

DIRECT PRIMARY CARE Summit



2018

Deliver Exceptional Care. On Your Terms.



AMERICAN ACADEMY OF
FAMILY PHYSICIANS



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American College of
Osteopathic
Family Physicians

DPC Hustles Harder

Paul Thomas, MD

Submit your questions to: aafp3.cnf.io

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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.

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Learning Objectives

- Understand brand creation and brand identity
- Learn best practices for marketing your practice
- Know when to hire people for different tasks related to branding/marketing
- Realize that you are your brand, and you need to tirelessly work to create value for your brand



AES Question

aafp3.cnf.io

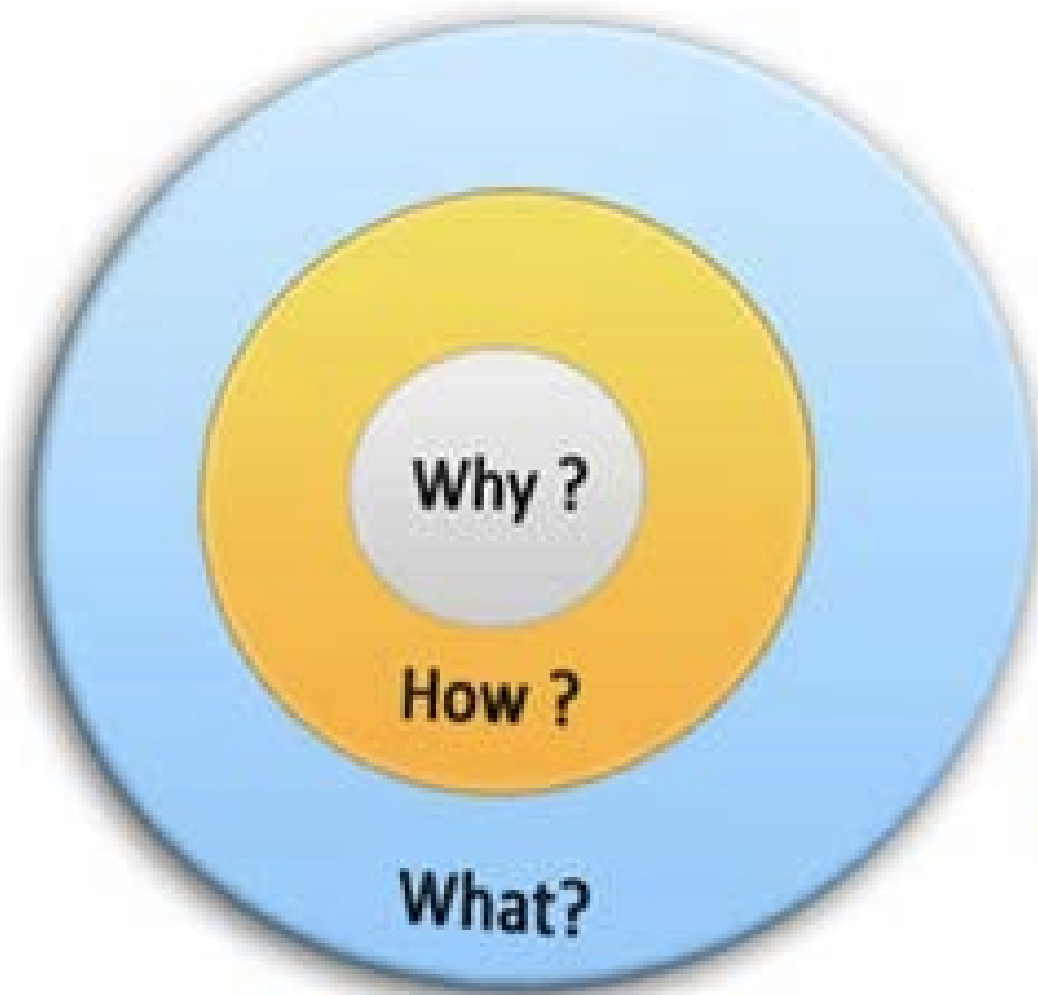


Why does your DPC practice exist?

- a) To make money
- b) To meet a need
- c) So that I can find my happy little practice
- d) To lower the cost of health care
- e) Three day work weeks, hello?
- f) To right the wrongs in the healthcare system
- g) A few of these
- h) All of the above
- i) Something else

Why does your DPC practice exist?

- What is the purpose of your business?
 - (The need you will fill)
- What will you do to meet that need?



Why = The Purpose

What is your cause? What do you believe?

How = The Process

Specific actions taken to realize the Why.

What = The Result

What do you do? The result of Why. Proof.

“

People don't buy what you do; **they buy why you do it.** And what you do simply proves what you believe.

- Simon Sinek



A man in a white lab coat and stethoscope stands on a red circular rug on a TED Detroit stage. The background features a large black wall with the text "TED Detroit" in red and white. The man is wearing a white lab coat over a pink shirt and a dark tie. He has a stethoscope around his neck and is holding a small object in his hands. The stage floor is polished wood, and the rug is a vibrant red. The lighting is focused on the speaker, creating a professional and high-quality presentation environment.

