

# If I Knew Then What I Know Now!

Delicia M. Haynes, MD, Family First Health Center

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



# Activity Disclaimer

The material presented here is being made available by the DPC Summit Co-organizers for educational purposes only. This material is not intended to represent the only, nor necessarily best, methods or processes appropriate for the practice models discussed. Rather, it is intended to present statements and opinions of the faculty that may be helpful to others in similar situations.

Any performance data from any direct primary care practices cited herein is intended for purposes of illustration only and should not be viewed as a recommendation of how to conduct your practice.

The DPC Summit Co-Organizers disclaim liability for damages or claims that might arise out of the use of the materials presented herein, whether asserted by a physician or any other person. While the DPC Summit Co-Organizers have attempted to ensure the accuracy of the data presented here, these materials may contain information and/or opinions developed by others, and their inclusion here does not necessarily imply endorsement by any of the DPC Summit Co-Organizers.

The DPC Summit Co-Organizers are not making any recommendation of how you should conduct your practice or any guarantee regarding the financial viability of DPC conversion or practice.



# Faculty Disclosure

It is the policy of the DPC Summit Co-Organizers that all individuals in a position to control content disclose any relationships with commercial interests upon nomination/invitation of participation. Disclosure documents are reviewed for potential conflict of interest (COI), and if identified, conflicts are resolved prior to confirmation of participation. Only those participants who had no conflict of interest or who agreed to an identified resolution process prior to their participation were involved in this CME activity.

**All faculty in a position to control content for this session have indicated they have no relevant financial relationships to disclose.**

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



# Learning Objectives

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

- Analyze lessons from DPC doctors that had to close their doors
- Evaluate conversion success strategies
- Discuss work life integration & proper boundary setting





Our Hindsight Will Be Your Foresight

# Freedom Isn't Free



D P C  
Summit

June 28-30, 2019

#dpcsummit

# Reconnect with your WHY!

(It's not just the opposite  
of what you have now)



D P C  
Summit

June 28-30, 2019

#dpcsummit

# Q: Clinical Vignette

36 y/o single AA female solo family practice owner with a past medical history significant for Major Depressive Disorder (poorly controlled). Presents to the 2014 DPC Summit considering transitioning to DPC. What's her next best move?

- A) Go ahead and transition your practice
- B) Get treated for Depression and take a vacation
- C) Stay the course in your current practice. It will get better with time





We lose over 400 physicians to Suicide Every year  
[www.drdeliciamd.com](http://www.drdeliciamd.com)



D P C  
Summit

June 28-30, 2019

#dpcsummit

- M

- R

- S


- **M**artyr
- **R**ecovery
- **S**ystem



***"The kind of doctor I want is one who, when he's not examining me, is home studying medicine."***

***–George S. Kaufman***





“Say Yes to Yourself  
No Matter What!”

- Kailash

D P C  
Summit

June 28-30, 2019

#dpcsummit



*“Fill Your Cup...*

*Serve From Your  
Overflow.”*

*~ Lisa Nichols*

**D P C**  
Summit

June 28-30, 2019

#dpcsummit



D P C  
Summit

June 28-30, 2019

#dpcsummit



# When Was The Last Time You Took a 1 week Vacation with NO work?

- a) In the last 30 days
- b) In the Last 6 months
- c) I don't remember what that even is

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







# What Is Your Primary Love Language?

- a) I have no idea what you're talking about
- b) Physical Touch
- c) Words of Affirmation
- d) Gifts
- e) Quality Time
- f) Acts of Service

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



# Support: Speak Your Own Love Language



June 28-30, 2019

#dpcsummit

“You will become the average of the 5 people you spend the most time with.” – Jim Rohn

Choose who you share your dreams with wisely.



# Avoid Isolation Get Connected!



June 28-30, 2019

#dpcsummit

# Accept Help!

## Allow your community to build it with you!



D P C  
Summit

June 28-30, 2019

#dpcsummit



Be YOU!





Get Your Financial House in Order

---

# LOWcation LOWcation LOWcation!

- # 1 reason for office closure is expenses outpacing revenue
- Clinic Size Fit to its purpose
- Easy to find for your dream patient
- You don't have to have it all together (minimal equipment, supplies, don't have meds expiring on the shelves)





Eliot M. Wagonheim

**FIRE, AIM...READY**  
MANAGEMENT



THE START AT THE END APPROACH TO  
CRUSHING COMPETITION, CRAFTING CULTURE  
AND CEMENTING RELATIONSHIPS

Be willing to be seen  
**BEFORE** you feel  
ready!



