge will be evaluated by an end of rotation written exam through the Challenger program (as available). Your preceptor(s) will use a global evaluation tool to evaluate the other competencies and attributes during this learning experience.

Objectives



#5 Attend the DPC Conferences

- Attend a Direct Primary Care conference
 - A great opportunity to network with existing DPC doctors and potential DPC doctors
 - An opportunity to learn best practices
 - An opportunity to learn about the personalities of DPC doctors





plumhealthdpc
Downtown Indianapolis



plumhealthdpc Had a phenomenal time @the_aafp #dpcsummit2018 with my #directprimarycare colleagues and I had the honor of speaking at the event! #dpcsummit #aafp #familymedicinedoctor @neuhofel @atlasmd @ifcdirect @drjeffreysgold @sparkmdclinic @communitasmd

47w



sparkmdclinic You did such a great job! Congrats



46w 1 like Reply

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JULY 20, 2018

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June 28-30, 2019

#dpcsummit



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Rosen Hotels & Resorts Orlando



plumhealthdpc Today I had the privilege of addressing 400+ of my physician colleagues about becoming the doctor you were meant to be. Thank you to @dr.leegross for the invitation - here's to the #directprimarycare movement and the furthering of affordable and accessible health care options for all Americans. Happy to share the state with @atlasmd, #EllenMcKnightMD and #ChadSavageMD #doctordetroit #familymedicine #primarycare #ikigai @dpcalliance

32w



raquel_belle228 🙌🙌🙌 Yeah Dr. Paul!!!



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Rosen Center Orlando Florida



plumhealthdpc Sad this one is over, a re-invigorating conference on #directprimarycare wraps up today @familymattersdpc

87w



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OCTOBER 14, 2017

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plumhealthdpc
The Julia Morgan Ballroom



plumhealthdpc A beautiful, inspiring conference with #hinthealth - answering the biggest question: how can we break the status quo in #healthcare? @zakholdsworth @zdoggmd @neuhofel @dcontorno #sanfrancisco #directprimarycare #dpcconference #dpcsummit #hinthealth2018 #healthcaresystem #juliamorganballroom #familymedicinedoc #familymedicinedoctor

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Liked by inzain238 and 23 others

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June 28-30, 2019

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Use your resident funds to attend

- Use your residency funds to attend these conferences
- These opportunities can act as a springboard for your growth and development in this space



#6 Create a DPC Mastermind

- Create a cohort of DPC doctors and potential DPC doctors
 - The folks in this room are your cohort, and helping each other through this process can be valuable
 - Sharing knowledge, challenges, and opportunities can help you grow and progress in this process





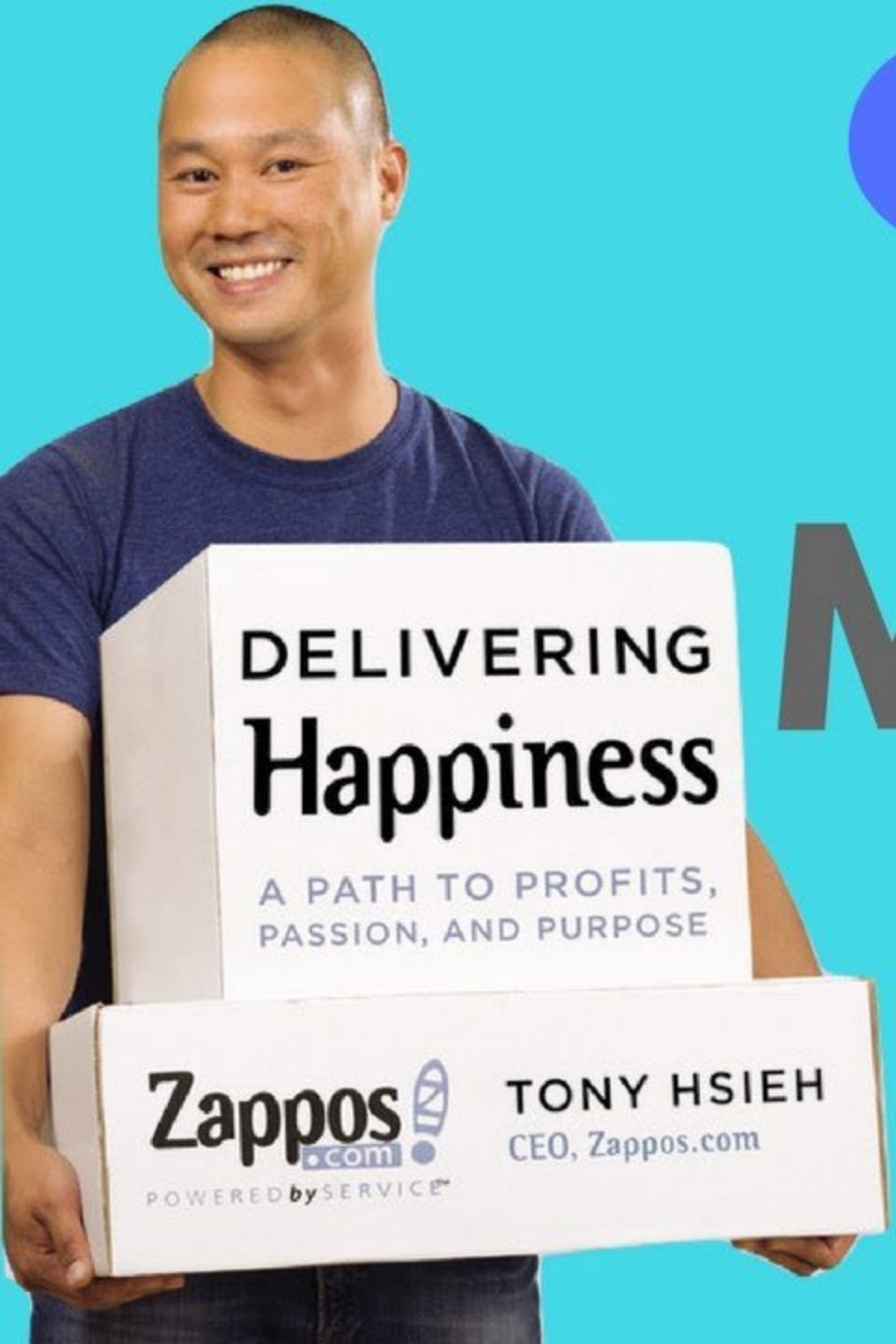
Next	To Do	In Progress	Done	Goals
<ul style="list-style-type: none">Review user feedback	<ul style="list-style-type: none">Design new layout	<ul style="list-style-type: none">Develop new features	<ul style="list-style-type: none">Test new features	<ul style="list-style-type: none">Create Post-Data Mail #Community APPMVP - Connect APP to existing data to see what we know about person today
				<ul style="list-style-type: none">Building

#7 Read and Learn about DPC

- Read and learn as much as you can about Direct Primary Care
 - Books
 - Podcasts
 - Websites







