Building a Personal Brand to Grow Your DPC Practice

Paul Thomas, MD, Plum Health DPC

Participate in polling questions and submit your questions to https://aafp4.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

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

• Describe why it is important to build a Personal Brand in order to grow your Direct Primary Care Practice
• Define terms like ‘personal brand’, ‘thought leader’, ‘local expert’, etc…
• DPC Doctors who have a strong personal brand can attract more patients and grow their practices more readily because they are
  • Easy to identify
  • Are featured in local or national media
  • Build trust/rapport with their audience/potential patient base more rapidly
• DPC Doctors who have a strong personal brand can attract potential partners more easily, and thereby grow their practices
Myth: personal branding is scary or uncomfortable

• Many of you are not embracing personal branding because it may seem foreign to you
Myth: I’m a Doctor – isn’t that good enough?

• You’re a doctor and the merits of being a doctor should be ‘good enough’ to fill your panel, attract a practice partner and employees, and maybe even attract media attention
Truth: the market is fiercely competitive

- The market is fiercely competitive
- You are competing with Big Box Pharmacy Minute Clinics, TeleHealth applications, concierge medical services, Fee-for-Service juggernauts in your community, urgent care centers, and emergency departments
- Not to mention: Naturalists, Acupuncturists, Chiropractors, personal coaches, nutritionists, etc…
Truth: Your Market Does Not Know You

• Your market does not know who you are, what you do, why it’s important, or how it can benefit them and their families and businesses
“What’s Direct Primary Care?”
Truth: a strong **personal brand** can help you succeed

- Because of the insanely competitive nature of the market AND the relatively unknown commodity that is Direct Primary Care, you must take every advantage that you can in order to grow your practice
- Thus, you must take advantage of personal branding
- A strong personal brand will help you:
  - Attract new patients
  - Attract practice partners
  - Attract media attention
Building Trust
What is the demand like for your practice?

a) I’m full and I have a wait list
b) People are banging down the door and I’m having a hard time keeping up
c) We have a steady stream of new enrollees, but could be doing better
d) We have modest growth, a few new sign-ups each month and we need many more patients
e) I’m struggling to get anyone through the door

aafp4.cnf.io
Poll: What is the demand like for your practice?
How do you feel about personal branding?

a) I embrace it: I am able to communicate who I am, my mission, vision, and values with a broad audience via different mediums and I’ve seen my practice benefit because of this

b) I’m indifferent

c) I’m unfamiliar with the concept

d) I don’t think that personal branding is necessary to be successful and therefore I don’t engage in this activity
Poll: How do you feel about personal branding?
Building a personal brand is all the rage right now....

Personal brands have always been around they just used to be referred to as a different word: Character.
Character: what you do when no one is watching
Personal Brand = Character + Communication
Exercise: Give me a visceral reaction
A Brand is the most valuable real estate in the world: it’s the corner of someone’s mind.
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 —
Exercise:
Describe your best friend.
Reliable
Predictable
Provide Value
Trustworthy
Fun!
A brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.

ASHLEY FRIEDLEIN
Demonstrate Concrete Methods to Build a Personal Brand (or shape perceptions)

- Leveraging Social Media Platforms
- Writing a blog
- Speaking at conferences or for corporate groups
- Contributing to publications
- Sending out Press Releases
- Being featured by News Media
So, what are the themes of my personal brand?

- Advocate for affordable, accessible health care
- Relentlessly positive
- Uplifting stories about Detroit and my work therein
- Authentic, genuine, sincere
- Communicate health information in a fun way
Plum Health DPC is at Plum Health DPC.
P Published by plumhealthdpc 03 March 14 Detroit 03

"Hey, can you hear me?"  S Sometimes people have a build up of ear wax that prevents them from hearing as well. With an ear curette and a flick of the wrist, I'm able to remove all that cerumen and get them back to hearing! And there's no additional charge for our members (some clinics can charge $200 for this service) #directprimarycare #membershiptmedicine #doctordetroit #primarycare #familymedicine @Plum Health DPC

914 People Reached
450 Engagements

First Responders 4 Fitness
April 18, 2018 at 2:18 PM

https://www.facebook.com/.../9145238998/...