“Don’t be too shy to sell yourself. You’re selling an invaluable service...you don’t want to be your town’s best kept secret!” - Felecia Sumner D.O.

---

Fear is the Only thing that gets smaller  
as you walk towards it!





It's Farming Not Hunting. Plant Seeds and Water Them

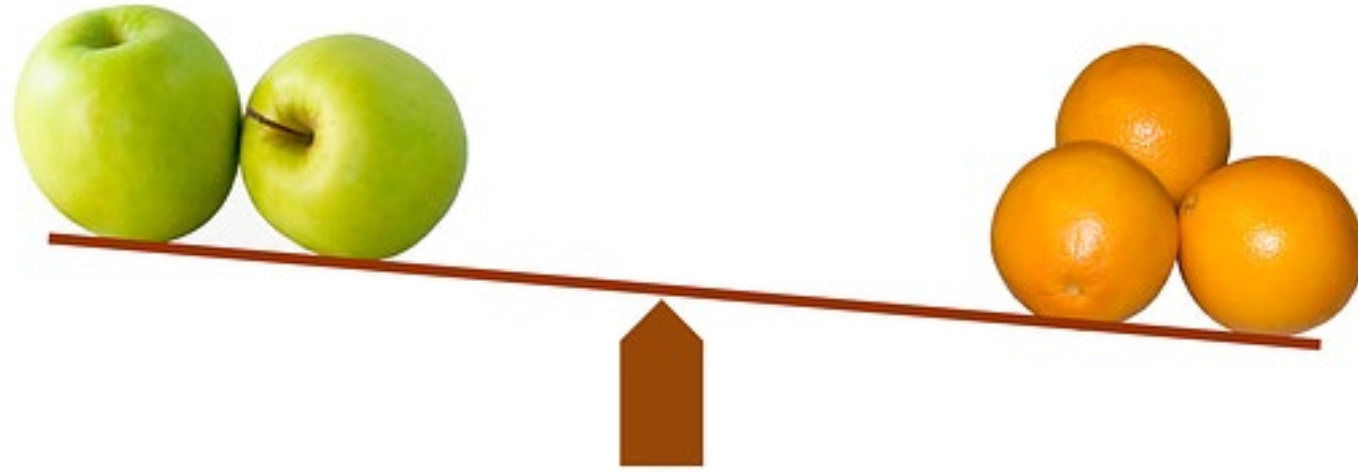
Give Yourself 1,000 Second Chances.  
Press Re-set at 999!” ~ Lisa Nichols



D P C  
Summit

June 28-30, 2019

#dpcsummit



Don't Compare!

---

- Urban docs (small fish in a big pond) Need to create referral source and community
- Rural docs (big fish small pond) Need to leverage social network
  - Photo courtesy of Dr. Joel Schumacher



# Transition Success Secrets

- **Honor the Relationship**
- **Give patients a long lead time to reinforce the benefits**
- **Be ALL In!** (Avoid competing offers) The confused mind Never buys