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TONY HSIEH
CEO, Zappos.com

COMPANY CULTURE: MODEL FOR SUCCESS

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amazon

LEAN IN

WOMEN, WORK, AND
THE WILL TO LEAD

SHERYL SANDBERG

#1 NATIONAL BEST SELLER



Doctor Mentality vs Business person mentality

In medicine:

- “No stone unturned”
- Mistakes are frowned upon at best, punished at worst
- This leads to ANALYSIS PARALYSIS

In business:

- Done is better than perfect
- It's not the decisions, it's the decisiveness
- When you're 70% sure, decide, when you're 90% sure, you've waited too long







RULE

SUCCESS

CONSTITUTIONAL FOUNDATION

© 2010

#8 Write a Business Plan

- Write a business plan about your DPC practice
 - This must include a budget with real numbers and a timeline
 - Understand that your biggest costs will be space (rent, lease, taxes, etc...) and employees
 - Have your mentors read your business plan and be receptive to their feedback



How much money does the average Family Physician generate for their hospital system?

- a) \$500,000 annually
- b) \$1,000,000 annually
- c) \$1,500,000 annually
- d) \$2,000,000 annually
- e) \$2,500,000 annually

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Doctors bring in a lot of money for hospitals

Physician-generated revenue vs. average salaries

SPECIALTY	AVG. REVENUE	AVG. SALARY
Cardiology (invasive)	\$3.5m	
Cardiology (non-invasive)	2.3m	
Cardiovascular surgery	3.7m	
Family practice	2.1m	
Gastroenterology	3.0m	
General Surgery	2.7m	
Hematology/oncology	2.9m	
Internal medicine	2.7m	
Nephrology	1.8m	
Neurology	2.1m	

SPECIALTY	AVG. REVENUE	AVG. SALARY
Neurosurgery	3.4m	
OB/GYN	2.0m	
Ophthalmology	1.4m	
Orthopedic surgery	3.3m	
Otolaryngology	1.9m	
Pediatrics	1.6m	
Psychiatry	1.8m	
Pulmonology	2.4m	
Urology	2.2m	



What is the average salary for Family Medicine doctors?

- a) \$150,000 annually
- b) \$175,000 annually
- c) \$200,000 annually
- d) \$225,000 annually
- e) \$250,000 annually
- f) \$275,000 annually
- g) \$300,000 annually
- h) \$325,000 annually

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Doctors bring in a lot of money for hospitals

Physician-generated revenue vs. average salaries

SPECIALTY	AVG. REVENUE	AVG. SALARY
Cardiology (invasive)	\$3.5m	\$590k
Cardiology (non-invasive)	2.3m	427k
Cardiovascular surgery	3.7m	425k
Family practice	2.1m	241k
Gastroenterology	3.0m	487k
General Surgery	2.7m	350k
Hematology/oncology	2.9m	425k
Internal medicine	2.7m	261k
Nephrology	1.8m	272k
Neurology	2.1m	301k

SPECIALTY	AVG. REVENUE	AVG. SALARY
Neurosurgery	3.4m	687k
OB/GYN	2.0m	324k
Ophthalmology	1.4m	300k
Orthopedic surgery	3.3m	533k
Otolaryngology	1.9m	405k
Pediatrics	1.6m	230k
Psychiatry	1.8m	261k
Pulmonology	2.4m	418k
Urology	2.2m	386k



Setting your prices

- Take the annual salary you want to make and add in your overhead
- Let's say that annual salary is \$241,000 and your overhead is \$120,000/year
- So the total cost of running your practice is \$361,000/year
- That means you need to bring in a monthly revenue of \$30,083
- Next question: how many patients do you want to have in your panel?
 - If you want to have 300 patients, you need to earn \$100/member/month
 - If you want to have 500 patients, you need to earn \$60/member/month
 - If you want to have 800 patients, you need to earn \$37.6/member/month



What is Overhead?

- Everything that you need to run your business:
 - Rent
 - Employees
 - Utilities
 - Taxes
 - Membership and Association fees
 - Conference fees
 - License renewal fees
 - Equipment costs
 - Malpractice Insurance
 - Legal Fees and Accounting Fees
 - Cost of laboratory services
 - Cost of medications
 - Cost of pathology services
 - Advertising and Marketing
 - Meals & Entertainment



Sample costs: starting the business

- Website Design: \$2,000
- Startup Legal Costs (Contracts): \$2,500
- Exam Table, brand new: \$1,700 vs Exam Table, used: \$700
- Diagnostic Set, used: \$300
- Refrigerator for Medications: \$200
- Exam table Lamp: \$100
- Trash Container: \$60
- Instrument Stand: \$100
- Exam room and Office Furniture: \$1,000 – 3,000
- Total costs: \$6,960 with a used exam table and low-end furniture costs
- Total costs: \$9,960 with a new exam table and high-end furniture costs



Sample costs: operating the business

- Rent: \$2,000/month
- Triple Net Lease (NNN): Property Taxes, Insurance, Maintenance: \$500/month
- Nurse: \$5,000/month or a Medical Assistant \$2,000/month
- Electronic Medical Record: \$300/month
- Malpractice Insurance: \$450/month
- Health Insurance: \$500/month
- Medications each month: \$1,500/month
- Laboratory costs each month: \$1,500/month
- Advertising and Marketing: \$1,000/month
- Accountant: \$100/month and Legal Services: \$200/month
- Digital Accounting Services: \$60/month
- Utilities (phone and internet): \$300/month
- Total Cost = \$10,410 with a medical assistant, \$13,410 with a Nurse