Like · Comment · Message

January 5, 2018 at 2:59 PM

Great TED talk, Doc.

1 Like · 1 Comment

Unlike · Comment · Message

August 16, 2017 at 2:56 PM

I saw Dr Thomas today for some Dermatology issues. He was able to r... See More

1 Like · 1 Comment

Unlike · Comment · Message

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Chat (146)
April 4, 0

Need a recommendation for a good place in the Detroit area that does ear candling...

You and 1 other

Like  Comment  Share

Thank you.

Not sure who offers it as a service, but I do know that Natural Patch on Nine Mile in Ferndale sells the ear candles, and it is fairly easy to do at home, as long as you have someone to help. Definitely do not try on your own!

Like  Reply  7w

Thank you.

I ear candle ?

Like  Reply  7w

Dr. Paul Thomas of Plum Health DPC was just posting about ear cleaning.

Plum Health DPC
$ - Family Medicine Practice
1759 21st St, Detroit, Michigan 48216

Like  Reply  7w

Paul Thomas happy to help - thanks for the mention 🎉
Healthcare vs. Health Insurance: A New Direction for the Healthcare System with Dr. Paul Thomas, MD
"I really want to make healthcare affordable and accessible for everyone. And, for me, that looks like removing those middlemen that inflate the cost of care and delivering primary care services directly to my patients."
I listened to you on the Sound Financial Bites Podcast and the work you do is amazing! We need more doctors like you in my area!

is now a connection.

Paul Thomas, M.D. • 1:44 PM
Thank you so much 😊😊!

thanks for reaching out and let me know how I can be helpful- Dr. Paul

5:20 PM
Thank you for replying Dr. Paul. You can help by relocating to Brevard County, FL! 😊😊

Enjoy your holiday weekend! Be well,

Paul Thomas, M.D. • 11:54 PM
lol
Paul Thomas, M.D. • 11:54 PM

lol

not there yet, but maybe you can reach out to someone in Florida by using the Direct Primary Care Mapper! it will help you find a DPC doctor close to you https://mapper.dpcfrontier.com/

Mapper — Direct Primary Care Frontier
mapper.dpcfrontier.com
not there yet, but maybe you can reach out to someone in Florida by using the Direct Primary Care Mapper! it will help you find a DPC doctor close to you [https://mapper.dpcfrontier.com/](https://mapper.dpcfrontier.com/)

Mapper — Direct Primary Care Frontier
mapper.dpcfrontier.com

Thanks so much! I didn't know this existed! 🙏

Paul Thomas, M.D. • 7:38 AM
Yes! And I hope you find someone good! looking at the map, there are a number of practices East of Orlando that might work for you: Family Tree Primary Care, Family First Health Center, and Island Direct Primary Care
May 23, 2018

THE HISTORY OF WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE
Paul Thomas, M.D.
Doctor with Plum Health DPC

This weekend I had the privilege of presenting the history of Wayne State University School of Medicine during the 150 year celebration of Wayne State University - our history is one of service, serving the people of Detroit. See more.

The History of Wayne State University School of Medicine
plumhealthdpc.com

Paul Thomas, M.D.
Doctor with Plum Health DPC

Plum Health DPC delivers affordable, accessible health care services in Detroit and beyond. #detroitprimarycare #doctor #detroit #healthcare #familymedicine #primarycare #dpc
May 26, 2018

HOW IS PLUM HEALTH MAKING AN IMPACT?

