Fourteen Actions You Can Take in Residency to Prepare for a 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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Learning Objectives

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

• Describe why it is important to start planning for a career in Direct Primary Care during residency

• Making the decision to become a Direct Primary Care doctor will take forethought

• While it’s easy to get caught up in the day-to-day of residency training, planning your transition to a Direct Primary Care practice is essential

• Planning ahead of time will allow you to understand the business model and your financial needs in order to start this business
#1 Learn as much Medicine as you can

- Learn as much as you can about the practice of Family Medicine
  - People in your community will be attracted to you because of your knowledge and competence
  - This is true for a physician in the fee-for-service paradigm and it’s even more true for DPC doctors
  - Because DPC doctors operate in the free market, potential patients will always be weighing cost, quality, and value when selecting you as their primary care physician
THINK

VALUE

NOT VOLUME
What are you excellent at? Can you build on that?

- Procedures:
  - Removing ingrown toenails
  - Cyst removal
  - Laceration repair
  - Biopsy, punch and shave

- Medicine skills:
  - OCP management
  - Thyroid management
  - Fatigue Workup
  - Erectile dysfunction
  - Musculoskeletal problems

- Soft skills (harder to measure):
  - Communication
  - Patient satisfaction
  - Actively listening
  - Looking less at your computer and more at your patient
  - Ability to work under pressure or with multiple distractions
  - Understanding what to do in difficult situations
#2 Develop Strong Relationships

- Develop strong relationships with your attendings and consultants locally
  - These relationships will become valuable assets for you as you build out your DPC practice and create a referral network for your patients
#3 Find Out the Prices

- Ask questions during residency about the prices and costs of services at the hospitals and clinics where you work and see patients
  - Having a solid list of pricing at your local hospital will give a good comparison for the prices that you will negotiate for your DPC practice
  - These will eventually become good material for marketing your practice
IPIPOKRATOUΣ
ORKOS
HIPPOCRATIS
IVSIVRANDVM
How much does a Comprehensive Metabolic Panel cost at your hospital?

a) $10  
b) $50  
c) $100  
d) $150  
e) $200
How much does a MRI of the Knee cost at your hospital?

a) $100
b) $250
c) $500
d) $1,000
e) $3,000

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#4 Find Mentors

- Develop mentoring relationships with physicians in your residency and DPC doctors in your community, state, or nationally
  - Starting a Direct Primary Care practice can be difficult
  - If you develop strong relationships with mentors who can help you through the process, it will make starting your DPC practice easier
What’s the best way to find a mentor in the Direct Primary Care space?

a) Search on Google for “Direct Primary Care Doctor near me” and send them an email to see if you can shadow them

b) Go to a Direct Primary Care Conference and meet DPC docs and start building relationships

c) Head the DPC Mapper on DPCFrontier.com to find Direct Primary Care doctors across the country and contact them for assistance

d) Any of the above

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Sunset in Kansas
West Pearl Street with a view of the Rockies
Competency Based Goals and Objectives

Direct Primary Care Elective Rotation – PGY-III

Family Medicine

**DURATION:** One month elective rotation in the third year of residency.

**Faculty Supervisor:** Karen Weaver

**Overview**

This syllabus will define your learning objectives for this rotation; it will also serve as a guide to better understanding the practice of Direct Primary Care. This packet contains a list of topics you should learn during this month’s rotation. It also contains general expectations of the rotation. We expect you to gain this understanding via self-directed reading, patient care, attending and preceptor teaching, the Challenger program (as available) and the academic half day session.

The overall objectives are listed below by the ACGME competency and the specific objectives for medical knowledge in this area of study follow. Consider differential diagnosis, assessment and management as your guide to understanding each topic. At the conclusion of your rotation your performance in medical knowledge will be evaluated by an end of rotation written exam through the Challenger program (as available). Your preceptor(s) will use a global evaluation tool to evaluate the other competencies and attributes during this learning experience.

**Objectives**
#5 Attend the DPC Conferences

- Attend a Direct Primary Care conference
  - A great opportunity to network with existing DPC doctors and potential DPC doctors
  - An opportunity to learn best practices
  - An opportunity to learn about the personalities of DPC doctors
plumhealthdpc Had a phenomenal time @the_aafp #dpcsimentum2018 with my #directprimarycare colleagues and I had the honor of speaking at the event! #dpcsimentum #aafp #familymedicine #doctor @neuhofel @atlasmd @fcdirect @drjeffreygold @sparkmdclinic @communityasmd

47w

sparkmdclinic You did such a great job! Congrats

46w 1 like Reply

View replies (1)

July 20, 2016

Add a comment...
plumhealthdpc Today I had the privilege of addressing 400+ of my physician colleagues about becoming the doctor you were meant to be. Thank you to @cr.leegross for the invitation - here’s to the #directprimarycare movement and the furthering of affordable and accessible healthcare options for all Americans. Happy to share the state with @atlasmd, #EllenMcKnightMD and #ChadSavageMD #doctordetroit #familymedicine #primarycare #ikigai @dpcalliance

raquel_belle228 👏🏻👏🏻👏🏻 Yeah Dr. Paul!!!
plumhealthdpc
Rosen Center Orlando Florida

plumhealthdpc Sad this one is over, a
re-invigorating conference on
directprimarycare wraps up today
@familymattersdpc

