



Summit

Service providers for
Direct Primary Care Practices



AMERICAN ACADEMY OF
FAMILY PHYSICIANS



acofp

AMERICAN COLLEGE
OF OSTEOPATHIC
FAMILY PHYSICIANS

Dear Doctors, Residents, and all others interested in DPC,

I'm not a rich man. I'm almost 40 years old, and I have a wife, two sons, and an elderly mother to support. I also just started my own business eight months ago, and I'm still supplementing my household bills with savings.

The money I spent on this ad could have (maybe should have) gone to talk about my business, but it won't. My purpose is not to expose you to marketing, or to convince you to buy something from me. I address you today with a larger concern, and I hope you'll grant me a few minutes from your busy day to read what I have to say.

Success of the DPC model has become very personal for me. And I don't have one story that will sum up the reasons why; I have many stories.

I have stories about untreated conditions, medical bills, and mounting debts. I have stories about holding down terrified toddlers so complete strangers could probe and penetrate them. I have stories about weighing the costs of calling an ambulance and living against the life insurance benefits my family would receive if I would die.

But there is one reason that stands out above all. And it's just five words. *Staci Benson is our doctor.*

It seems such a simple statement, but it's not. "Everybody has a doctor," you might be thinking. But we don't.

I've seen doctors over the years. I remember my first internist. He was a man who barely knew my name, and who never spent more than ten minutes with me. I dreaded having to call his office, but gave him my business for seven years until I moved away.

Later years were spent patronizing a mix of similar personalities. Some were more jovial, some were more friendly, but it was always a veneer. Gruff or happy, a doctor is a doctor is a doctor. And sometimes not even a doctor, or even a *person*. Seriously.

My sons' pediatrician was an LLC. We never knew which employee would handle our case when we needed "service." Would it be the doctor, the physician's assistant, the nurse practitioner, or maybe Professor Plumb with the candlestick in the conservatory?

When I learned about DPC, I was sure it was either a myth or a scam. Retainer model medicine? I thought I would sooner find a unicorn standing next to a pot of gold near the end of a rainbow. But I ran the numbers and everything made sense -- at least on paper. So I decided to sign my family up.

It took only one visit to convince us that this was something special. We were asked questions no doctor had ever asked before. And there was genuine interest in our answers. The room we were in had no clock, and nobody was checking watches. The focus was on me, and my wife, and my boys. There was no pressure to extract information because the DPC model allowed for getting to know people.

The experience was profoundly different than anything I'd ever known before. I was seen as a person - for the first time in my adult life. And

my wife for the first time in hers. It's hard to describe what that meant. And every subsequent visit reinforced the same.

I always had faith in the system that I was born into, but there was something missing. It was during these early visits that I understood that the missing piece was trust. Every physician I'd ever known expected that trust came with credentials; that years of study and experience warranted trust. But trust is visceral, not intellectual. And it's because of the DPC model that our trust was not granted reluctantly, but was earned completely.

Traditional models don't allow for the kind of connection needed for that to happen. They don't allow for humanity. And that's what makes DPC so special. I never had a doctor before. But I do now. Finally. And so does my wife. And so do my children. They will never again know what it is to be poked and prodded by somebody they don't know and don't trust.

Staci Benson is our doctor.

Those five words mean something. They mean everything! We have somebody we can call when we're weak to restore our strength, who we can count on to be there when we worry to help us understand. We have a member of our family that we can confide in openly and completely without embarrassment who is here to help us, somebody we can work with as a real partner to manage the challenges of health and wellness at every age. *We have a doctor.*

And everybody should know what it's like to have a doctor. That's why I'm using my ad space to ask that you seriously consider the DPC model for your business. It's not just a better financial model for doctors. It's a better medical model for patients.

And we need you... so much.