Advocacy, Detroit, Education, Volunteering
plumhealthdpc
Munger Elementary-Middle School

plumhealthdpc This week I was invited to participate in Career Day at Munger Middle School on Detroit's West Side. It was awesome and just one of the ways that we make an impact - the students asked great questions and gave me a small gift! 🎉 #outreach #directprimarycare #plumhealth #plumhealthdpc #detroit #westsidedetroit #mungermiddle학교 #munger #careerday #dpc

52w

Liked by kanakattackari and 46 others

MAY 26, 2018

Add a comment...
Paul Thomas, M.D.
Doctor with Plum Health DPC

This week, we were invited out to Detroit Public Schools’ Munger Elementary for Career Day - the students asked great questions and made me a small gift! #impact #detroit #plumhealth

How is Plum Health Making an Impact?
plumhealthdpc.com

58 · 4 Comments

Like Comment Share

Add a comment...

Garlin Gilchrist II • 1st
Husband, Father of twins, Servant

Awesome! My grandmother taught there for 30+ years.

2 Likes 1 Reply
Paul Thomas, M.D. • 7:14 PM

Great to meet you at the Motor City Match event on Tuesday - if I'm ever looking for commercial real estate or a house in GP, I'll know who to call. Also, if you're interested in learning more about what we offer at Plum Health, don't hesitate to give me a call 313.444.5630 or hit our site!

MAY 26, 2018

Paul,

How can I schedule an appointment? Thanks!

Paul Thomas, M.D. • 1:24 PM

- Thanks for reaching out. Best way to schedule an appointment is to enroll on our website https://plumhealthdpc.atlas.md/enrollment/index.html?
<table>
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<tr>
<th>ID</th>
<th>Age</th>
<th>Gender</th>
<th>Date</th>
<th>Agreement</th>
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<td>29</td>
<td>Male</td>
<td>05/26/2018</td>
<td>Enrollment</td>
</tr>
</tbody>
</table>

- Bookmark patient
- Edit record
Do you routinely turn down friend requests on Facebook or LinkedIn?

a) Yes
b) No

aafp4.cnf.io
Poll: Do you routinely turn down friend requests on Facebook or LinkedIn?
For those of you who answered “no”, why?

a) It feels icky and uncomfortable
b) I don’t want people to know about my personal life
c) I already have too many “friends”
d) Something else

aafp4.cnf.io
Poll: For those of you who answered “no”, why?
Personal Brand = Character + Communication
Amplification

Your Patients
who love You
(or believe
what you Believe)
I love my health system
I love my health insurer
I love my hospital
I love my doctor
I love my clinic
Four years ago I was able to serve Mackinac Island as a family physician. This week, I was able to attend the Mackinac Policy Conference as a #FutureLeader and advocate for affordable, accessible health care. #mpc19
I'm so AMPED to announce that Raquel Pence, DO will be joining Plum Health DPC to help us deliver affordable, accessible healthcare in Detroit - she starts July 1st!
Any recommendations for a good doctor in or around Detroit?

I need a "Go-To" doctor now that I'm on my own health insurance.

is amazing. Myself and all my community organizing and holistic friends see recommended her to me. She gives me all the referrals I need, has a good understanding of layered identities and social issues, and spends a lot of time truly getting to know you while being very personable.

I love her... See More
**UPDATE! SHOW IS BOOKED!** Thanks for all of the feedback--clearly this is an issue that's worth digging into! Tune into Detroit Today on May 22 9am on 101.9 WDET and give us a call to talk about your experience on the air. **Faceworld:** Do you have a story about paying a ridiculous amount of money for medication? Working on putting together a show on Big Pharma and looking for personal stories of price gouging and how the price of medication is impacting the lives of everyday people.

and 15 others

16 Comments 2 Shares

Like

Comment

Share

Like · Reply · 2w

Definitely check out Dr. Paul at Plum Health. (in the old 555 gallery). He is a primary care physician that provides prescriptions AT COST to his patients. That means literally pennies on tens of dollars.

Like · Reply · 2w
Recent price increases emphasize the immense financial challenges facing consumers and health care plans.

Back in January, drug makers started out the new year with a whole lot of new price hikes for more than 1,000 medications.