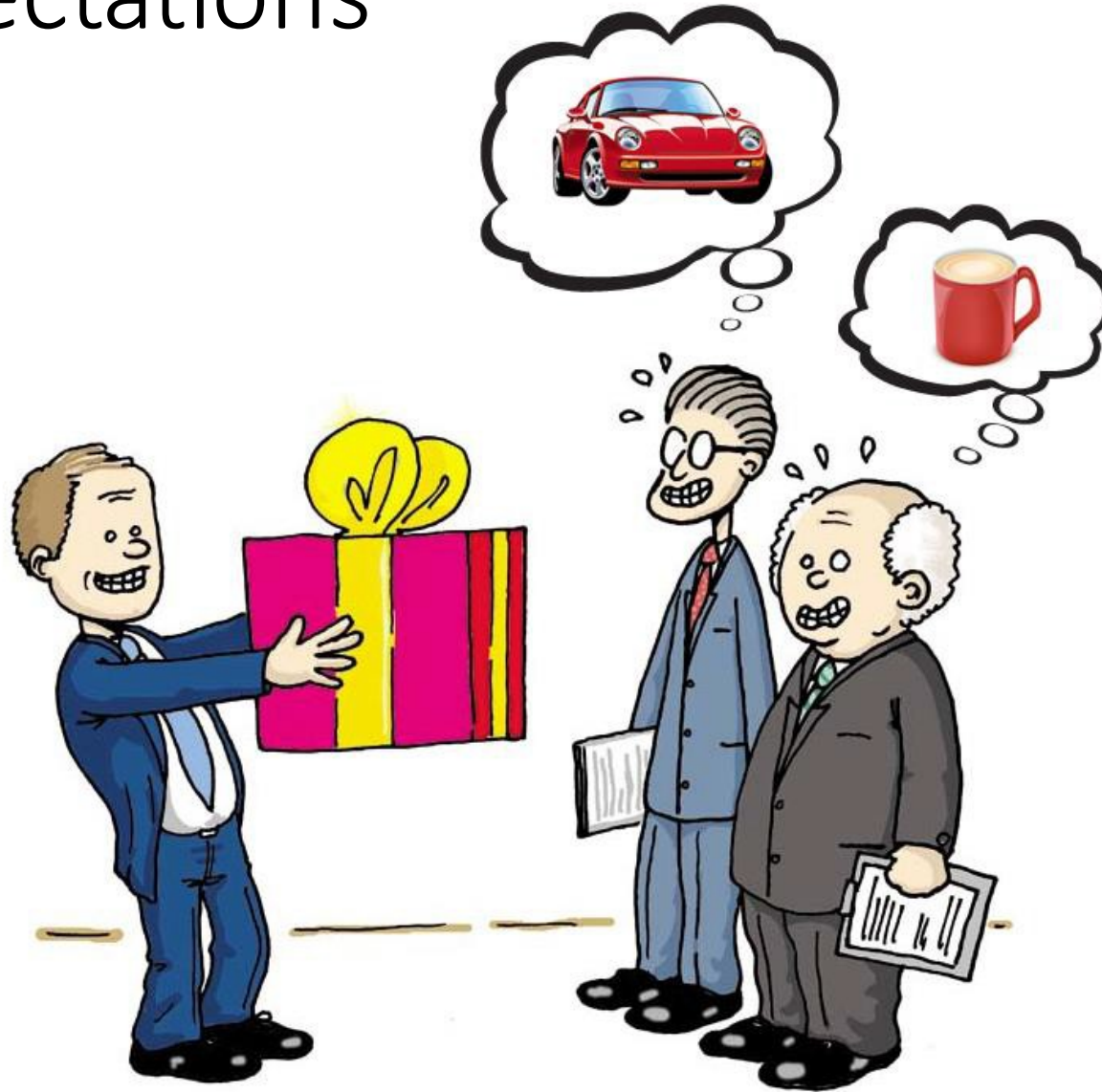
Celebrate the Staff You Shed

# Hire Someone who could work at the Ritz not the Super 8

- Choose character and chemistry (“soft skills”) over just skill
- Offer to host an MA student **AFTER** interviewing them



# Set Expectations





Don't  
undercharge!

Gauge expectation by  
asking

# Treat Your Business Like A Business Charge & Collect or Discharge


- Have a payment system
- Follow a process to collect payment
- Follow a formal discharge process



Set Boundaries  
Enforce Consequences

**DO NOT CROSS**



A black and white photograph of a man in a suit and hat standing on a flat surface, reaching up with his right hand to touch the sole of a giant foot descending from the sky. The background is a cloudy sky.

Through what we do  
and don't do...

Through what we say  
and don't say...

**We teach people  
how to treat us**

**D P C**  
Summit

June 28-30, 2019

#dpcsummit

# Enable -vs- Empower



## Are You in a Codependent Relationship?

Codependency is a dynamic where one or both persons in the relationship feel an excessive and unhealthy responsibility for the other person's life.





Hope and Expect for the Best!



Recognize Happens

---



DPC  
Summit

June 28-30, 2019

#dpcsummit

*Maribyn B. Haynes*

*10/7/54 - 12/28/18*



“Stay more committed to your *purpose* than your *plan*” – Lisa Nichols



D P C  
Summit

June 28-30, 2019

#dpcsummit

# Our Hindsight is Your Foresight

Get More Transition Success Secrets & Free  
Gift

text **DPCSUCCESS** to **44222**



# Questions?

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

Don't forget to  
evaluate this  
session!

## Contact Information

Delicia M. Haynes, M.D.

DrDelicia@DrDeliciaMD.com

@DrDeliciaMD

[www.familyfirsthealthcenter.com](http://www.familyfirsthealthcenter.com)

www.drdeliciamd.com

text **DPCSUCCESS** to **44222**





We're All Just Walking Each Other Home