Thank you,



Jonathan D. Spiliotopoulos
Husband, Father, Patient, Human,

PS: *In editing, because she is a part of my story, I asked Dr. Benson to approve this ad. She did. But she also asked me to tell about my business because she believes I can be of benefit to the DPC community. Out of respect for her request, I offer the following:*

I have more than 20 years experience in web page design and development, 15 of which were spent working specifically in brand management and marketing communication.

My company is called The Creative Offices, and you can learn more about it at <https://www.thecreativeoffices.com> -- or you contact me directly at or (469) 730-4489.

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Focus on what's important

No matter your practice, this much is certain: You didn't pursue medicine because you love endless paperwork and jumping through hoops. Your patients deserve better, and so do you. If you'd like to practice medicine more and push paper less, you're going to need some help.

You're going to need Luanne Leeds.



Practice medicine the way you want

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Lamb Health DPC



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Lead Family Physician



Holly Porter, LMHC
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Lead Mental Health Counselor



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Family Physician
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Visit us here at the Summit - look for Dr. Richard Edgerly or Jason Larsen. We're hiring!

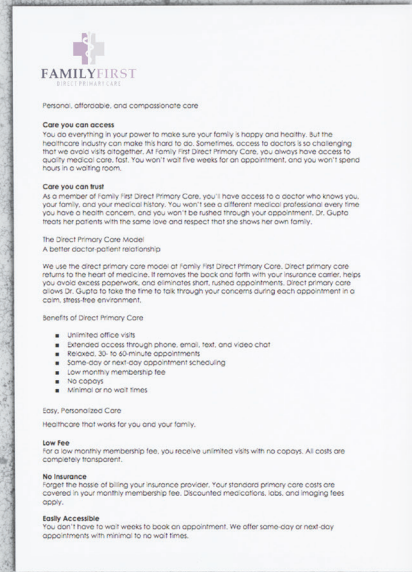
We are a 100% membership-based Direct Primary Care clinic in Yakima, Washington.

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Learn more and apply at <http://assurancehealth.org/dpcsummit>



Jason Larsen
CEO & Co-Founder



Family First Direct Primary Care
www.familyfirstdpc.com

WHO WE ARE

We are **Xandr Creatives**, a full-service design agency. Our team provides a range of creative services for those seeking a **quality design experience from start to finish**.

We have enjoyed **branding several Direct Primary Care clinics throughout the United States**. Contact us to learn about our **customizable branding packages** to fit your needs.

- ✔ We Help Establish your Brand Identity
- ✔ Custom Logo Design
- ✔ Create your Brand's Voice (Copywriting)
- ✔ Personalized Business Card Design
- ✔ Web Design (Different Options Available)
 - ✔ Semi-Custom Design
 - ✔ Fully Customizable Design
- ✔ SEO Services Available

713.400.1275 TRANSLATING VISIONS



About Us

Think Beyond the On-Site Clinic

Wellness for Life is built on the idea that, because primary care sits at the front end of health care, it can positively influence care and cost throughout the entire health system, making care more accessible and accountable. This approach drives more appropriate care and, equally important, disrupts the inappropriate care and cost that is rampant in US health care.

But a primary care foundation also provides a perfect platform to execute best-of-class management approaches in many high value areas of clinical and financial health care process. Identifying and integrating these approaches supercharges primary care, allowing it to reach into areas of quality and cost that it otherwise would not have access to, delivering better health outcomes and dramatically lower costs than conventional approaches.

Which is why, in 8 years of business, we have never lost a client.



**On-Site
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**Near-Site
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Primary Care

As a Comprehensive Clinical Risk Management Platform



Clinical Expertise

- Comprehensive Primary Care and Family Medicine
- Integrated Specialty Consultation Network - instant expert-level advice reduces specialty referrals by 50%
- Direct connection to a provider any time, from anywhere
- Musculoskeletal Disease Management reduces Orthopedic Spend by up to 40%
- Mobile technology connects you directly to your care team



Clinical Risk Management

Advanced analytics integrate clinical, biometric and claims data to accurately predict and prevent medical events