Some of the most well known drugs getting more expensive are OxyContin, with a 9.5 percent jump, and the blood thinner Pradaxa, up 8 percent.

Jon Conradi, national spokesperson for the Campaign for Sustainable RX Pricing, says the higher prices are part of a longer term trend over the last five years, in which the cost of brand name pharmaceuticals has increased 10 times the rate of inflation.

This increase emphasizes the immense financial challenges facing consumers and health care plans.

So what can we do about it? And what’s happening in Washington D.C. around legislation and regulation of the pharmaceutical industry?
Being consistent with who you are, whether online, offline, at work, or in the public domain is one of the most difficult journeys because we must ask ourselves who am I? Who will I be?
So, what are the themes of my personal brand?

- Advocate for affordable, accessible health care
- Relentlessly positive
- Uplifting stories about Detroit and my work therein
- Authentic, genuine, sincere
- Communicate health information in a fun way

So, what are my mission, vision, and values?
What is the best way to reach out to a journalist?

a) Regularly engage with their content on their social media pages
b) Cold call them
c) Wait for them when they leave their office and try to talk to them as they walk to their car
d) Send a Raven
e) Send them a short message relevant to their scope of interest via an appropriate medium

aafp4.cnf.io
Poll: What is the best way to reach out to a journalist?
Journalists are people too.
Journalists are people too

• They have stories to tell
• They are on a deadline
• They are willing to feature your story if you package it in a digestible format
• You must communicate clearly and succinctly
• Bonus points if you follow them on social media and engage with their content in a thoughtful way
Paul Thomas, MD @PlumHealthDPC · Jan 21, 2018
So glad the #SteakDinner issue was discussed this week on #FlashPoint with @DevinScillian @NolanFinleyDN @DennisArcherJr and @Baruah_DRC_CEO. On a serious note, our biggest issue is #talent in attracting and retaining #business in #Detroit @amazon
Paul Thomas, MD @PlumHealthDPC · Jul 8, 2018
Replying to @DevinScillian @Ingrid_Jacques and 3 others
I take issue with @gretchenwhitmer’s assertion that she provides #healthcare for Michiganders. Giving someone Insurance is very different than providing Health Care services. I’m very suspicious of someone who has taken so much money from corporate backers @BCBSM. -Dr. Paul
Paul Thomas, MD @PlumHealthDPC · Aug 12, 2018
Power panel on #flashpointon4 with @DevinScillian talking about #ElectionResults in #Detroit and #SEmichigan - big win by @RashidaTlaib in the 13th district and an interesting gubernatorial race shaping up @ZoeMelinaClark @SHDetroit @NolanFinleyDN @fbtalk detroitpolitics
Paul Thomas, MD @PlumHealthDPC · Nov 4, 2018

Here we go again debating about affordable, accessible #healthcare - but if there was only a simple way to lower the cost of doctor visits and prescription drugs... @DevinScillian @Local4News flashpointon4 @LenaEpstein @HaleyLive UScongress DirectPrimaryCare @D4PCFDN dpc

Paul Thomas, MD @PlumHealthDPC · Nov 3, 2018

I love the #DirectPrimaryCare movement and my colleagues making it affordable for everyone in our community.
Love the bold predictions for 2019 on @FlashpointOn4 with @DevinScillian - great insights about 2018 and the year ahead in #Detroit, Michigan and beyond @SHDetroit @NolanFinleyDN @DebDingell @Baruah_DRC_CEO flashpointon4 flashpoint for me, 2019 will be a BIG year in #Corktown
FOR IMMEDIATE RELEASE

Detroit based family medicine doctor spreads best practices in creating human-centered care models nationally

*Plum Health Direct Primary Care launches e-book, ranks #1 new release in healthcare delivery on Amazon*