TED Detroit

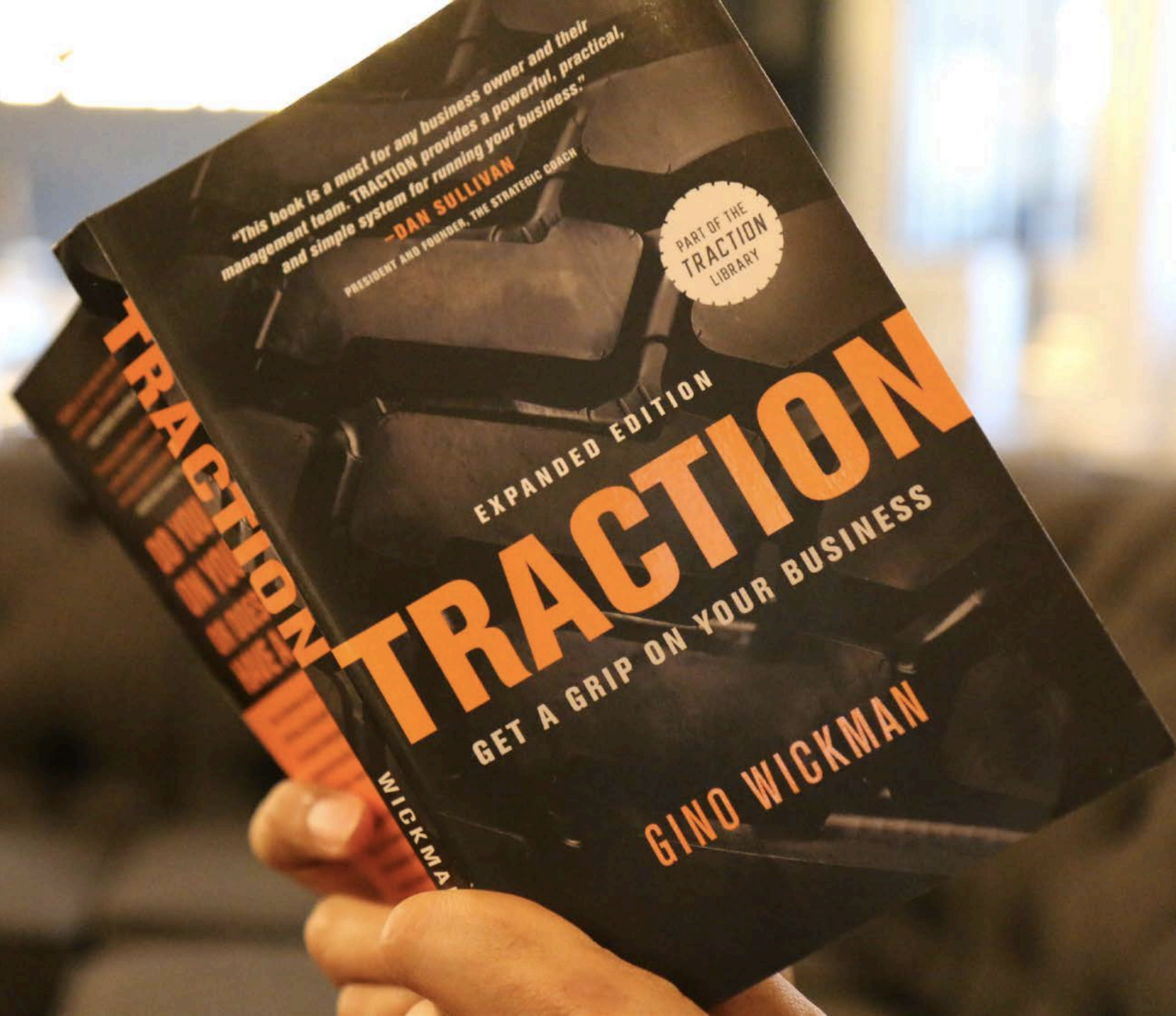
**“I'M HERE TODAY BECAUSE I BELIEVE
HEALTHCARE SHOULD BE AFFORDABLE
AND ACCESSIBLE”**

- DR. PAUL THOMAS

TED^x Detroit

x = independently organized TED event





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-DAN SULLIVAN
PRESIDENT AND FOUNDER, THE STRATEGIC COACH

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GET A GRIP ON YOUR BUSINESS

GINO WICKMAN

WICKMAN



BRANDING EXERCISE!

WHAT DO YOU THINK/FEEL WHEN YOU SEE
THESE IMAGES?





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LESS MONEY. MORE GO.

What is a Brand?

- A brand is a feeling comprised of perceptions and intuitions about a product, service or organization
- A brand is **not** a logo, a product, a place, or an identity
- Rather, it is the cultural fabric of a business







A brand is the set of expectations, memories, stores and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

— Seth Godin —

YEAH, I'M USING ANOTHER QUOTE

**A BRAND IS THE SUM TOTAL OF
HOW SOMEONE PERCEIVES A
PARTICULAR ORGANIZATION.
BRANDING IS ABOUT SHAPING
THAT PERCEPTION.**

ASHLEY FRIEDLEIN





HOW TO PICK A NAME

THAT DOESN'T SUCK

Rule #1: Keep it simple.





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Family Doctor in Holton, Kansas

4.8 ★★★★★

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791 people like this



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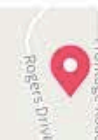


Ryan Neuhofer and 30 other friends like this or have checked in



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we're here for

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

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Avenu Health

Medical Practice • Asheville, North Carolina • 54 followers

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About us

Avenu Health is downtown Asheville's direct primary care practice, offering comprehensive healthcare services with upfront monthly membership pricing. Founded on the mission to simplify primary care, Avenu Health provides hassle-free care when, where, and how its clients need it. The direct primary care practice delivers comprehensive care including personalized prevention, nutrition and exercise counseling, chronic disease management and care for those occasional sick days. With its vibrant and convenient location, Avenu Health offers immediate physician access including walk-in, same-day, and next-day appointments and 24/7 provider virtual access. Grounded in a human relationship, Avenu Health personalizes care and is focused on delivering an authentic experience to help its clients achieve optimal health. For more information, visit AvenuHealth.com or follow [@AvenuHealth](https://www.facebook.com/AvenuHealth) on Facebook and

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Redefining primary care...

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No Evil Foods

Food & Beverages
2-10 employees



United Way of Asheville & Buncombe County

Nonprofit Organization Management
11-50 employees



Mission Health

Hospital & Health Care
10,001+ employees



1 connection works here



Crawford Strategy

Marketing and Advertising
11-50 employees

Messaging



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Avenu Health: Homepage

<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

Our Team

With a family of his own, he feels increasingly connected to our ...

Our Story

Our Story. Hassle-free care when, where and how you need it ...

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For Your Business

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

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avenumedical.com/

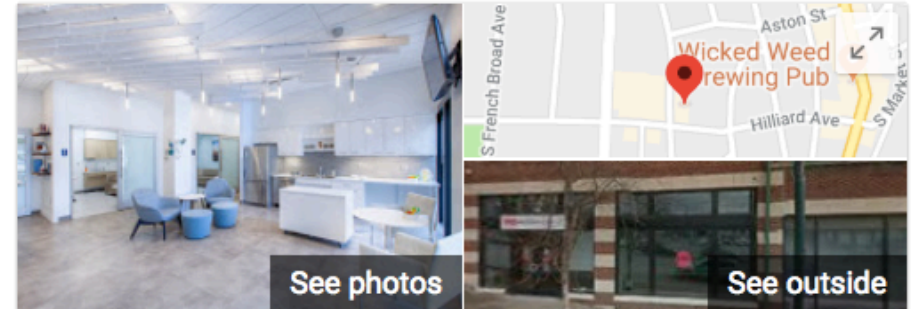
Ellipsys® Vascular Access System, an image-guided, single catheter system used to percutaneously create an arteriovenous (AV) fistula for hemodialysis ...