PROFIT AND LOSS

January - December 2018

	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018	OCT 2018	NOV 2018	DEC 2018	TOTAL
Income													
Grant Money from Detroit Demo Day							50,035.00						\$50,035.00
Sales	13,625.58	12,951.79	14,544.93	15,042.14	15,428.87	14,732.89	17,158.09	15,955.22	18,905.30	20,552.49	21,659.11	22,592.93	\$203,149.34
Services		0.00				350.00	350.00		1,150.00	200.00			\$2,050.00
Total Income	\$13,625.58	\$12,951.79	\$14,544.93	\$15,042.14	\$15,428.87	\$15,082.89	\$67,543.09	\$15,955.22	\$20,055.30	\$20,752.49	\$21,659.11	\$22,592.93	\$255,234.34
GROSS PROFIT	\$13,625.58	\$12,951.79	\$14,544.93	\$15,042.14	\$15,428.87	\$15,082.89	\$67,543.09	\$15,955.22	\$20,055.30	\$20,752.49	\$21,659.11	\$22,592.93	\$255,234.34
Expenses													
Advertising & Marketing	160.00	99.76	1,016.95	311.23	408.21	248.11	332.52	507.13	1,210.18	1,014.93	1,219.87	975.40	\$7,504.29
Bank Charges & Fees		20.00						1.50		2.15			\$23.65
Contractors		69.00	28.00		326.00					69.00			\$492.00
Donation	20.00	20.00	250.00		204.84	250.00		400.00	603.00	269.75	278.11	820.00	\$3,115.70
Education and Training		250.00		750.00	479.50	212.15				1,464.50		731.00	\$3,887.15
Electronic Medical Record Fraudulent Charge	317.06	366.79	317.58	365.74	300.00	300.00	300.00	316.75	300.00	299.58	300.00	300.00	\$3,783.50
Insurance	788.00	2,029.40	580.40	580.40	2,029.40	580.40	580.40	2,029.40	372.80	580.40	580.40	2,286.77	\$13,018.17
Interest Paid	130.00	130.00	245.10	245.10	245.10	245.10	245.10	245.10	245.10	245.10	245.10	245.10	\$2,711.00
Job Supplies	2,780.67	1,561.02	865.57	2,229.91	2,317.70	2,416.25	2,731.52	3,048.02	2,637.47	3,189.31	4,206.18	3,423.76	\$31,407.38
Legal & Professional Services	400.00	380.00		1,506.00	150.00	250.00	250.00	250.00	250.00	250.00	1,315.00	250.00	\$5,251.00
Meals & Entertainment	86.31	404.67	234.69	314.22	390.84	152.73	528.86	343.54	50.89	320.00	192.01	129.34	\$3,148.10
Office Supplies & Software	21.94	40.38	536.46	140.72	14.99	21.69	64.81	134.99	35.09	512.47	310.53	65.20	\$1,899.27
Other Business Expenses		102.50										500.00	\$602.50
QuickBooks Payments Fees	50.00	51.70	55.41	57.50	50.00	57.32	64.60	71.85	78.52	75.00	60.01	60.00	\$731.91
Refund for a returned item				49.00									\$49.00
Rent & Lease	620.00	620.00	615.00		610.00	615.00	615.00	610.00	610.00	615.00	615.00	600.00	\$6,745.00
Repairs & Maintenance						329.56			46.84	15.84	24.33		\$416.57
Taxes & Licenses	75.00										75.00		\$150.00
Travel	18.35	10.75	525.24	1,636.38	1,091.05	545.91	907.92	1,013.65	1,332.08	611.11	2,474.40	543.29	\$10,710.13
Uncategorized Expense			150.00	615.00									\$765.00
Utilities	98.00	92.49	75.98	99.23	93.01	93.01	93.00	93.00	93.00	93.06	99.50	93.06	\$1,116.34
Total Expenses	\$5,565.33	\$6,248.46	\$5,496.38	\$8,900.43	\$8,710.64	\$6,317.23	\$6,713.73	\$9,404.93	\$7,864.97	\$9,827.20	\$11,995.44	\$11,022.92	\$97,867.66
NET OPERATING INCOME	\$8,060.25	\$6,703.33	\$9,048.55	\$6,141.71	\$6,718.23	\$8,765.66	\$60,829.36	\$6,550.29	\$12,190.33	\$11,125.29	\$9,663.67	\$11,570.01	\$157,366.68
NET INCOME	\$8,060.25	\$6,703.33	\$9,048.55	\$6,141.71	\$6,718.23	\$8,765.66	\$60,829.36	\$6,550.29	\$12,190.33	\$11,125.29	\$9,663.67	\$11,570.01	\$157,366.68

#9 Explore Naming and Branding

- Explore naming and branding your practice
 - Create a list of potential brand names
 - Make sure those names are available as websites (.com preferred) and social media handles
 - Work through this list with a professional or consultant
 - Discuss these brand names with friends and family and/or with a group of potential customers
 - What sort of thoughts/feelings does your brand evoke?
 - Are these thoughts/feelings ones that you want associated with your business/brand?



HOW TO PICK A NAME

THAT DOESN'T SUCK



Rule #1: Keep it simple.





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Chat (8)



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<https://avenuhealth.com/>

But it doesn't have to be. At **Avenu Health**, we are redefining the experience of primary care and transforming healthcare to work better for everyone. You've visited this page 2 times. Last visit: 6/18/18

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Our Story

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It's a hassle-free experience that provides you with care when ...

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As a member of Avenu Health, our comprehensive healthcare ...

For Your Business

The health of business is only as healthy as its employees. By ...

Avenu Medical – EndoAVF for Life™

avenumedical.com/

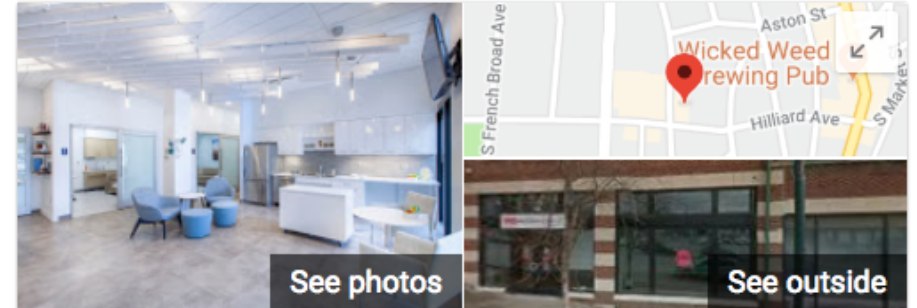
Ellipsys® Vascular Access System, an image-guided, single catheter system used to percutaneously create an arteriovenous (AV) fistula for hemodialysis ...

Avenu Health | LinkedIn

<https://www.linkedin.com/company/avenu-health>

Learn about working at **Avenu Health**. Join LinkedIn today for free. See who you know at **Avenu Health**, leverage your professional network, and get hired.

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Medical office in Asheville, North Carolina

Address: 84 Coxe Ave, Asheville, NC 28801

Hours: Open · Closes 5PM

Phone: (828) 552-5757

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Questions & answers

Be the first to ask a question

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Reviews from the web

5/5 [Facebook](#) · 1 vote

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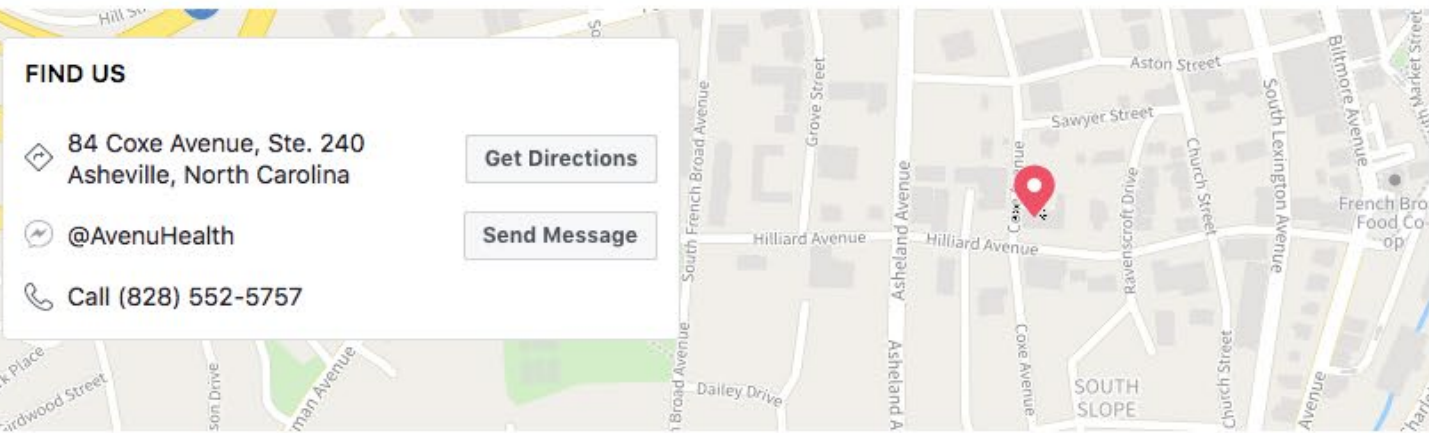