*Detroit, Michigan, December 4th, 2018* - Plum Health DPC is pleased to announce the publication of *Direct Primary Care: The Cure for Our Broken Healthcare System*, authored by
Devin, I wanted to reach out because I just published a book, available on Amazon as an eBook and as a Paperback, about the impact we’re having with the Direct Primary Care model in Detroit and beyond. As you may know, it’s open enrollment season, health care costs continue to climb with no end in sight, and Detroit continues to be medically underserved. Our practice and the DPC model addresses these problems head on. Thank you for your time and consideration - Dr. Paul Thomas

attachments

--

Paul Thomas, MD

Tele: 313.444.5630

Web | Facebook | LinkedIn | Book
RE: Plum Health | Press Release

4 messages

Scillian, Devin
To: Paul Thomas <paul@plumhealthdpc.com>

Paul, would you be available to come to a Flashpoint taping next Wednesday, Dec 19 at 2:30pm to talk about the Plum Health model?

Devin

From: Paul Thomas [mailto:paul@plumhealthdpc.com]
Sent: Tuesday, December 4, 2018 10:48 PM
To: Scillian, Devin
Subject: Re: Plum Health | Press Release
plumhealthdpc Very excited for #Flashpoint this morning with @devinscillian and Dr. Frank McGeorge as we discuss affordable, accessible healthcare in #Detroit and beyond. #directprimarycare #familydoctor #primarycare #healthcare #wdiv #wdivdetroit

christomas.mortgage Interesting and informative discussion today. Is direct primary care the future?
Today on #flashpointon4 - direct primary care. Is there a new way in American healthcare? With @PlumHealthDPC And a conversation with @JohnDingell about his new book “The Best Seat in the House: The Dean”
10am @Local4News
Journalists are people too. Part two.
Apartments, condos get snapped up fast at old Tiger Stadium site

JC Reindl, Detroit Free Press  Published 6:01 a.m. ET May 31, 2019 | Updated 9:51 a.m. ET May 31, 2019

Apartment, condo development growing near old Tiger Stadium site

21 Photos

Share your feedback to help improve our site experience!

Trump has ultimatum for Mexico — and it could cost automakers billions
May 31, 2019, 3:19 p.m.

Condos snapped up fast at Tiger Stadium site
May 31, 2019, 9:51 a.m.

Lordstown's UAW boss faces a murky future
May 31, 2019, 3:17 p.m.

Why GM would be hurt by Trump's Mexico ultimatum
May 31, 2019, 11:28 a.m.
Plum Health DPC <paulthomas2013@gmail.com>

to [email]

Sun, Jun 2, 9:27 PM (12 hours ago)

JC, I recently read your story on the Condos in Corktown. https://www.freep.com/story/money/business/2019/05/31/tiger-stadium-site/1286855001/ I’m a Family Doc in Corktown and I’ll be opening a ground floor clinic at the Corner in about 2 months. Would you be interested in writing about it? - Dr. Paul

***

Reindl, J.C.

to me)

9:53 AM (9 minutes ago)

Hello Dr. Paul – Thank you for reaching out. I have been following your innovative practice for some time now, and this upcoming move would be a great opportunity for us to do a story. Perhaps sometime in July?

JC Reindl
Detroit Free Press

***

Plum Health DPC <paulthomas2013@gmail.com>

to J.C.

9:54 AM (8 minutes ago)

JC, That would be excellent- thank you for your time and interest! - Dr. Paul

***
Follow up with J.C. Reindl regarding Plum Health story

J.C., I'm leaving myself a reminder here to reach out to you on July 9th at 8 am to talk more about a story for Plum Health + The Corner. Thanks again - Dr. Paul

When       Tue Jul 9, 2019 8am – 8:30am Eastern Time - Detroit
Where      Plum Health DPC, 1759 21st St, Detroit, MI 48216, USA (map)
Calendar   paultomhas2013@gmail.com
Who        paultomhas2013@gmail.com - organizer

Invitation from Google Calendar

You are receiving this email at the account paultomhas2013@gmail.com because you are subscribed for invitation replies on calendar paultomhas2013@gmail.com.