Avenu Health | LinkedIn

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

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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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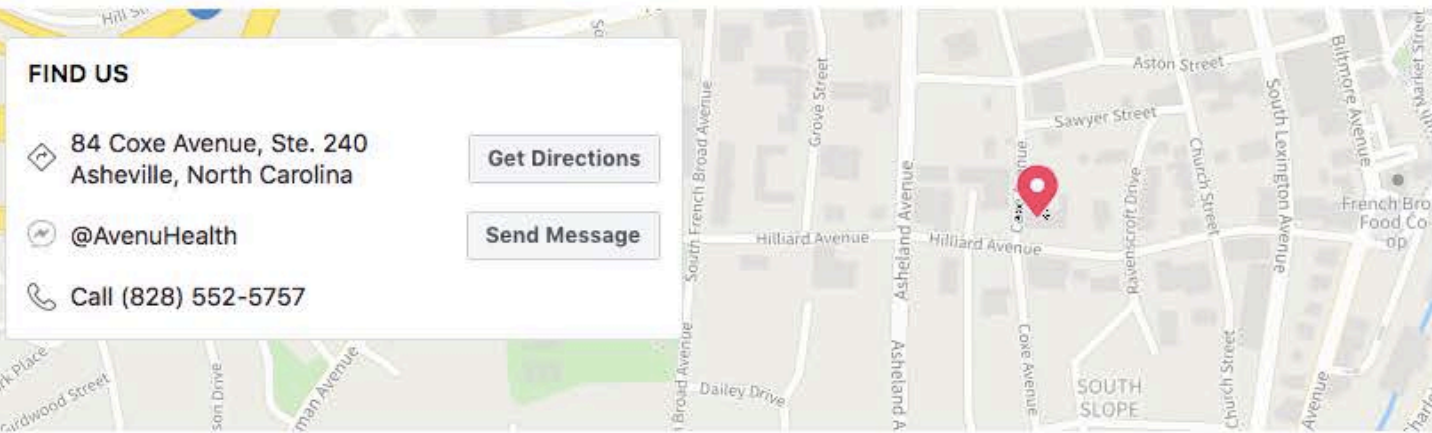


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Always Open

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

Chat (121)





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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 ...

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Join

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

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<https://www.facebook.com> > [Places](#) > [Plymouth, Indiana](#) > [Family Medicine Practice](#)

★★★★★ 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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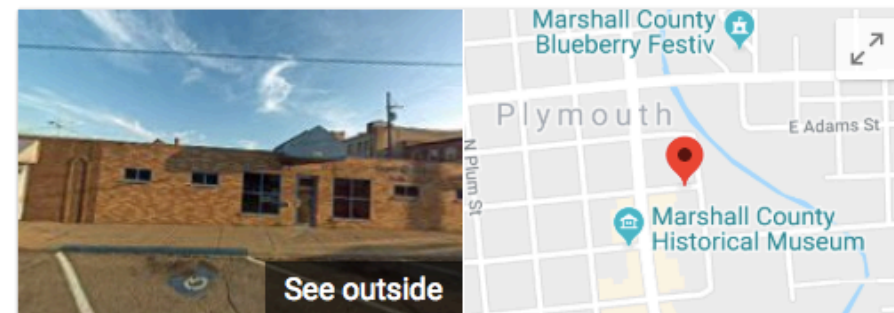
★★★★★ Rating: 5 - 23 votes

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

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Doctor in Plymouth, Indiana

Address: 116 E Washington St, Plymouth, IN 46563

Hours: Open · Closes 5PM ▾

Phone: (574) 635-1130

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AES Question

aafp3.cnf.io



What should my website address be?

- a) AppleFamilyMedicine.com
- b) AppleClinic.com
- c) AppleHealth.com
- d) AppleMD.com
- e) Apple.md
- f) AppleDPC.com

Rule #2: Ensure Brand Synchrony





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www.instagram.com/PlumHealthDPC



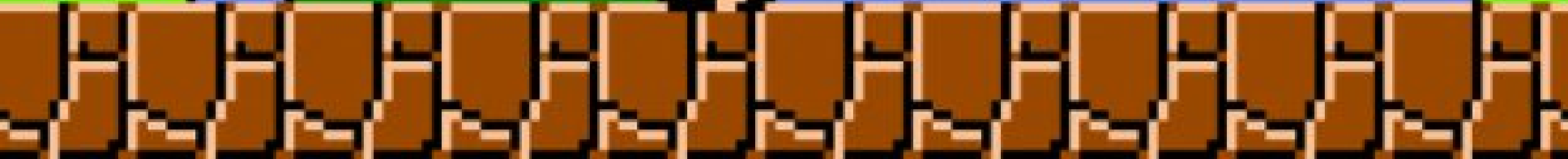
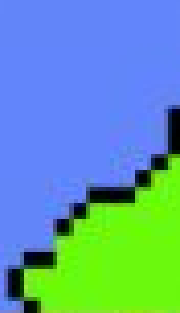
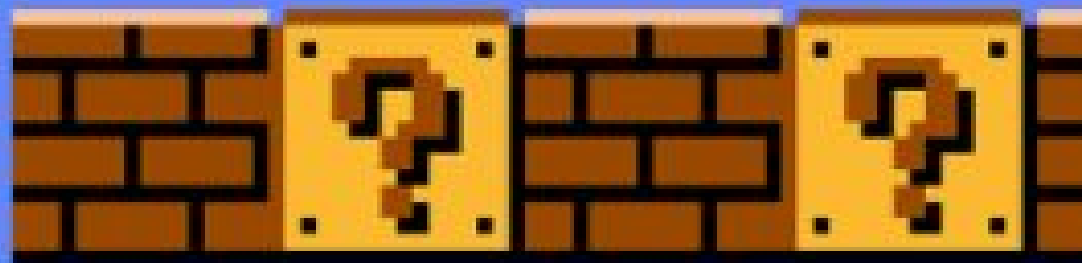
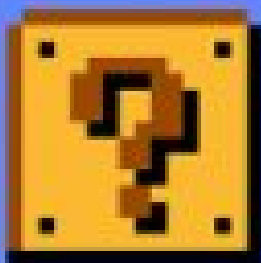
www.LinkedIn.com/company/PlumHealthDPC



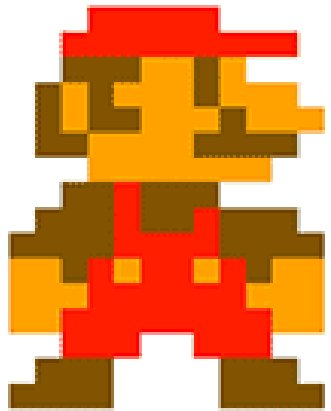
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How to Leverage Story Telling

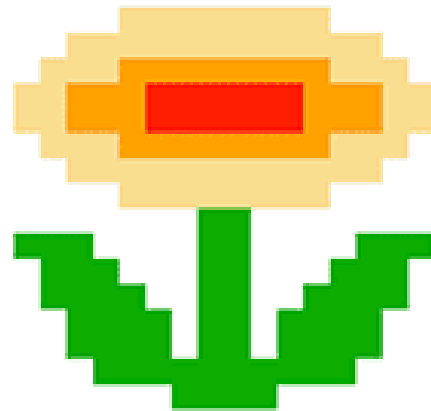
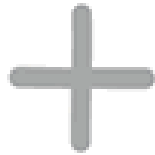








Person who's a potential customer



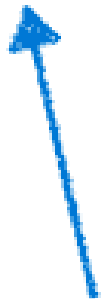
Your product



Awesome person who can do rad stuff!