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Our Story: Hassle-free care when, where ar how you

Chat (121)





SIMPLE. DIRECT. CARE.

DIRECT.

A practice that restores the traditional doctor-patient relationship while using new technologies.

About 4,090,000 results (0.70 seconds)

Schumacher Family Medicine

<https://www.schumacherfamilymedicine.com/>

Dr. Joel Schumacher, Family Doctor, Plymouth, Indiana. Direct Primary Care with easy access, transparent pricing and a commonsense approach to healthcare.

Contact Us

Contact us to ask a question or to schedule a FREE no-obligation ...

About

Dr. Joel Schumacher began practicing medicine in Plymouth ...

[More results from schumacherfamilymedicine.com »](#)

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Thank you for choosing Schumacher Family Medicine ...

Join

Affordable quality local healthcare is within reach. Contact Us ...

Schumacher Family Medicine - 30 Photos - 23 Reviews - Family ...

<https://www.facebook.com/Places/Plymouth,Indiana/FamilyMedicinePractice>

★★★★★ Rating: 5 - 23 votes

Schumacher Family Medicine. 671 likes. We are a Direct Primary Care practice in Plymouth, Indiana. We deliver excellent family practice medical care in a...

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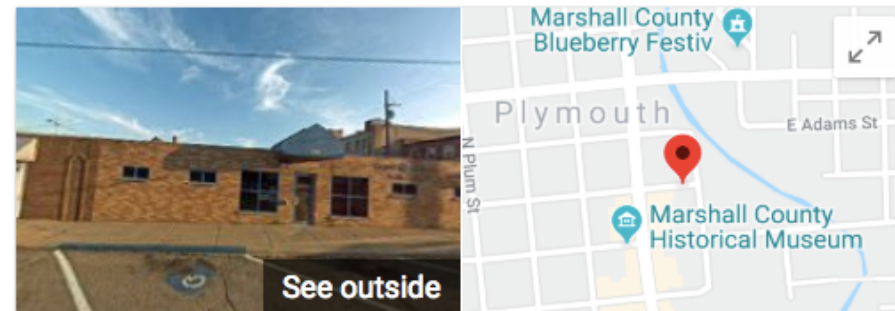
★★★★★ Rating: 5 - 23 votes

Schumacher Family Medicine. 655 likes. We are a Direct Primary Care practice in Plymouth, Indiana. We deliver excellent family practice medical care in a...

Dr. Joel Schumacher, Family Medicine Doctor in Plymouth, IN | US ...

<https://health.usnews.com/doctors/joel-schumacher-384836>

Dr. Joel Schumacher is a family medicine doctor in Plymouth, Indiana. He received his medical degree from Indiana University School of Medicine and has been ...



Schumacher Family Medicine

[Website](#) [Directions](#) [Save](#)

Doctor in Plymouth, Indiana

Address: 116 E Washington St, Plymouth, IN 46563

Hours: Open · Closes 5PM

Phone: (574) 635-1130

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Reviews from the web

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Look at successful practices and their names

- SparkMD
- AtlasMD
- Nextera Healthcare
- Plum Health DPC
- Schumacher Family Medicine
- Family Matters Direct Primary Care
- Cardinal Family Medicine
- Gold Direct Care
- Holton Direct Care
- Cara Direct Care
- YourChoice Direct Care
- Antioch Med
- Epiphany Health
- Avenu Health





FAMILY MATTERS
— DIRECT PRIMARY CARE —



plum health
direct. primary. care.



ATLAS
MD



CARA
Direct Care



epiphany
HEALTH
Direct Primary Care

GOLD
DIRECT CARE



NEXTERA
HEALTHCARE

DPC
Summit

Basic Rules

- Your name should be easy to spell and pronounce
- You should be able to claim a website with your name
 - Remember, when you have an email address, it will be Doctor@YourBusinessName.com
 - So, make sure YourBusinessName is short!
 - Otherwise people will have a hard time typing your name into a browser or emailing you
- You should be able to claim all related social media handles
- Your logo should be clean and crisp, and easy to tell what it is
 - When it's the size of a billboard
 - When it's printed on your business card





plum health
direct. primary. care.





plumhealthdpc

Detroit, Michigan



people really attracts me...the pictures I've seen from you on here are highly valuable and explainable to every one see them. Stay blessed and focused it ...you'll be the models of healthy services when it comes to health. Dear @plumhealthdpc I've health problem... would you help me to give some consultations on here plz. Thank you

15w 1 like Reply

— View replies (3)



brave_face Wow! What doc does that?! 🙌🙌🙌



14w Reply



Liked by kanakattackari and 240 others

MARCH 2

Rule #2: Ensure Brand Synchrony





www.PlumHealthDPC.com



www.facebook.com/PlumHealthDPC



www.twitter.com/PlumHealthDPC



www.instagram.com/PlumHealthDPC



www.Linkedin.com/company/PlumHealthDPC



www.YouTube.com/c/PlumHealthDPC



#10 Get a Headshot

- Obtain an up-to-date, professional headshot
 - This will be useful on your website and on your social media channels

