

Magic, Pixie Dust and Miracles: DPC for County Employees

Shane Purcell, MD, Direct Access MD

David Contorno, E Powered Benefits

Rita Davis, Anderson County, South Carolina

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:

- Review ways to find and connect with employers of all sizes in your community.
- Evaluate reasons to connect with benefits advisors that understands DPC to create wrap-around plans.
- Discuss how to close the deal (i.e., contracts, lawyers, selling DPC to employees) and successful on-boarding of employees.





For established practices, does your DPC practice work with employers?

- a) Yes
- b) No, but I would like to
- c) No, too busy already
- d) What? Are you crazy...Heck NO.

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For potential practices, are you interested in working with employers?

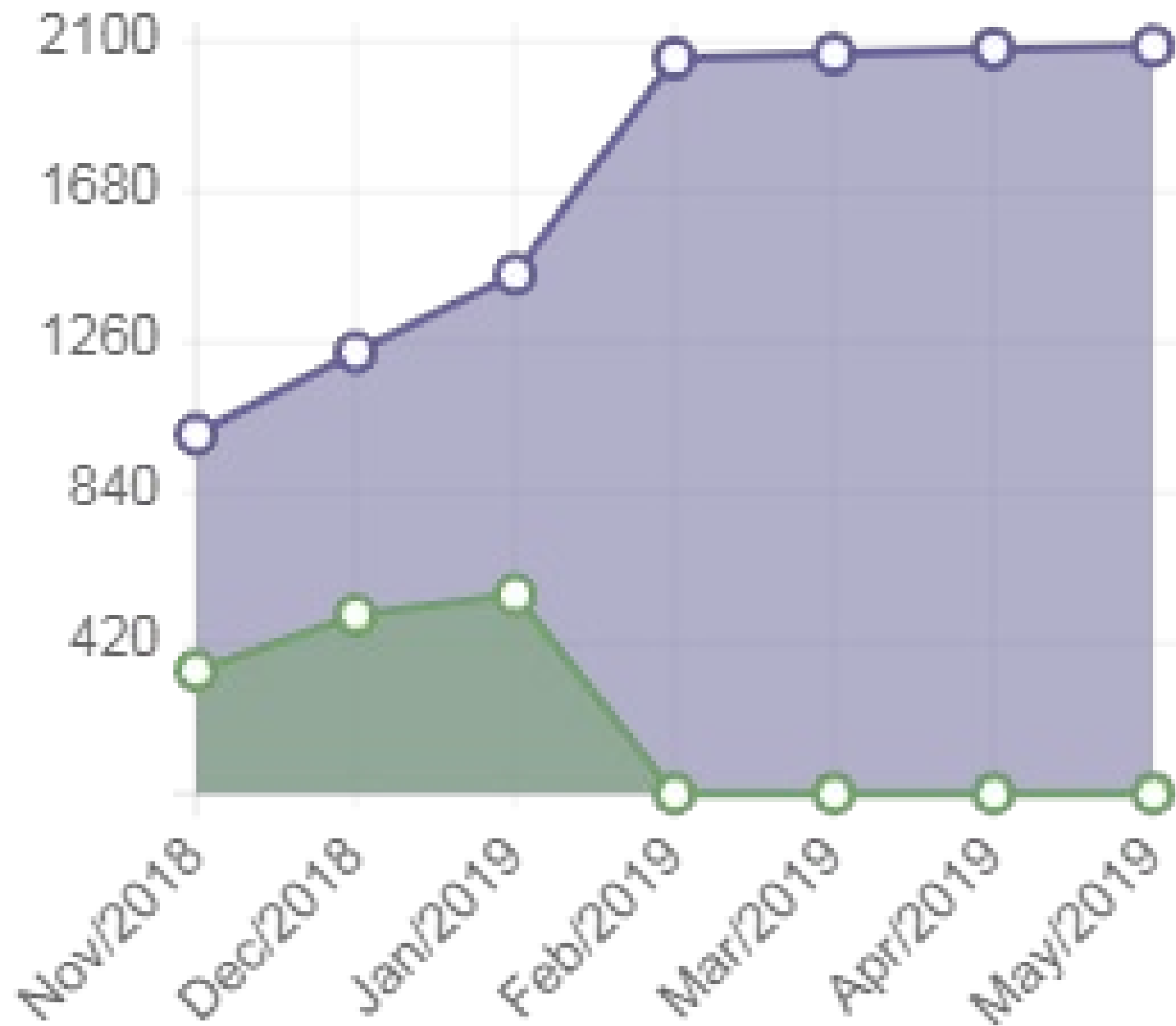
- a) Yes
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Direct Access MD in Anderson, SC





Where the heck is Anderson, SC?