This isn't what your business sells.



This is.

What did that mean to you?





Hi, I'm Mario, and before I had the power of the flower, I felt small. Now, I really feel like I'm in control of my own destiny!



Antioch Med

March 26 · 🌐



Patient overheard leaving the office today: "You make this so easy!"
Ask yourself the last time you felt like saying that while leaving your doctor's office. [#timeforachange](#)

Like

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Share



Jeffrey S Gold, Luke Van Kirk and 31 others

1 Share



Write a comment...





A SIMPLE RULE FOR MARKETING:

Message x Medium = Results



**HEALTH
INSURANCE**

**HEALTH
CARE**

**LOCAL
4**

11:31 75°



DR. PAUL THOMAS
PLUM HEALTH CLINIC

WDIV
4

11:32 75°

TRAFFIC OVERVIEW

May 1-Jul 31, 2017

All devices

Unique Visitors

3,361

+ 1,361.3% yr/yr

Visits

4,432

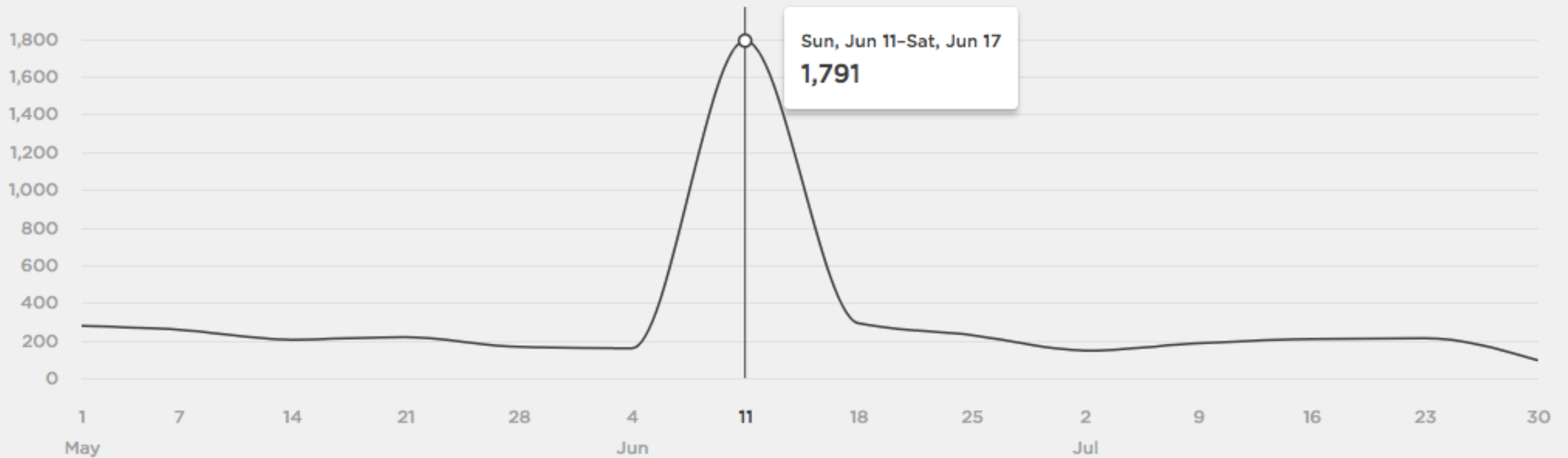
+ 1,247.1% yr/yr

Pageviews

10.1k

+ 1,081.4% yr/yr

Visits by week (Mon, May 1-Mon, Jul 31, 2017)