8TH ANNUAL
VANGUARD AWARDS



AWARD RECIPIENT

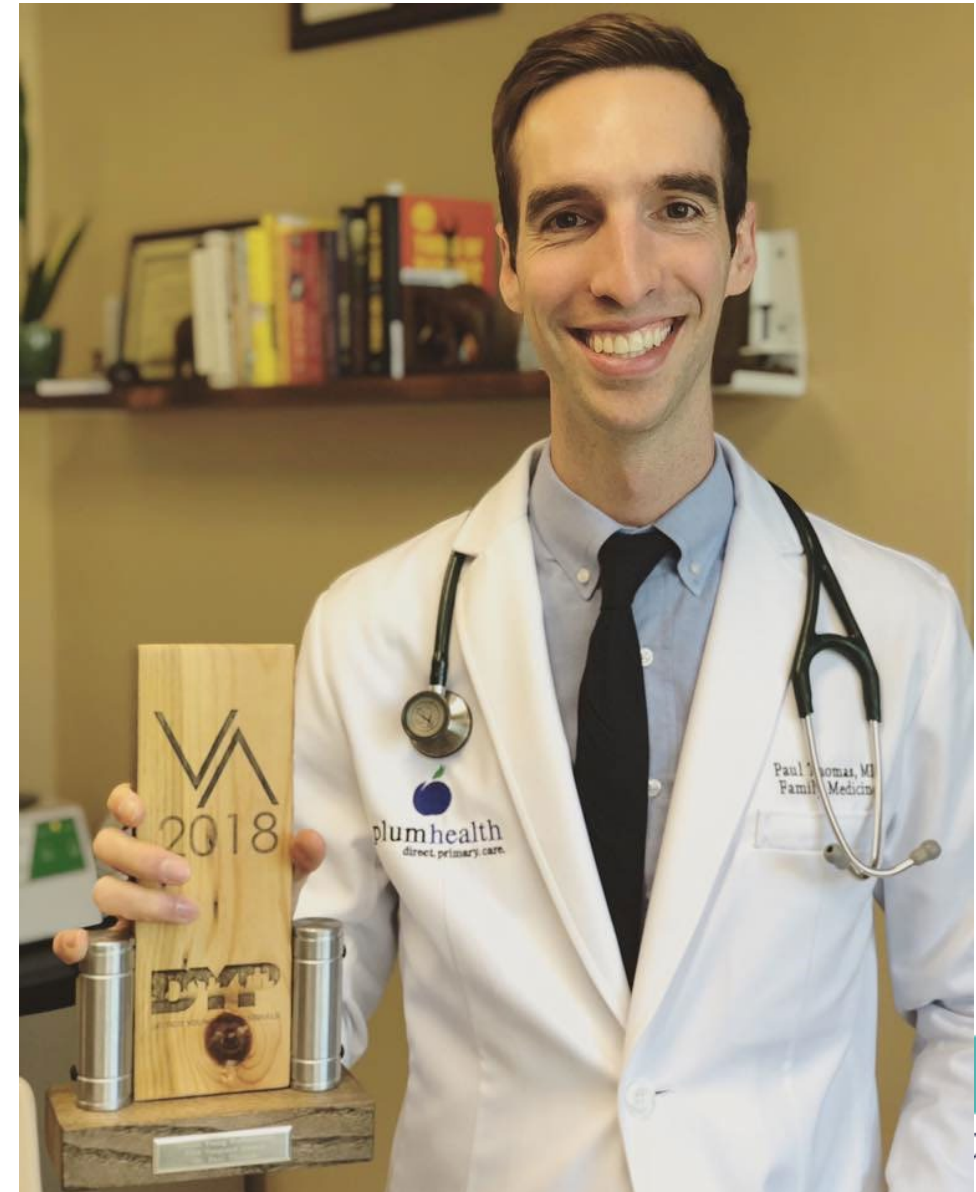
PAUL
THOMAS

Physician
Plum Health DPC

OCTOBER 24, 2018

MAX M. AND MARJORIE S. FISHER CENTER
3711 Woodward Ave., Detroit, MI 48201
5:30PM - 10:00PM

WWW.DYPVANGUARDAWARDS.COM



June 28-30, 2019

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#11 Develop a Website

- Develop a website
 - Your website and your social media channels are the front door to your business
 - Work with a professional to develop your website
 - Make sure that you can edit your images, text, and your blog
 - It is very important that your website evolves as your practice evolves
 - Being able to change the images and add blog posts will create a dynamic feeling for your business and brand



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< Hassle Free Family Medicine. >



Committed To Delivering Primary Care As It Was Intended--
Through Trust, Openness, And Investing In The Doctor-Patient
Relationship.

Happy Spring! Bring on the allergies. We have your allergy meds in stock at market-busting prices!

HOLTON
DIRECT
CARE

It's like having a doctor in the family.

we're here for

**Hassle-free care for you
when, where and how you need it**

[LEARN MORE](#)





SIMPLE. DIRECT. CARE.

DIRECT.

A practice that restores the traditional doctor-patient relationship while using new technologies.

ATLAS ^{MD}

A doctor who still makes house calls? And at no extra charge.

CARING IS OUR STRENGTH





Healthcare. Hassle-free.

[SIGN UP](#)

What is Direct Primary Care?



Which social media channels are you using?

- a) Instagram
- b) Facebook
- c) LinkedIn
- d) YouTube
- e) SnapChat
- f) Twitter
- g) Others

aafp4.cnf.io



#12 Build out Social Media Channels

- Build out social media channels
- Or, if you have existing social media channels, enhance them
 - Start to think of your social media channels as an extension of your personal brand
 - These social media channels are the gateway to your practice, and most likely the first touch point that your potential customers will have with you



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Add profile section

More...



Paul Thomas, M.D.

Doctor with Plum Health DPC

Detroit, Michigan · See 500+ connections · See contact info

Plum Health DPC

Wayne State University School of Medicine



Edit public profile & URL

Add profile in another language

People Also Viewed

About

Doctor with Plum Health. Delivering the best primary care service in Detroit. Board Certified in Family Medicine.



