

DIRECT PRIMARY CARE Summit



2018

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American College of
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Family Physicians

Evolving Your DPC Practice

You made it so now what?

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Submit your questions to: aafp3.cnf.io

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Learning Objectives

- Recognize the “growing pains” that will need to be addressed as your practice grows.
- Gain an understanding of common features of direct primary care (DPC) practice expansion.
- Understand the necessary staffing changes, infrastructure requirements, and human resources issues that follow the addition of more DPC health care providers and locations.

Practice Stages

- **Stage 1:** *Struggling to make it- below the break even and having to moonlight*
- **Stage 2:** *Past the break even but still more than 200 patients from your panel goal*
- **Stage 3:** *Making a reasonable salary and within 100 patients of your panel goal*
- **Stage 4:** All providers at current location have full panels and want to expand

Stage 3: Individual physician panel nearly full

- In Stage 3- within 100-150 patients of your panel goal, it is time to consider hiring a second physician if you want to expand
- Employee vs. Partner
 - Employee Reimbursement strategies: 100% productivity, productivity with a minimum, or salary with productivity bonus
 - Partner Reimbursement-shared overhead model with 100% productivity for each, buy in for initial infrastructure equity, employee with a chance to buy in as partner

Stage 4: All providers at current location full

Ways to expand:

- 1- No external investment-self funded startup with individual capital from group
 - New location can be employees only or have opportunity for group buy in
 - Existing partners determine terms
- 2- Network Model - each practice still 100% independent and individually owned
 - Recruit employer contracts to a given region as a group
 - Agreements with local specialists, vendors etc, to work with the network to lower overhead costs and expand visibility
 - Shared resources and economies of scale while still allowing complete control of individual DPC practice
- 3- External investment-capital investors to fund other locations with some loss of equity
 - New location will likely be employees only
 - Investors determine terms and equity stake- can lose control

More free information and resources

www.accesshealthcaredirect.com general information on DPC for providers and patients

Send an email to accesshealthcaredirect@gmail.com to sign up for newsletter, DPC updates, and conference registration discounts

www.DPCMH.org Direct Primary Care Medical Home Association - free membership and resources available from this not for profit. Conference Scholarships for med-students and residents. Free transition toolkit available.

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Questions?

Submit your questions to:
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this session!

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