TRAFFIC OVERVIEW

Mar 1, 2016–Jun 18, 2018

All devices

Unique Visitors

20.4k

+ 158.1% yr/yr

Visits

22.6k

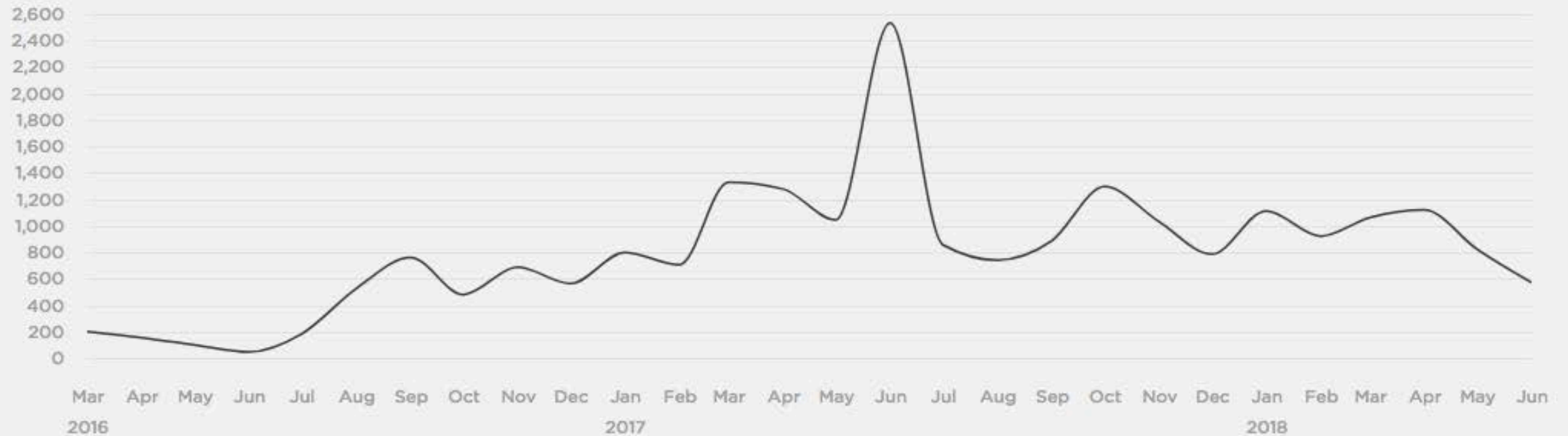
+ 106.1% yr/yr

Pageviews

52.7k

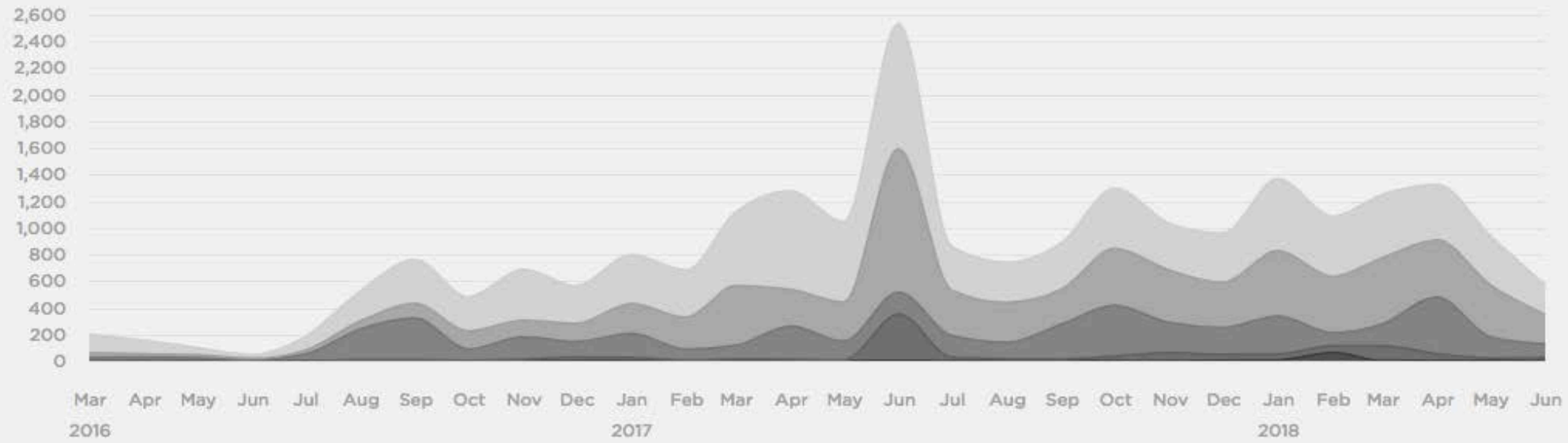
+ 109.7% yr/yr

Visits by month (Tue, Mar 1, 2016–Mon, Jun 18, 2018)



TRAFFIC SOURCES

Mar 1, 2016-Jun 18, 2018 ▼ All devices ▼



| SOURCES | VISITS ▼ |
|--------------|-------------|
| ● Direct | 9,680 (43%) |
| ▶ ● Search | 7,513 (33%) |
| ▶ ● Social | 4,376 (19%) |
| ▶ ● Referral | 962 (4%) |
| ▶ ● Email | 93 (<1%) |

AES Question

aafp3.cnf.io



What does “SEO” stand for?

- a) Should've Entered Orthopedics
- b) Serious Ebola Outbreak
- c) Send Emojis Over
- d) Search Engine Optimization

SEO



SEARCH

SEND

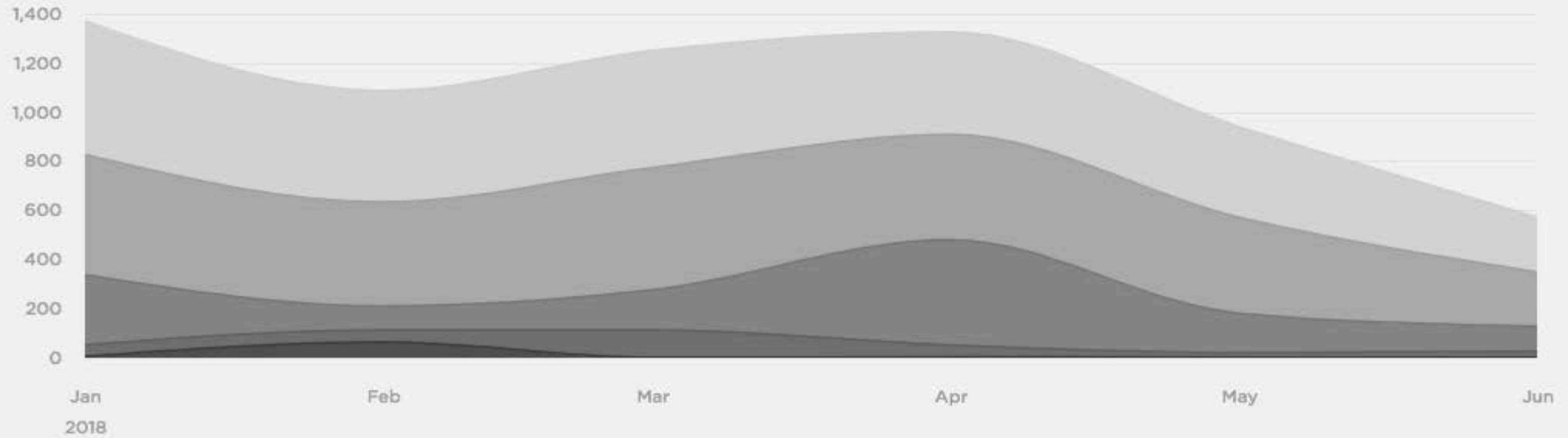
SHARE

NETWORK

TRAFFIC SOURCES

Year To Date

All devices



SOURCES

VISITS

▶ ● Search

2,158 (39%)

● Direct

1,976 (35%)

▶ ● Social

1,070 (19%)

▶ ● Referral

299 (5%)

▶ ● Email

76 (1%)

SOURCES

VISITS ▼

▼ ● Search

2,158 (39%)

▶ Google

2,048

▶ Bing

67

▶ Yahoo!

21

▶ DuckDuckGo

12

▶ Ecosia

4

▶ Ask

3

▶ Comcast

2

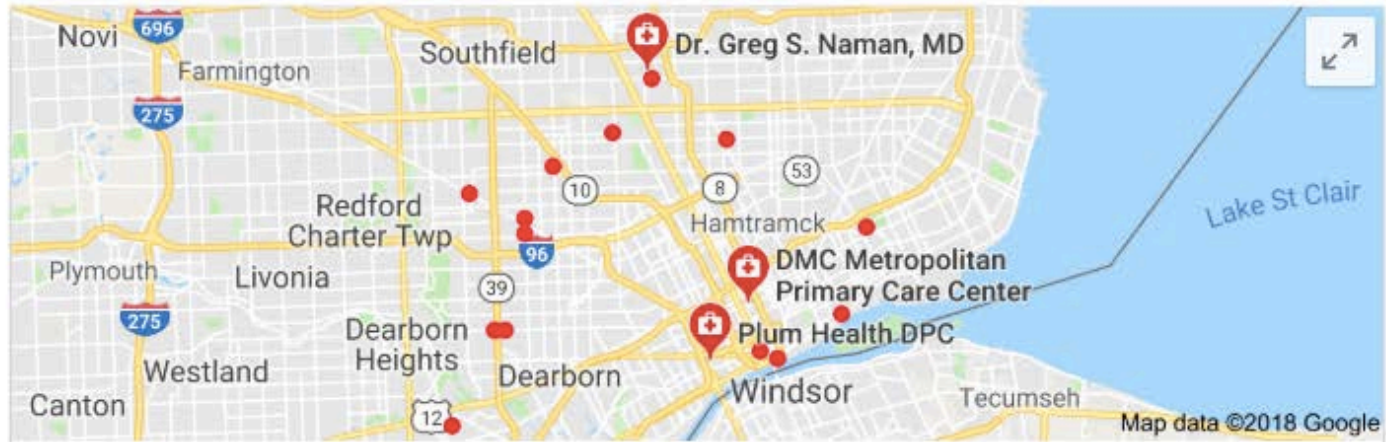
▶ MyWay

1

● Direct

1,976 (35%)