Plum Health DPC - first spot

Your Dashboard

Private to you

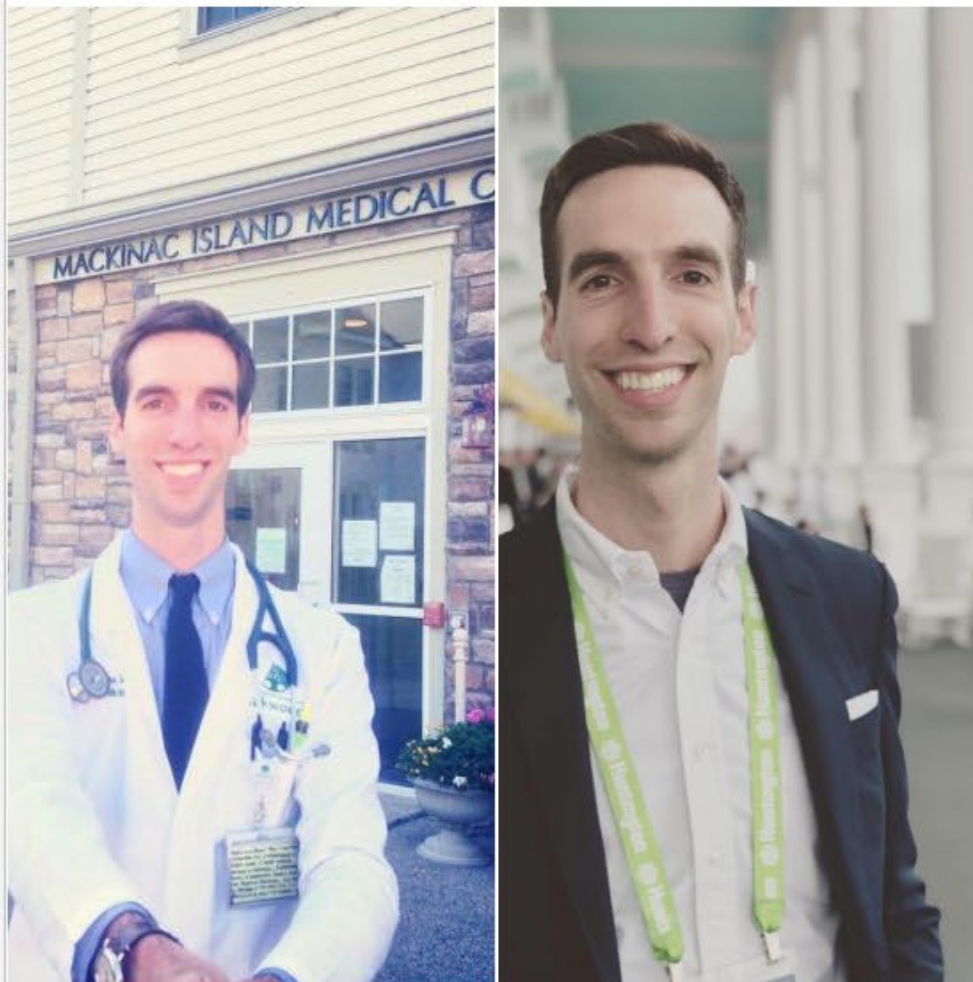
All Star



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

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7,861 followers
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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

Edit Profile Activity Log 20+ ...

Timeline About Friends 2,822 Photos Archive More

91 items for you to review

Create Post Photo/Video Live Video Life Event

What's on your mind? Photo/Video Tag Friends Feeling/Activ...

Intro Family medicine doctor with Plum Health DPC, the first Direct Primary Care practice in Detroit, MI.

- Family medicine Doctor at Plum Health DPC
Studied at Wayne State University School of Medicine
Studied Bioethics, Humanities, and Society at Michigan State University
Went to Grosse Pointe South High School
Lives in Detroit, Michigan
From Grosse Pointe Farms, Michigan
Followed by 179 people
Manages Plum Health DPC

Posts Manage Posts List View Grid View

Shawn Lee is with Paul Thomas. June 14 at 1:04 PM [Location] [More]



plumhealthdpc

Grand Hotel



plumhealthdpc At the Mackinac Policy Conference advocating for affordable, accessible health care. Grateful to have conversations with leaders like @senatordebbiestabenow #mpc19 #mackinacpolicyconference #debbiestabenow #plumhealth #directprimarycare

2w



sai_0905 Nice pic paul



2w 1 like Reply

— View replies (1)



poldark_gallery بسیار عالی 🙌



2d Reply



Liked by julefontana and 126 others

MAY 29

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June 28-30, 2019

#dpcsummit



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185 posts

6,333 followers

1,713 following

Paul Thomas MD

Plum Health delivers affordable, accessible health care in #SWDetroit, MI. We are a membership-based #FamilyMedicine practice. #DirectPrimaryCare

www.plumhealthdpc.com



Plum @Va...



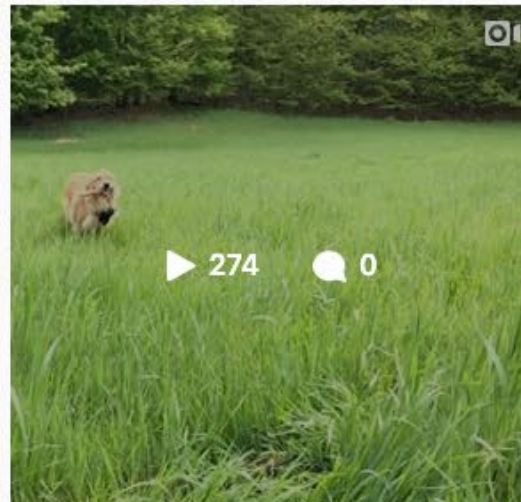
Plum @ De...

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Tweets 2,906 Following 3,769 Followers 7,121 Likes 2,124

Follow

Paul Thomas, MD

@PlumHealthDPC

#Doctor at #PlumHealthDPC. Bringing #DirectPrimaryCare to #Detroit, Michigan. #DPC #detroitdoctor

1759 21st Street, Detroit, MI

plumhealthdpc.com

Joined August 2012

1,098 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Paul Thomas, MD @PlumHealthDPC · 24 Nov 2018
Bursting at the seams with excitement! I wrote a book about #DirectPrimaryCare, and our mission to make healthcare more affordable and accessible, and it's now PUBLISHED on @amazon! - Dr. Paul with #PlumHealth amazon.com/dp/B07KQMV88K #HealthCare #DPCBook #DoctorAuthor #DetroitDoc



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Dr. Shane @docshanep



Family Med of Pooler @FMPooler



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Study Music Pr...



NHL



HATE BY DESI...



jibs



X with an O



Andy Didorosi



Lisa Smith



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Plum Health DPC

422 subscribers

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YOUTUBE STUDIO (BETA)

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Plum Health finishes the #trashtag challenge!

34 views · 2 months ago



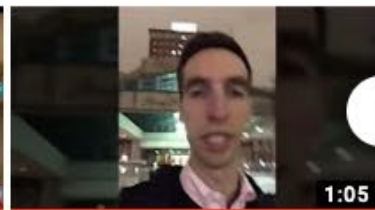
Plum Health does #trashtag in Southwest Detroit

26 views · 2 months ago



What is the Plum Health membership?

93 views · 4 months ago



Dr. Paul Thomas visits a patient at the Henry Ford...

45 views · 4 months ago



#13 Network

- Attend local business networking opportunities
 - Develop relationships with your local business community
 - Attend professional networking events
 - Chamber of Commerce
 - WeWork
 - Rotary Club
 - Volunteer with your Medical School/Local Medical School as Faculty
 - Volunteer as a Board Member of a local charity

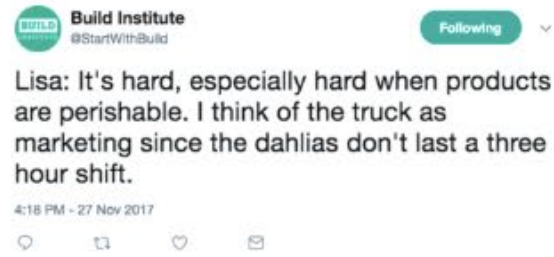


December 3, 2017



**THESE MOBILE BUSINESSES
ARE CHANGING THE GAME
IN DETROIT**

As a business person conscious of profit and loss, she is considering the costs and benefits of continuing the flower truck operation. It's expensive to have insurance for a mobile business and it takes a lot of energy and staffing costs to operate successfully.