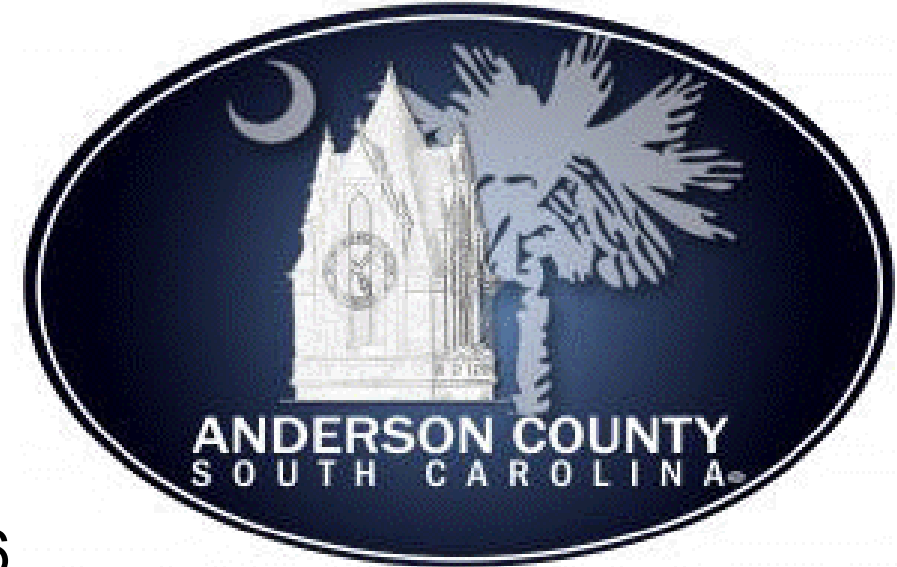


June 28-30, 2019

#dpcsummit

Anderson County, SC Demographics

- Population: 198,000
- Land Size: 757 square miles
- County Employees: 967
- Total Employees and Dependents Covered: 1,956
- Total Employees and Dependents on the DPC Insurance Plan: 1,079
- Total Employees and Dependents enrolled Direct Access MD: 782



DPC For County Employees

- WHY did we do this?
- HOW did two family physicians make this happen?
- How can DPC clinics connect with employers?



How To Find Employers:

Get Involved In Your Community

- Go Speak At Local Civic Clubs Or Business Groups
- Talk To Church Groups
- Go To County Council Meetings
- Meet With Community And Business Leaders
- Talk To YOUR Patients And Anyone Who Will Listen
- Social Media





My biggest concern working with employers is...

- a) Working with brokers
- b) Not sure how to connect with employers
- c) Interfering with the patient-physician relationship
- d) Concerns about employers demanding DATA
- e) All of the above

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Tired Of Boiling Water Every Time You Make Pasta? Boil A Few Gallons At The Beginning Of The Week And Freeze It For Later.



An Important Tip For You...

DPC For County Employees

DAVID CONTORNO

- HOW can DPC docs connect with advisors that embrace the DPC model?
- How do advisors connect employers with quality DPC physicians?
- How do you craft a plan that REALLY includes DPC in it?
- How do WE ALL sell it to the employees?



How To Find DPC Friendly Advisors:

- Talk With Other DPC Doc Working With Employers
- Attending Free Market and DPC Meetings Like This One
- Join LinkedIn And Follow David Contorno For Tons Of Connections

www.linkedin.com/in/dcontorno/



DPC For County Employees

RITA DAVIS, CFO Anderson County

- WHY did county officials choose this insurance option?
- How did you FIND a knowledgeable broker?
- How did you SELL the employees on the plan?
- What is your EXPERIENCE to date with the plans and DPC?
- How did all those patients get ENROLLED into the clinic?



Another Tip...



How To Win Employers:

Get Prepared Upfront

- Have Your 5 Minute Sales Pitch and Elevator Pitch Ready
- Get Marketing Material Ready
- Get The Right People In The Room / Be Patient
- Get Staffing Issues Set Ahead Of Time For New Patients
- Set Clear Expectations Upfront With Employers And Insurance Brokers
- Prepare For Pitfalls (Dismissing Patients, Opioids, PAs)



How Many Signed Up?



On-Board New Patients

- Plan Ahead For Busy Schedules
- Prepare The Staff For New Patients
- Get Patients Registered In Your EHR ASAP
- Post Cards To Employees With Simple Directions To Sign Up
- Build Skeleton Charts For Those Not Signed Up Online
- Schedule Initial Visits For All (See Sick and Refills PRN)
- If Possible, Don't On-Board In Middle Of Cold And Flu Season



How Are We Doing So Far?

- Number of Visits: 1,891 (From 1/2/19 to 6/6/19)
- Number of Text: 10,465 (After Hours Text 2,054 20%)
- Number of Emails: 1,570
- Number of Phone Contacts: 932 (After Hours 199 21%)
- Number of Prescriptions: 2,663 (Filled In-House 1551 58%)
- Lab Requests: 644



Questions?

Submit your questions to:

aafp4.cnf.io

Don't forget to evaluate
this session!

Contact Information

Shane Purcell, MD

drshane@directaccess.MD

Twitter @docshanep

David Contorno

dcontorno@epoweredbenefits.com