About 585,000 results (0.89 seconds)



4.0+ rating ▾ Hours ▾

Plum Health DPC

5.0 ★★★★★ (32) · Doctor

Detroit, MI · (313) 444-5630

Open 24 hours



WEBSITE



DIRECTIONS

DMC Metropolitan Primary Care Center

5.0 ★★★★★ (1) · Family Practice Physician

Detroit, MI · (313) 745-6817

Closed · Opens 8AM Tue



WEBSITE



DIRECTIONS

Dr. Greg S. Naman, MD

4.1 ★★★★★ (7) · Internist

Ferndale, MI · (248) 336-4000



WEBSITE

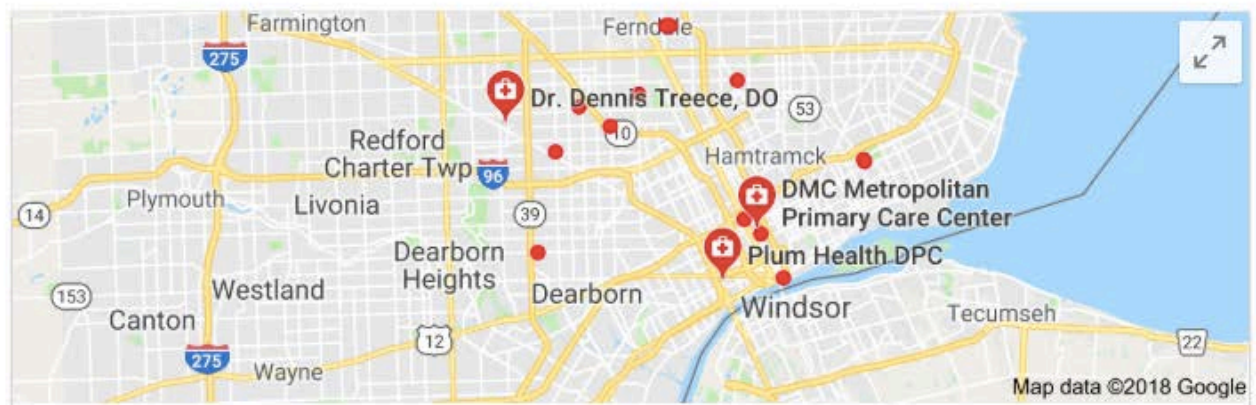


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DMC Metropolitan Primary Care Center
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Detroit, MI · (313) 745-6817
Closed · Opens 8AM Mon

WEBSITE DIRECTIONS

Dr. Dennis Treece, DO
4.0 ★★★★★ (10) · Family Practice Physician
Detroit, MI · (313) 387-1097

WEBSITE DIRECTIONS

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Plum Health - Direct Primary Care in Detroit, Michigan

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

Plum Health Direct Primary Care in Detroit, Michigan delivers affordable, accessible healthcare services in Detroit and beyond. ... Plum Health DPC Doctor.jpg.

Our Physician

Our Physician.

Contact

Direct Primary Care is a new concept, and you may have ...

Pricing

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Schedule Now

Schedule Now.

Detroit

The Detroit Medical College was founded in 1868 by five ...

What We Do

What WE CAN DO FOR YOU: Members can access their ...

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

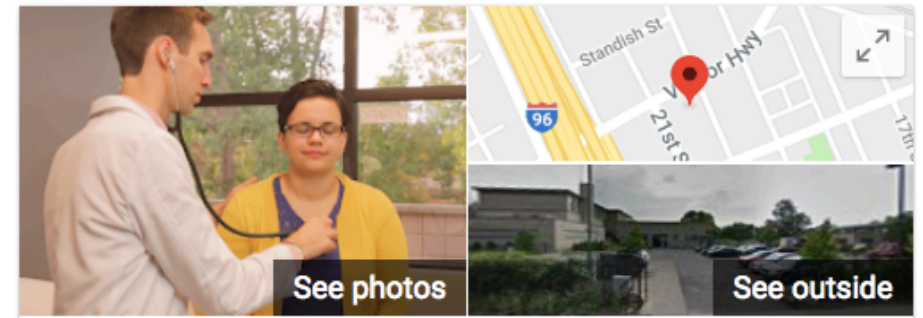
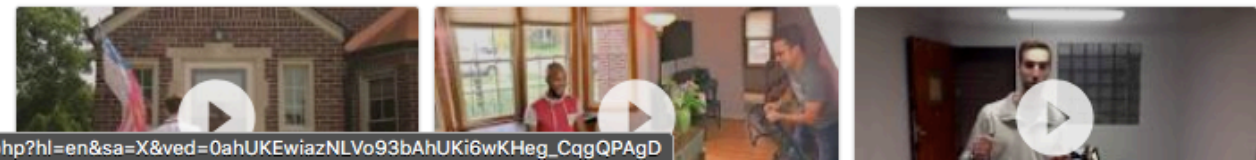
Plum Health DPC - Home | Facebook

<https://www.facebook.com> > Places > Detroit, Michigan > Family Doctor

★★★★★ Rating: 5 - 21 votes

Plum Health DPC. 1K likes. Plum Health delivers affordable, accessible healthcare services in Detroit and beyond.

Videos



Plum Health DPC

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

5.0 ★★★★★ 37 Google reviews

Doctor in Detroit, Michigan

Address: 1759 21st St, Detroit, MI 48216

Hours: Open 24 hours

Products and Services: plumhealthdpc.com

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Phone: (313) 444-5630

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Reviews from the web

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5/5

21 votes

Healthgrades

5/5

54 reviews

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ADWORDS EXPRESS

Your ad is almost ready


Step 3 of 5 - Write your ad

1 — 2 — 3 — 4 — 5


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LATEST REVIEWS

5 ★★★★★ 37 total


Connor Farrell
 ★★★★★ 17 weeks ago
 Dr. Paul is an excellent physician. His unique model of direct care means everything is inexpensive, and with no wait... [More](#)

[Reply](#)


Allan Casinelli
 ★★★★★ 43 weeks ago
 I believe this model to be the future for affordable Healthcare.