To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.
Why is it important to be featured in the traditional news media?

a) News coverage can more easily communicate the value of your Direct Primary Care model

b) News coverage can reach a broader audience than your email list, search engine optimization, and social media platforms currently allow

c) News coverage allows your audience to see you as Legitimate

d) News coverage allows you to build TRUST and rapport with your audience more easily

e) All of the above
Poll: Why is it important to be featured in the traditional news media?
Building Trust
September 24, 2018

PLUM HEALTH DPC ON CHANNEL 7 ACTION NEWS DETROIT
Traffic
Mon, Jan 1 – Mon, Dec 31, 2018

Unique Visitors: 28k (+148.1% yoy)
Visits: 25.4k (+88.4% yoy)
Pageviews: 51.3k (+72.2% yoy)

Visits

Visits by Device Type

Visits by Source

Last Year

Monthly

Sat, Sep 1 – Sun, Sep 30
8,423

June 28–30, 2019 | #dpcsummit
You're friends on Facebook
Studied at Oakland University, OCC

4:32 PM
the time answer...

4:31 PM
e Toml! I hope yo...

4:26 PM

4:07 PM
to come through...

4:05 PM

4:03 PM

9:44 AM

7:59 AM

Sun

Sun

9/24/18, 11:22 PM

hello my name is

Campus. I absolutely love what you are doing and I am interested in becoming one of your patients

Forgive me for messaging I didn't realize it was so late. I am using voice command punctuation is terrible.

You can now call each other and see information like Active Status and when you've read messages.

No worries
Happy to help
You can enroll online
https://www.plumhealthdpc.com/schedule/

Schedule Now

Schedule Now
plumhealthdpc.com

And I can see you ASAP

Thank You
I really appreciate you answering me so late at night. It is wonderful to actually be able to have contact with the Doctor. I really hope that other doctors get on board and follow your lead. Wishing your practice blessings in abundance.

9/25/18, 1:37 PM
Examples of DPC Doctors Building Personal Brands

• Shane Purcell and the TEDx Talk
• Landon Roussel and the DPC Podcast
• Doug Farrago and the DPC Book
• Rebekah Bernard and her personal brand website
• James Pinckney and the SuperBowl Commercial for VistaPrint
• Ryan Neuhofel and the countless articles/publications, Twitter dominance
• Josh Umbehr and the Hannity appearances
• Lee S. Gross and the Capitol Hill proceedings
• Julie Gunther and the NPR Interview
• Phil Eskew and the DPC Frontier website
Lee S. Gross is with Chad Savage and 3 others.

29 mins · 🅱️

I spent this weekend with some of the most inspirational and brave physicians I have ever met. It is time for physician leaders to step up and take back control of health care on behalf of our profession, our patients and our nation. It is time for us to call out those that put themselves in between the doctor and patient.

I challenge you to watch this opening panel from our Docs 4 Patient Care Foundation DPC Nuts and Bolts conference in Orlando this weekend and not be hopeful for what is possible in health care. It is time for Direct Primary Care and those that support it.

It is time to restore the sanctity of the doctor patient relationship and put patients first. I was thrilled to meet the nearly 400 attendees from 40 states and 2 countries that joined me this weekend. I am honored to join you all on this path. Every journey starts with a first step. God bless you all.

https://youtu.be/xHd3xx0oCql?t=2778

Doctors 4 Patient Care - Direct Primary Care - Orlando 2018 - Day 1

You, Jeffrey S Gold, Julie K Gunther and 9 others

1 Comment 3 Shares
Reducing Health Care Costs: Improving Affordability Through Innovation

Date: Wednesday, November 28, 2018
Time: 09:30 AM
Location: 430 Dirksen Senate Office Building
Honored to have been invited to the White House today with some amazing physician colleagues for a Rose Garden Ceremony announcing big changes that offer more health care choices for employees of small businesses. It has been a privilege to work with members of the Administration towards meaningful changes that will lower the cost of health care! More to come soon. Stay tuned... — with Chad Savage, Kimberly Legg Corba, Josh Umbehr and Katarina Lindley at The White House.
Reliable
Predictable
Provide Value
Trustworthy
Fun!
Dr. Neu
@NeuCare

A naïve family doc with big ideas. Using #DirectPrimaryCare to grow the #FMRevolution, Pres. of @DPCAlliance, helping build @SesameCare.

