

Models that Work: Integrative Family Care of Cincinnati

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



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Learning Objectives

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

- Draw upon past experience of early DPC adopters with successful implementation and relate those to their own practice.
- Review the foundations of lifestyle medicine and integrative medicine
- Identify core strategies to integrate these additional tools into your practice
- Determine strategies to attract and engage patients and employers interested in integrative medicine techniques.





Do you think the science of Lifestyle Medicine and Integrative medicine should be practiced...

- a) As it's own subspecialty inside insurance payment model?
- b) As it's own subspecialty, outside of the insurance payment model?
- c) As part of comprehensive primary care, inside the insurance payment model?
- d) As part of comprehensive primary care, outside the insurance model?

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Poll: Do you think the science of Lifestyle Medicine and Integrative medicine should be practiced...

Different Disciplines

Medical Discipline	Key Care Approach
Lifestyle Medicine	6 to 9 key lifestyle modalities to treat/reverse/prevent disease; Promotes a whole-food, plant-predominant diet
Preventive Medicine	Early detection/Screening; Environmental safety/public health
Functional Medicine	Emerging diagnostics; Gut health; Nutraceuticals/Supplements
Naturopathic Medicine	Manipulation; Herbal remedies
Integrative Medicine	Combined use of complementary & conventional medicine approaches to care & treatment

What
Is
Lifestyle Medicine
???

Simple, Powerful Therapy



NUTRITION

Choose predominantly whole, plant-based foods that are fiber-filled, nutrient dense, health-promoting and disease-fighting



SLEEP

Lack of, or poor quality sleep can lead to a strained immune system. Identify and alter dietary or environmental habits that may hinder healthy sleep



EXERCISE

Regular and consistent physical activity is an essential piece of an optimal health equation



SUBSTANCE ABUSE

The well-documented dangers of any addictive substance use can increase risk for many cancers and heart disease



STRESS MANAGEMENT

Identify both positive and negative stress responses with coping mechanisms and reduction techniques for improved wellbeing



HEALTHY RELATIONSHIPS

Social connectedness is essential to emotional resiliency and overall health



What is Integrative Medicine? Sounds familiar?

- Doctor and patient act as **partners**
- We consider all factors that influence **health, wellness, and disease**
- At least invasive as possible
- We don't reject conventional medicine, we don't accept alternative medicine uncritically
- Health promotion and **prevention**
- Physician, health thyself.



Integrative Primary Care!

- But can DPC docs afford the time?
- Focus on the **Family Medicine**
- Be the value proposition - **primary care is primary again!**
- State clearly what you can and cannot do
 - we are not integrative consultants.
 - we do not do functional medicine testing
 - we do acupuncture for specific indications only
 - we are not concierge
- **Your underserved patients need this the most!**



The Reciprocal Domains of Physician Well-Being

Chart illustrating the 3 domains of physician well-being, with each domain reciprocally influencing the others.



Source: Patty Purpur de Vries

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Implementation into practice:

- Personalize your intake form
 - Ask what matters
 - Examples:
 - American College of Lifestyle Medicine Short Form (2 pages)
 - Dr. Jonas' *HOPE* note
 - Align with your EMR

SH: ▾

› Married, very supportive, 2 daughters, 1 with ASD diagnosis, high functioning, lives at home. 1 dog at home. No smokers in the home. Works from home. Spends time with family, travel alot. Enjoys reading, walking.

Habits: ▾

Smoking: › Never smoker (as of: 06/11/2019)

› EtOH 1-2 per weekend

› no caffeine, occasional green tea

› no MJ or other drugs

› Sleep average 7 hours per night, sl diff falling asleep, well rested in am

› stress reduction walking, reading, travelling

Diet: › "when im good im great" - lots of veggies. Craves pizza, pop, has trouble limiting when she indulges. husband supportive and healthy.

Exc: ▾

› generally active, does not enjoy exercise. does belong to a gym. enjoys walking.

Working with a team



- Meet your community referral partners
- Make referring easy – dotphrases, Google Docs
- Patient's must advocate along with you
- Talk about wellness with your staff – we put ourselves first!

Educate outside the visit!