PERFORMANCE

| Views | Searches | Actions |
|--------------|----------|-------------|
| 2.12K | 1.63K | 1.97K |
| Search views | | 1.76K (-7%) |
| Maps views | | 360 (-30%) |


Performance over past 28 days (last 3 days not included)

Your latest post

This month, we were featured on Bonfires of Social Enterprise podcast! Take a listen here

May 6, 2018

[Learn more](#)



Paul Thomas

157 views | 0 clicks

[Create post](#)

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Google My Business

Plum Health DPC

2,317 PEOPLE FOUND YOU ON GOOGLE

59

asked for directions

▲ 1.7% FROM APRIL 2018

51

visited your website

▲ -35% FROM APRIL 2018

16

called you

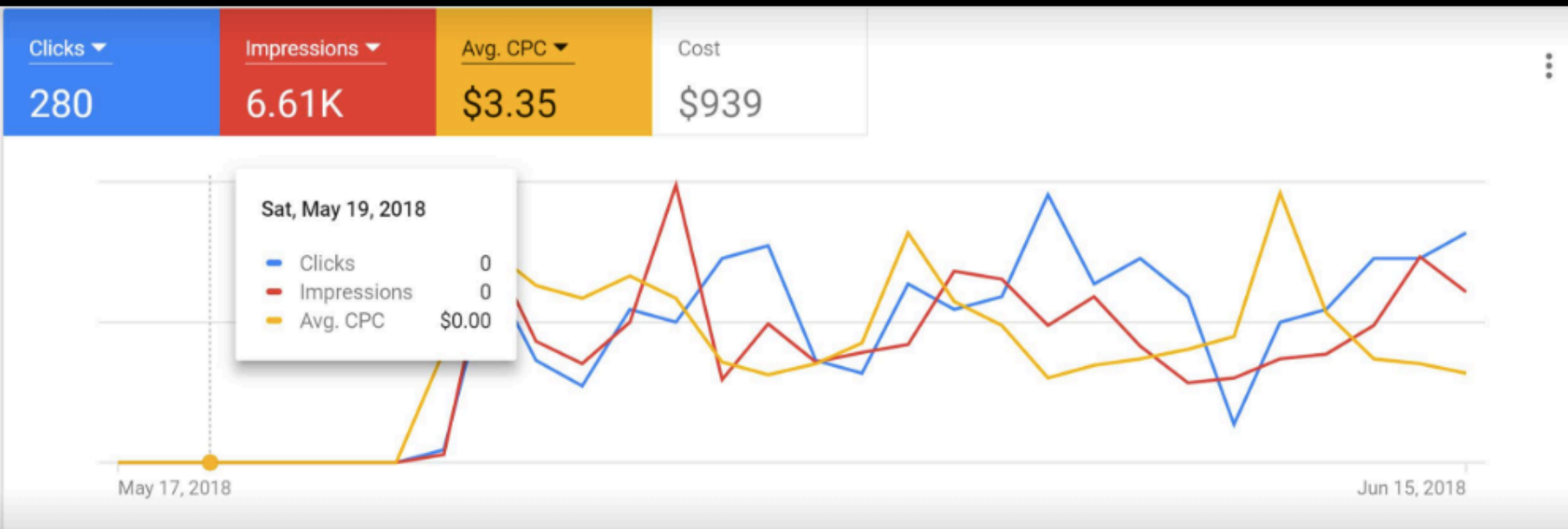
▲ 6.7% FROM APRIL 2018



Stand out to customers with a post about your business.

CREATE A POST 

Photos from Colin Stuart's post in DPC Docs



Colin Stuart ▸ **DPC Docs**

Just now · AA

AdWords is a decent value if you can get your quality score in the 5-7 range. \$16k/year for 4,800 clicks by people searching for a doctor. If just 3% sign up that's about \$111/patient.

Like

Comment

Paul Thomas



Write a comment...



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David Ladley
18 mutual friends

Like Comment

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July 13-15, 2018

AES Question

aafp3.cnf.io



After Google, which is the largest search engine?

- a) Bing.com
- b) Yahoo.com
- c) GoDaddy.com
- d) YouTube.com
- e) Ask.com
- f) Amazon.com
- g) Facebook.com

- Home
- Trending
- History

BEST OF YOUTUBE

- Music
- Sports
- Gaming
- Movies
- TV Shows
- News
- Live
- Spotlight
- 360° Video

Browse channels

Sign in now to see your channels and recommendations!

SIGN IN

About 125,000 results

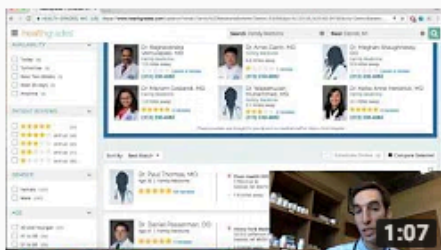
FILTER



Family Doctor Accepting New Patients in Detroit Michigan

Plum Health DPC • 38 views • 3 months ago

Hello, this is Dr. Paul Thomas with Plum Health DPC and we are a family medicine clinic in Southwest Detroit and we are ...



Family Medicine Doctor in Detroit on HealthGrades

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Published on Feb 19, 2018

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Hello, this is Dr. Paul Thomas with Plum Health DPC and we are a family medicine clinic in Southwest Detroit and we are accepting new patients. As a family medicine doctor, I take care of patients of all ages and stages. This means that I can take care of children or pediatric patients as well as adults. We treat a broad range of conditions, from sore throats to coughs and colds as well as influenza, high blood pressure, diabetes, and other chronic conditions. We also perform procedures like Pap tests, skin lesion removal and biopsies, as well as rapid strep test, rapid influenza testing, and rapid mono testing. If you like to learn more about our clinic, go to www.plumhealthDPC.com Thank you so much for watching, and have a wonderful day! – Dr. Paul Thomas, M.D.