Build Institute's Open City Detroit event, held at the Atwater Brewery, 237 Joseph Campau Ave, Detroit, MI.



plumhealthdpc
Selden Standard



plumhealthdpc Ready for car prom!!!
Me and @aecducky ready to roll to the
@naiasdetroit #carprom
#detroitautoshow #blacktie
#detroitautoshow2019 #autoprom

21w



mrlampion You two are gorgeous!



21w 1 like Reply

— View replies (1)



lungwarrior Handsome couple !



21w 1 like Reply

— View replies (1)



Liked by kanakattackari and 370 others

JANUARY 18

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Summit

June 28-30, 2019

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IBEW Local 58 - Detroit



plumhealthdpc "A healthy and beautiful Detroit, built on inclusionary growth, economic opportunity, and an atmosphere of trust." - 2021 vision
#corktowndetroit #detroitgrowth
#planningdetroit #southwestdetroit
#fordetroit #swdetroit
#detroitdevelopment
@corktownbusiness @mario_reform
@jerry @beardbalm @cityofdetroit

49w



Liked by jimmyjamesinthehouse and 37 others

JULY 2, 2018

Add a comment...

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June 28-30, 2019

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plumhealthdpc
MGM Grand Detroit



plumhealthdpc I had the incredible honor of speaking @waynemedicine 150 year Gala, special thanks to Dean Sobel for the invitation @waynestate #waynestateuniversity #waynestate150 #sesquicentennial #waynstatesom #detroitdoctor #doctordetroit @mgmgranddetroit

38w



jimmyjamesinthehouse Great work Dr. Paul!



38w 1 like Reply

— View replies (1)



Liked by kanakattackari and 84 others

SEPTEMBER 23, 2018

Add a comment...

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June 28-30, 2019

#dpcsummit



#14 Active Member of your Community

- Give to small businesses in your community, become an active member of your community
 - Volunteer; give of your time, skill, knowledge
 - Give Generously
 - You can develop strong relationships with local business people by being intentional about spending money at locally-owned companies and small businesses and this may pay off for you and your potential practice





plumhealthdpc

Northwest Activities Center



A few weeks ago, I was able to speak with a group of senior citizens at the @nwacdetroit. By show of hands, the majority of these folks had some sort of health insurance. But, by the number and depth of questions they had, some of them did not have health care. You see health care is what happens when you have time with your doctor to ask all the questions, to fully understand the diagnosis and its implications, to know the why behind the treatment and side effects that may come about. When you have that kind of relationship with your doctor where this is possible, you have health care, and more importantly peace of mind and a sense of control over your health and wellness. When you understand



Liked by kanakattackari and 50 others

JUNE 4, 2018

Add a comment...

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The Dequindre Cut Greenway



plumhealthdpc Detroit deserves clean and beautiful parks for its healthy and beautiful people @detroitriverfront #dequindrecut #cleanup #springcleaning #detroit #dcfl #downtown #healthylifestyle #healthy #detroit #volunteering #volunteer

59w



ywm365 Great job. Love running the DC.



59w 1 like Reply

View replies (1)



v 673 v 🥰



Liked by christomas.mortgage and 67 others

APRIL 28, 2018

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plumhealthdpc Currently the ringside doctor at the @detboxinggym #glovesup

79w



Liked by kanakattackari and 20 others

DECEMBER 9, 2017

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plumhealthdpc

Wayne State University School of Medicine



I teach a class @waynemedicine and we had a great year with some wonderful doctors in training! #p3 #patient #physician #population #waynestate #waynestateuniversity #detroit #primarycare #meded #medicaleducation #futuredoctors

58w



Liked by kanakattackari and 47 others

MAY 3, 2018

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plumhealthdpc
Mount Olivet Cemetery (Detroit)



plumhealthdpc Volunteering
@tour.de.troit's Tour d'Eastside - a great ride on a beautiful Saturday in #Detroit #tourdeastside #tourdetroit #bikedetroit #detroitbikes #detroitbikelife #volunteer #medic

54w



Liked by kanakattackari and 53 others

JUNE 2, 2018

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June 28-30, 2019

#dpcsummit



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

55w



Liked by kanakattackari and 48 others

MAY 26, 2018

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June 28-30, 2019

#dpcsummit



Bamboo Detroit

Coworking space
Washington

[PLACE DETAILS](#)



Plum Health DPC

★★★★★ a year ago

We've attended several events and been to several meetings at Bamboo, and it's always a top notch space to network with professionals and meet other founders and leaders in the start-up scene. They have options for leasing space from their shared co-working space to private offices. If you're in the startup scene in Detroit, this is the place to be!



1



Share



Add a photo



2,655



2,972



1,830



Satellite

Google





FOLK Detroit

Cafe · \$\$
Corktown

[PLACE DETAILS](#)



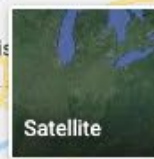
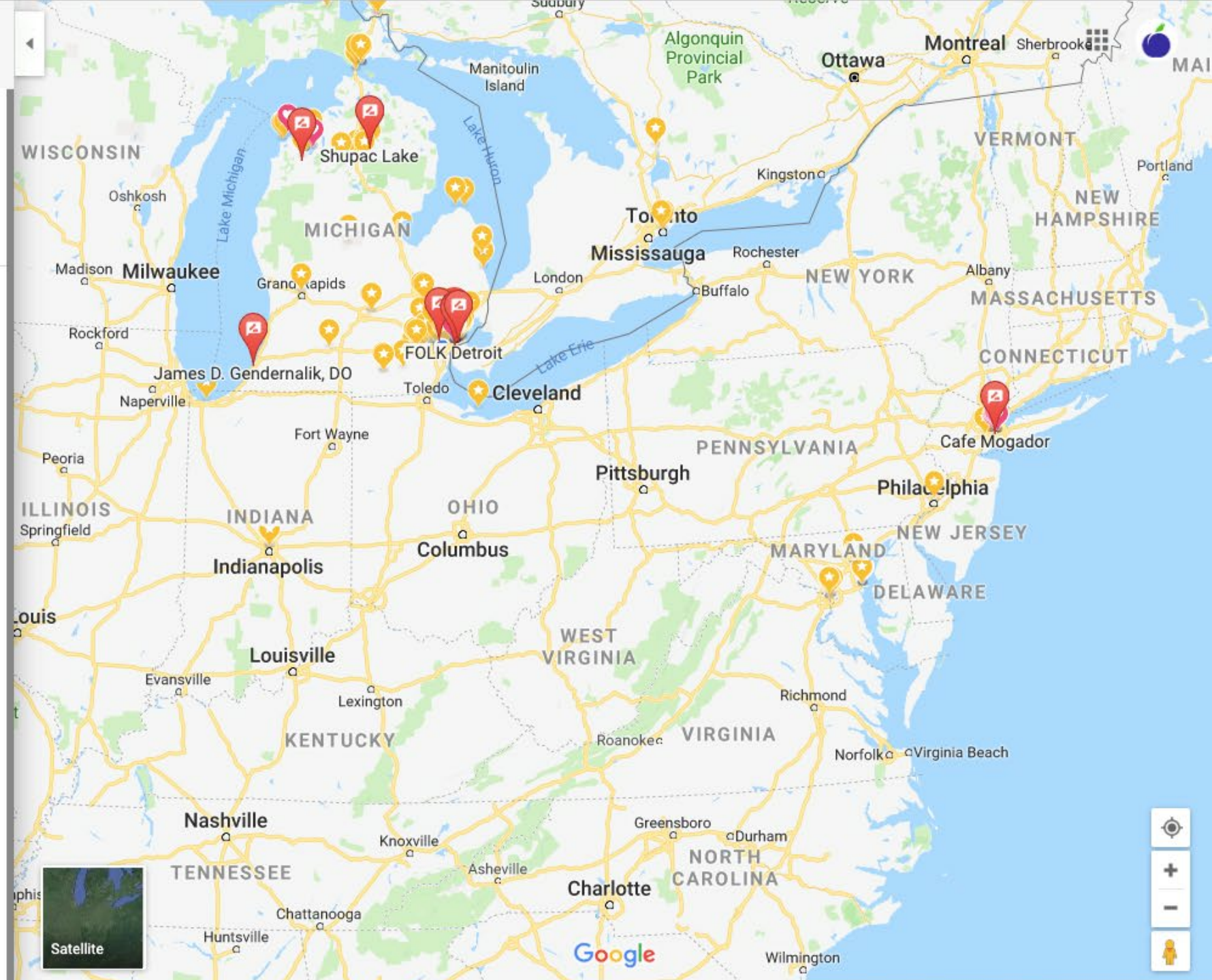
Plum Health DPC