- Gaps in Care
- Future-Risk Forecasting
- Cost Containment
- Disease Trends
- Population Health Management

Clinical Risk Management Integrated into Plan Design

- Integrated Network of High Performance Healthcare Organizations
- Medication Management and Formulary Optimization
- Direct Purchasing
- Shift from Fee-for-Service to High-Value and Case-Rate Care



Experience

- Proven Track Record
- 100% Client Retention
- 98% Patient Satisfaction
- 95% Provider Retention
- No minimum size requirements for employers to join
- Custom Solutions for Every Client
- Wide-Ranging Experience:
 - Government Employers
 - Unions
 - Manufactures
 - School District
 - Multi-Location Enterprises



1 (877) 604-7106 | www.healthcare-redefined.com

Wellness for Life Medical, LLC | Direct Care Solutions

First Primary Care is leading the Direct Primary Care revolution in Houston, Texas.

At First Primary Care, we are committed to providing our patients with a better healthcare experience. We believe that this starts with a strong doctor-patient relationship. By developing a partnership with our patients, we are able to help guide them through not only times of episodic care, but in developing a plan for their overall well-being.

Our providers have taken the leap into Direct Primary Care so that they can practice medicine 'the way it used to be'. Longer appointment times, smaller patient panels, freedom from insurance pressure, and the chance to make a real difference in the life of your patients.

Meet the doctors making a difference:



Dr. Geetinder Goyal

Dr. Erin Whitney

Peter Del Buono, FNP-C

Dr. Thi Vo

To learn more about why First Primary Care is one of the fastest growing DPC practices and how you can be apart of the movement, visit us online at firstprimarycare.com or call **713.280.7991** to find out more about our practice.

FIRST PRIMARY  CARE

8582 Katy Fwy, Suite 110, Houston, TX 77024
firstprimarycare.com | 713.280.7991

Direct primary care doesn't have to be scary

Freedom Healthworks offers a turn-key solution to make it easy for physicians to launch their own DPC practices. We help existing DPC practices band together to sign up employers and share expertise doctor to doctor.

Let's Connect!

Interested in learning more about Freedom Healthworks? Stop by our booth, connect with us directly, or visit:

www.freedomhealthworks.com



ROAMD

The Curated Physicians Network

What We Do

ROAMD offers an assurance policy for patients when they are away from home.

An added patient benefit

Concierge and private medicine physicians pride themselves on offering their patients unparalleled access to care in a comfortable, nurturing environment. Yet when these patients are away from home, these doctors do not always have the means to help their patients find the type of personalized care they have become accustomed to.

ROAMD offers reciprocity for patients to be seen by a qualified physician within the ROAMD network when they are traveling. This network of concierge and private medicine physicians is the first resource of its kind.

ROAMD is for doctors by doctors.

ROAMD is chaired by some of the most well-respected concierge and private medicine physicians practicing today. They are working hard to identify and begin conversations with the top physicians across the country.

Are you interested in learning more about the ROAMD community?

If so, please visit roamd.com
or email ddriscoll@roamd.com.

ROAMD.COM

Direct Primary Care of America

A Flexible, Interactive Directory for DPC Physicians

Custom Practice Profiles Created by DPC Physicians

- Upload pictures of your practice along with practice logos
- Create detailed descriptions of services offered and hours of operation
- Featuring an interactive map that allows users to find your practice
- Access the directory on any device
- The directory will be promoted through online advertising and social media platforms

Powered and Promoted by AMAC to Drive Patients to Your Practice

- DPC of America is powered by **AMAC**, a member benefits organization with 1.3 million members in all 50 states
- Directory participant practices will be promoted to AMAC members residing in their local area
- DPC of America will collaborate with each physician to create the right message for your practice
- All creative services used to produce the message as well as access to AMAC members are included with the participant fee
- All inquiries generated by the AMAC marketing campaigns will be electronically sent to each participant practice

Please tour the directory at www.dpcofamerica.com
and get started on your practice profile today!



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