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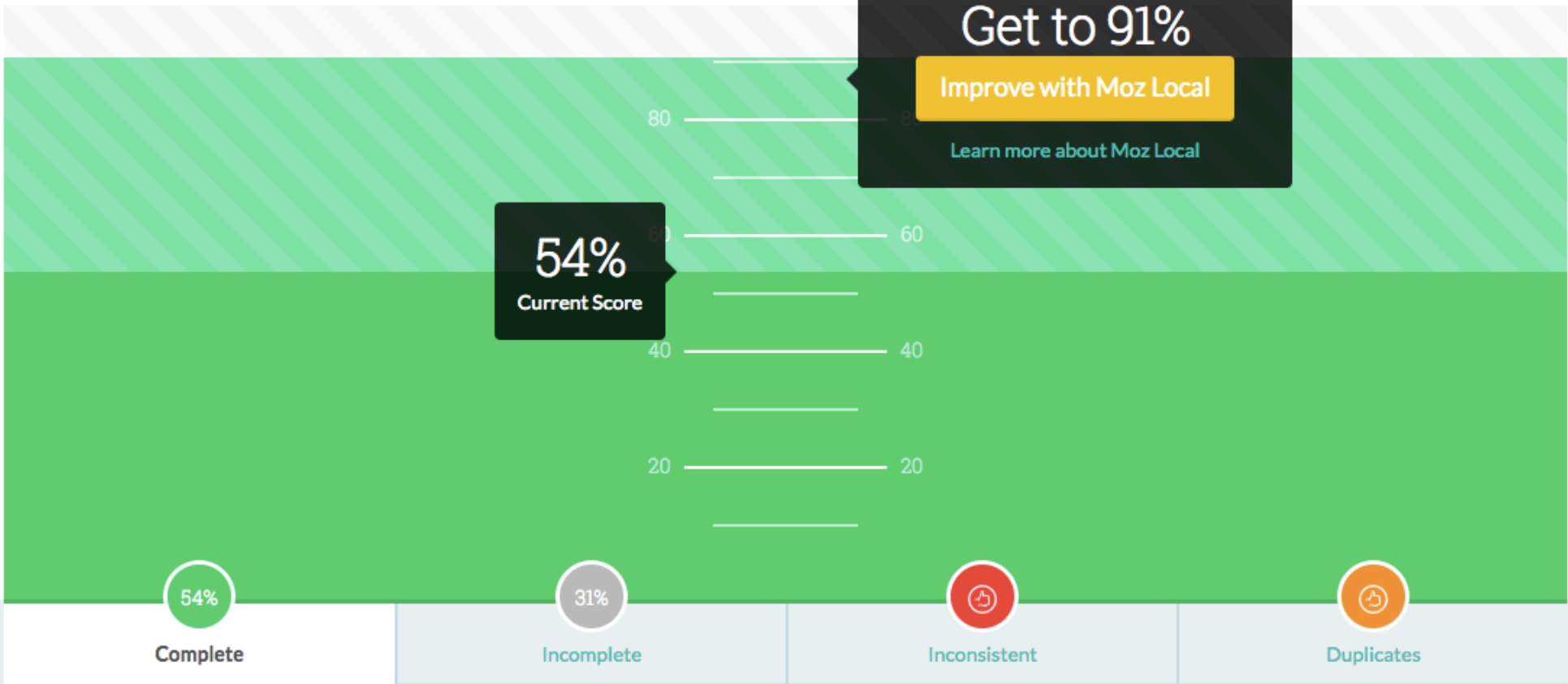
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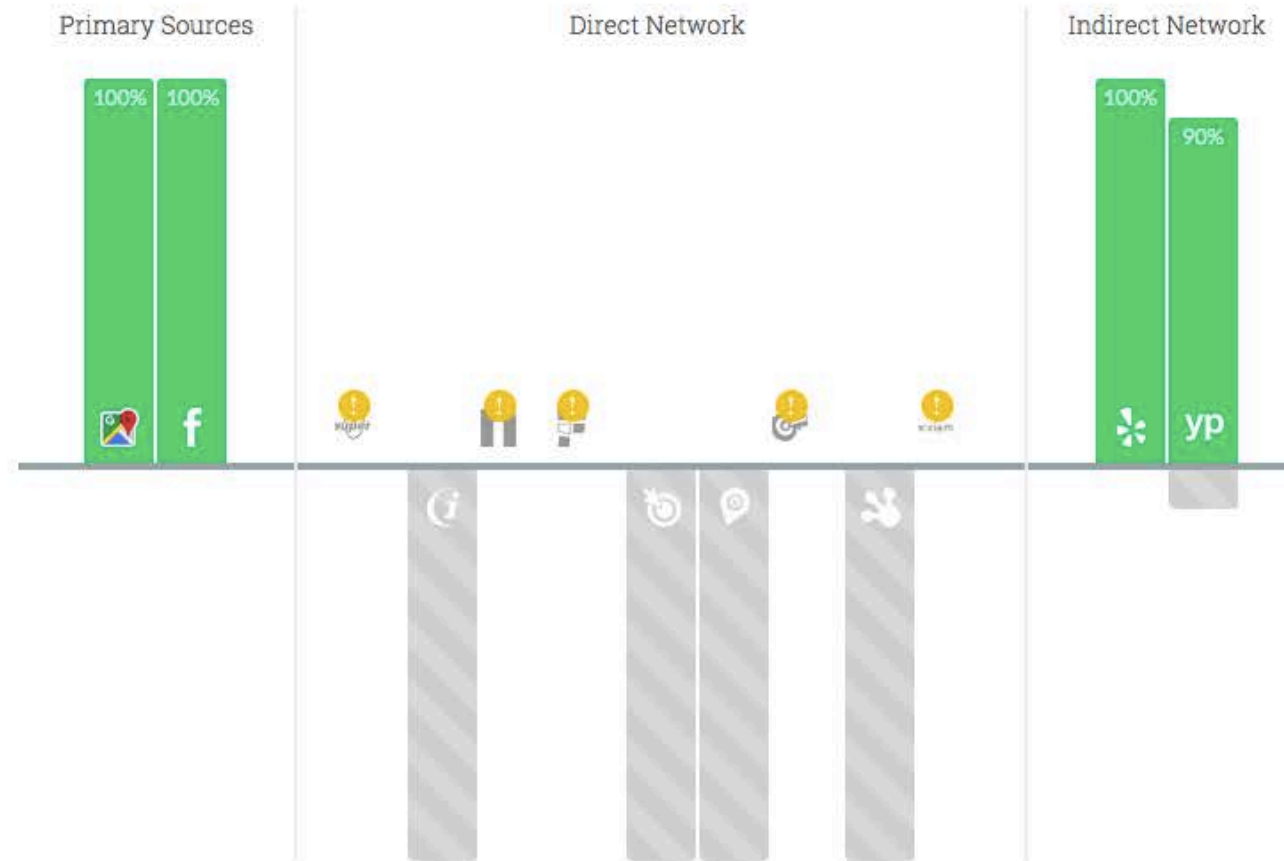
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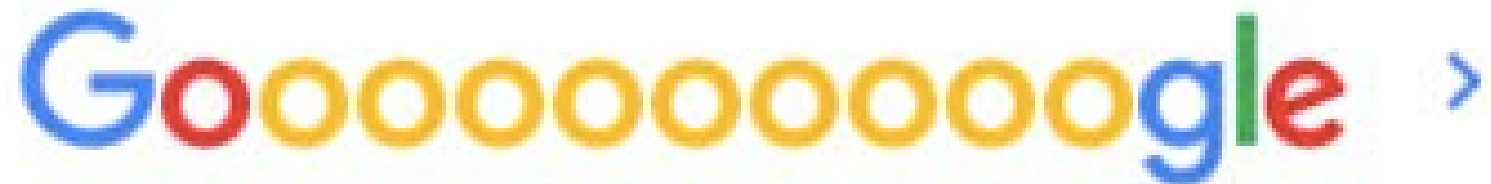
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| ▶ Facebook | 597 |
| ▶ LinkedIn | 280 |
| ▶ Twitter | 91 |
| ▶ Instagram | 67 |
| ▶ YouTube | 24 |
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Questions?

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Don't forget to evaluate
this session!

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