★★★★★ 5 months ago

I had a really enjoyable experience at FOLK Detroit - excellent service and great food. The price is relatively high, and the gratuity is already included in your check, but that is the price of sustainable and high quality food in my opinion. The restaurant is bright and airy, clean and a nice place to be. Logistically, there is a parking lot adjacent to the building and some nearby free street parking.

Like Share

Add a photo



Google



Lady of the House

New American · \$\$\$
Corktown

[PLACE DETAILS](#)



Plum Health DPC

★★★★★ 8 months ago

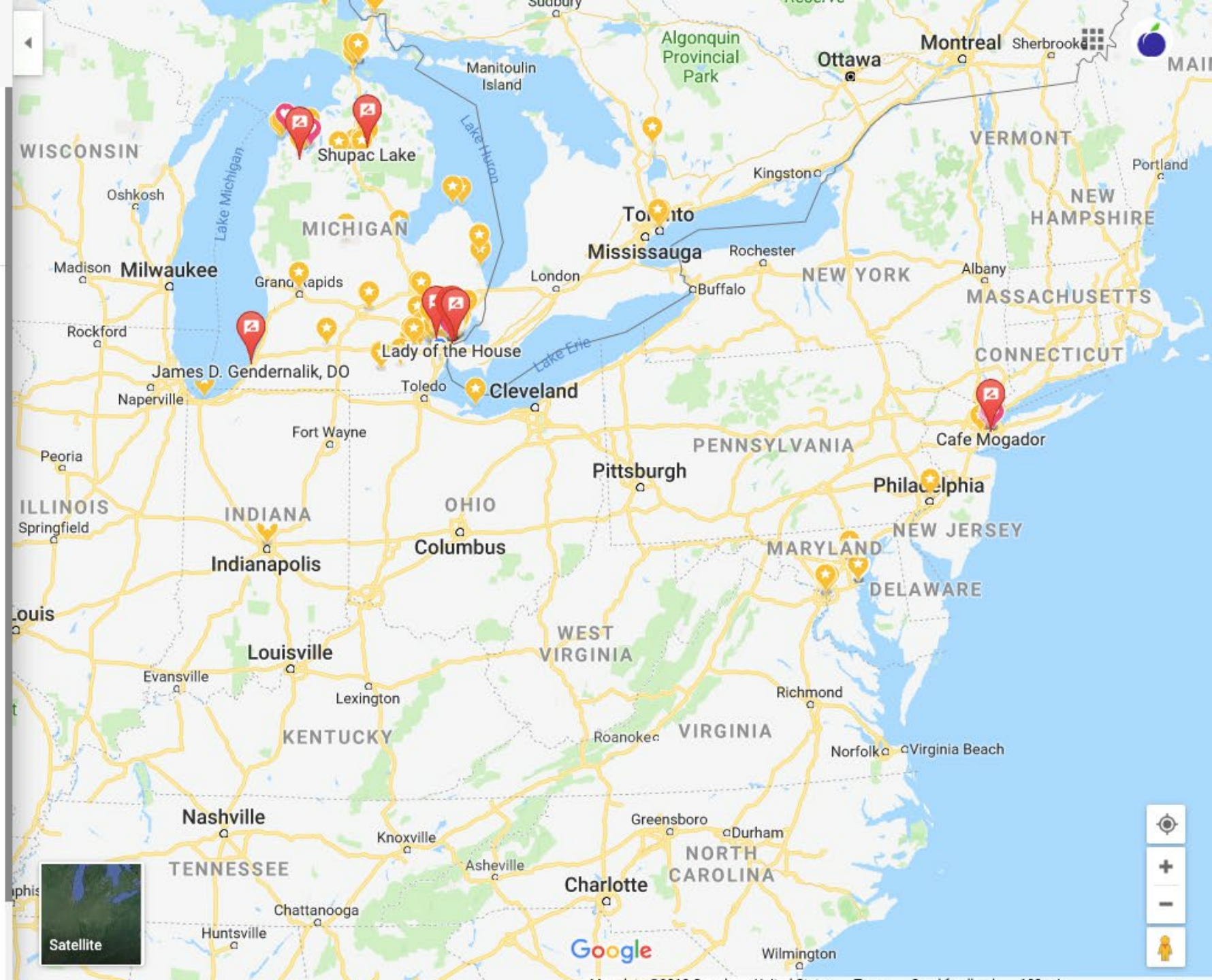
This was our third visit to Lady of the House and each time, we've had great service, great food and great drinks. They have a solid happy hour drink menu and a wonderful dinner menu that changes often. It's neat to go in the evening and catch the long rays of the sun as it sets to the west. One of the best things about the re-imagining of this space was the addition of the windows that makes the space feel brighter and warmer.

Like Share

Response from the owner 8 months ago

Thank you so much for the kind words!

Add a photo



Build Your Cohort

- Allow attendees time to network with each other
 - This is the “Create a cohort of DPC doctors and potential DPC doctors” or number vi from above in action
 - Allow attendees to begin building relationships
 - Create a structure to facilitate networking with a broader group of attendees rather than those immediately adjacent to each attendee



Questions?

Submit your questions to:
aafp4.cnf.io

Don't forget to evaluate
this session!

Contact Information

Paul Thomas, MD

Plum Health DPC

paul@plumhealthdpc.com

@PlumHealthDPC