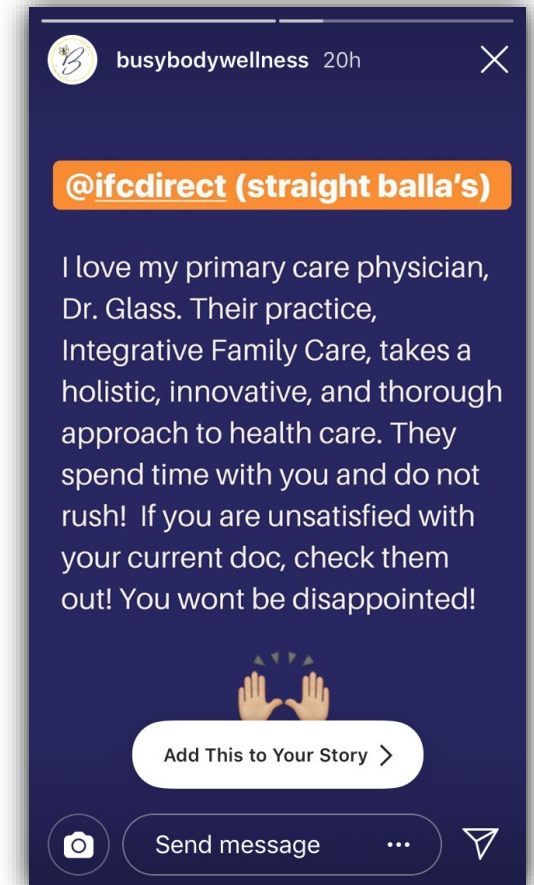
Examples :

- Intensive Therapeutic Lifestyle Change
 - Evidence-based
 - Multimodal
 - Longitudinal (8-20 sessions)
 - Outcomes based
- Group visits
- Walk With a Doc



Additional practice pearls

- First visit, vs future visits
- What happens when expectations don't align?
- Regular information sessions
- Not for sale!
- Make visible the invisible



If this motivates me, gives greater meaning to my work...what will happen



Attracts health minded patients to the practice



Patients healthier, happier with their care



Practicing preventative medicine daily



Patients engaged as the philosophy is patient directed, patient centered care



Profoundly making a difference in the health of each patient

Better Patient Experience

A word cloud visualization where the words 'care' and 'time' are the largest and most prominent. Other words of varying sizes and orientations surround them, including 'compassionate', 'engaged', 'personalized', 'high', 'simple', 'relaxed', 'easy', 'different', 'skillful', 'better', 'listened', 'approachable', 'practiced', 'energetic', 'best', 'relief', 'intentional', 'cared', 'focused', 'ever', 'healthier', 'professional', 'quality', 'supportive', 'competent', and 'relieved'.



The greatest
impact in physician
well being...



D P C
Summit

June 28-30, 2019

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Employer Advantage

- Value Proposition: We are your wellness strategy
- **Companies spend** an average of \$742 per employee per year on **wellness**, according to a recent UnitedHealthcare survey
- Self funded: goes directly back to the company