Lawrence, KS

Joined September 2009

Born 1981

764 Photos and videos

Dr. Neu
@NeuCare

7h

Just found my justification for eating 3 donuts per sitting.

Mark Milligan @MarkMilliganDPT

Would you eat 6 donuts?

#Perspective.

New to Twitter?

Sign up now to get your own personalized timeline!

You may also like

Dr. Josh, AtlasMD
@AtlasMD

Dr. Shane
@docshanepl
1/ If y'all want to know why health care costs are high in America, pull up a chair & pour a stiff drink...

My patient is 67 yo lady (call her Sue) w/ newly diagnosed COPD. She is very reluctant to take meds but I convinced her to at least try an inhaler for relief of symptoms.

7:53 PM - 15 May 2019

1,734 Retweets 2,789 Likes

2/ In addition to general stubbornness, Sue is also understandably concerned about the cost of the med. I had some Dulera samples so gave her 2 months of that.

Follow-up visit: Sue reports it's working well so wants to continue.

Great! (wish that was the end of the story)
Kickbacks, I mean "rebates", are $ paid to PBMs by med manufacturers whenever a patient gets a particular med at a pharmacy.

11/ <I need a refill 🥈 >

So, what does this all mean for Sue?

I told Walgreens to go ahead & fill Advair if the plan "preferred" it-- stupidly presuming it would a cheaper co-pay (than $50) for her. Recalling Sue's cost concern, I called back the pharmacist to confirm...

8:17 PM - 15 May 2019

27 Retweets 204 Likes

Sue's portion for the Advair was going to be $189/mo for the foreseeable future!

That was just her portion...the Rx plan total "discounted" price was nearly $350/mo.
Imagine if We Paid for Food like We Do Healthcare

by Dr. Ryan Neuhofel  Twitter

A thought experiment showing just how dysfunctional and distorting our health insurance system is.

Imagine if you purchased food like most Americans obtained healthcare.
Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. They are trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.
Reliable
Predictable
Provide Value
Trustworthy
Fun!
Meet Pittsburgh's 40 Under 40 Honorees for 2018

Dr. Kirsten D. Lin (38)
Founder, Family Matters Direct Primary Care

After earning a medical degree from the University of Pittsburgh School of Medicine, Kirsten D. Lin looked at the state of family medicine in the city and decided to try something different.

“I believe that high-quality healthcare should be simple, affordable and easily accessible for everyone,” she says. So less than a year ago, she opened one of the region’s first direct primary care practices, “an up-and-coming model of healthcare that allows doctors to provide care directly to patients without the inflated expenses and red tape.”

This model allows Lin to spend 30 to 60 minutes with each patient; see homeless and uninsured patients; and communicate in “unconventional ways,” such as texting and home visits.
'We’re on an unsustainable course': Never mind the Highmark/UPMC fight, physicians say U.S. health care system is broken
Know the Next Steps in Building Your Personal Brand

• Choose the medium that works best for you and your personality
• Choose the medium that plays to your strengths
• Set Goals on how to achieve the personal brand status that you want to have
• Leverage your personal brand to gain more customers and grow your practice
Pick a Medium

Blog
YouTube
Facebook
Twitter
Instagram
Email Listserv
Pick a medium that works for you.
Set Goals:

• Daily Instagram Post
• Weekly Facebook Live post
• Blog Post Every Tuesday at 5 pm
• Weekly Email Blast to your Listserv
• Weekly YouTube video upload
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

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