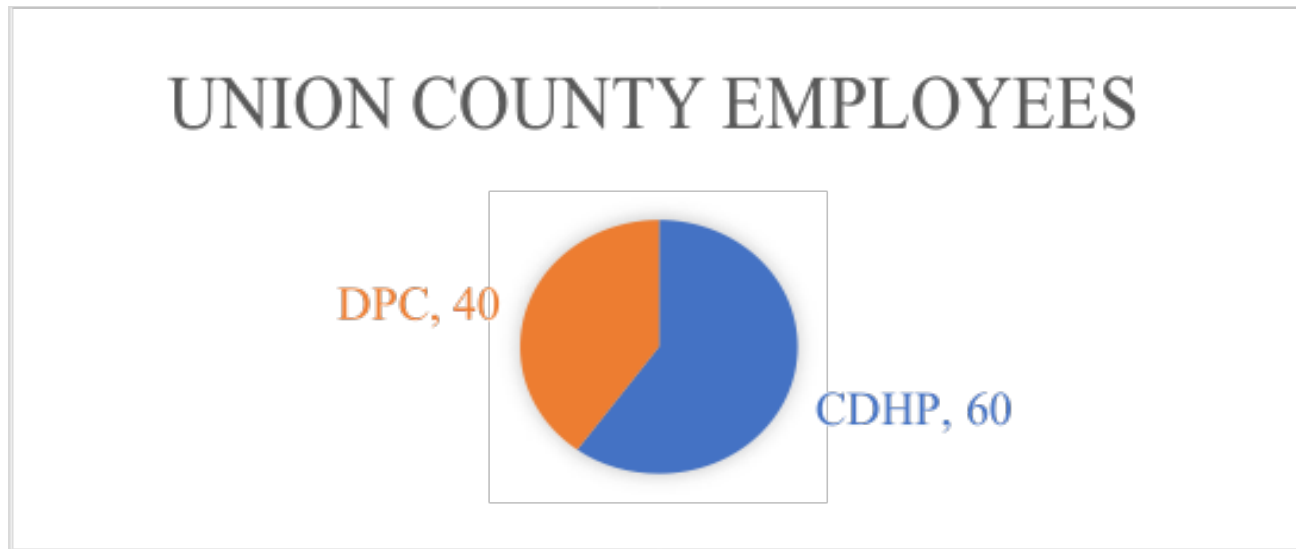
Show real Cost Savings to Employers

- 2015 dollars

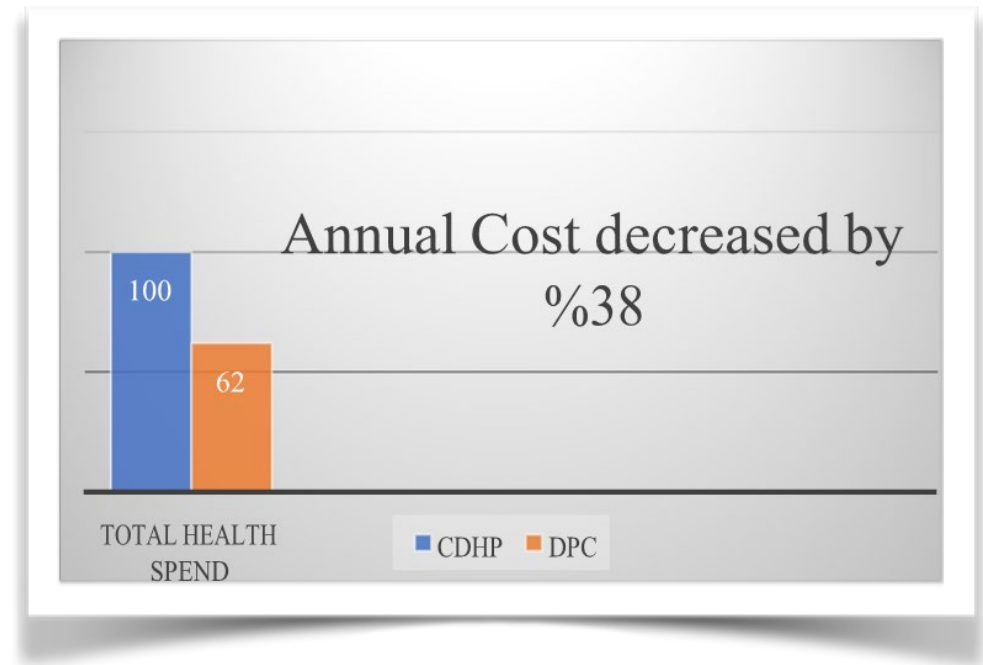
	Direct Primary Care	DPC Employer Model	Traditional Health Insurance
Major Medical Insurance	\$6,000 deductible with a funded HSA, that includes a physical, and two sick visits with labs	\$6,000 deductible with a funded HSA, that includes a physical, and two sick visits with labs	\$900 deductible plan that includes a physical, and two sick visits with labs
Visits	Physical 60-minute appointment Sick visits at 30 <u>minutes</u> , seen same day/next day	Physical 60-minute appointment Sick visits at 30 <u>minutes</u> , seen same day/next day	Physical 30 min appointment Sick visits at 7 minutes each
Premium Cost	\$1,019.04 in insurance premiums	\$1,019.04 in insurance premiums	\$2,106.24 in insurance premiums
Copays	\$0 in copays	\$0 in copays	\$150 in copays (paid out of pocket)
HSA	\$1,000 paid into HSA	\$1,000 paid into HSA	\$0 paid into HSA
DPC Membership	\$960 DPC membership	\$240 DPC membership (\$60/ <u>mo</u> pd by employer)	
Labs	\$10 in labs (paid from HSA)	\$10 in labs (paid from HSA)	\$50 in labs (paid out of pocket)
Medications	\$10 in medications (paid from HSA)	\$10 in medications (paid from HSA)	\$70 in medications (paid out of pocket)
	Total Annual Cost: \$1,979.04 with \$2,730 in HSA for future medical use Actual cost: \$979.04	Total Annual Cost: \$1,259.04 with \$2,730 in HSA for future medical use Actual cost: \$259.04	Total Annual Cost: \$2,376.24 Actual cost: \$2,376.24

Better Outcomes

Union County North Carolina started DPC as a benefit in April 2015 for June 2015 - July 2016 :



73 percent of DPC participants report significant improvement in their overall health since electing the DPC option.



First Year Saved: \$1,408,089.
A SAVINGS OF \$313.28 PEPM



June 28-30, 2019

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Is DPC burnout-proof?

- a) Yes! I will never be stressed again. I'm cured!
- b) No! I will work hard to balance my practice efficiently, to preserve my limited personal resiliency.

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Poll: Is DPC burnout-proof?

Questions?

Submit your questions
to: aafp4.cnf.io

Don't forget to evaluate
this session!

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