87w

OCTOBER 14, 2017

Add a comment...
plumhealthdpc
The Julia Morgan Ballroom

plumhealthdpc A beautiful, inspiring conference with #hinthealth - answering the biggest question: how can we break the status quo in healthcare? @zakhoidsworth @zdoggmd @neuhofel @dcontorno
#sanfrancisco #directprimarycare #dpccconference #dpcsummit #hinthealth2018 #healthcaresystem #juliamorganballroom #familymedicine #familymedicine #familymedicine #doctor

53w

Liked by inzain238 and 23 others
JUNE 10, 2018

Add a comment...
Use your resident funds to attend

- Use your residency funds to attend these conferences
- These opportunities can act as a springboard for your growth and development in this space
#6 Create a DPC Mastermind

- Create a cohort of DPC doctors and potential DPC doctors
  - The folks in this room are your cohort, and helping each other through this process can be valuable
  - Sharing knowledge, challenges, and opportunities can help you grow and progress in this process
#7 Read and Learn about DPC

- Read and learn as much as you can about Direct Primary Care
  - Books
  - Podcasts
  - Websites
COMPANY CULTURE: MODEL FOR SUCCESS

DELIVERING Happiness
A PATH TO PROFITS, PASSION, AND PURPOSE

Zappos.com
CEO, Zappos.com

Tony Hsieh
CEO, Zappos.com

POWERED by SERVICE®

powered by service®

Amazon.com
Doctor Mentality vs Business person mentality

In medicine:
• “No stone unturned”
• Mistakes are frowned upon at best, punished at worst
• This leads to ANALYSIS PARALYSIS

In business:
• Done is better than perfect
• It’s not the decisions, it’s the decisiveness
• When you’re 70% sure, decide, when you’re 90% sure, you’ve waited too long
#8 Write a Business Plan

- Write a business plan about your DPC practice
  - This must include a budget with real numbers and a timeline
  - Understand that your biggest costs will be space (rent, lease, taxes, etc…) and employees
  - Have your mentors read your business plan and be receptive to their feedback
How much money does the average Family Physician generate for their hospital system?

a) $500,000 annually  
b) $1,000,000 annually  
c) $1,500,000 annually  
d) $2,000,000 annually  
e) $2,500,000 annually
Doctors bring in a lot of money for hospitals

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What is the average salary for Family Medicine doctors?

a) $150,000 annually  
b) $175,000 annually  
c) $200,000 annually  
d) $225,000 annually  
e) $250,000 annually  
f) $275,000 annually  
g) $300,000 annually  
h) $325,000 annually
Doctors bring in a lot of money for hospitals

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Setting your prices

- Take the annual salary you want to make and add in your overhead
  - Let’s say that annual salary is $241,000 and your overhead is $120,000/year
  - So the total cost of running your practice is $361,000/year
  - That means you need to bring in a monthly revenue of $30,083

- Next question: how many patients do you want to have in your panel?
  - If you want to have 300 patients, you need to earn $100/member/month
  - If you want to have 500 patients, you need to earn $60/member/month
  - If you want to have 800 patients, you need to earn $37.6/member/month
What is Overhead?

- Everything that you need to run your business:
  - Rent
  - Employees
  - Utilities
  - Taxes
  - Membership and Association fees
  - Conference fees
  - License renewal fees
  - Equipment costs

- Malpractice Insurance
- Legal Fees and Accounting Fees
- Cost of laboratory services
- Cost of medications
- Cost of pathology services
- Advertising and Marketing
- Meals & Entertainment
Sample costs: starting the business

- Website Design: $2,000
- Startup Legal Costs (Contracts): $2,500
- Exam Table, brand new: $1,700 vs Exam Table, used: $700
- Diagnostic Set, used: $300
- Refrigerator for Medications: $200
- Exam table Lamp: $100
- Trash Container: $60
- Instrument Stand: $100
- Exam room and Office Furniture: $1,000 – 3,000
- Total costs: $6,960 with a used exam table and low-end furniture costs
- Total costs: $9,960 with a new exam table and high-end furniture costs
Sample costs: operating the business

- Rent: $2,000/month
- Triple Net Lease (NNN): Property Taxes, Insurance, Maintenance: $500/month
- Nurse: $5,000/month or a Medical Assistant $2,000/month
- Electronic Medical Record: $300/month
- Malpractice Insurance: $450/month
- Health Insurance: $500/month
- Medications each month: $1,500/month
- Laboratory costs each month: $1,500/month
- Advertising and Marketing: $1,000/month
- Accountant: $100/month and Legal Services: $200/month
- Digital Accounting Services: $60/month
- Utilities (phone and internet): $300/month
- Total Cost = $10,410 with a medical assistant, $13,410 with a Nurse
### PROFIT AND LOSS

**January - December 2018**

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<td>620.00</td>
<td>615.00</td>
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<td>93.06</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>$6,248.46</strong></td>
<td><strong>$6,496.38</strong></td>
<td><strong>$8,000.43</strong></td>
<td><strong>$8,710.64</strong></td>
<td><strong>$6,317.23</strong></td>
<td><strong>$6,713.73</strong></td>
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<td><strong>$7,864.97</strong></td>
<td><strong>$9,627.20</strong></td>
<td><strong>$11,955.44</strong></td>
<td><strong>$11,022.92</strong></td>
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<tr>
<td><strong>NET OPERATING INCOME</strong></td>
<td><strong>$8,060.25</strong></td>
<td><strong>$8,703.33</strong></td>
<td><strong>$9,048.55</strong></td>
<td><strong>$8,141.71</strong></td>
<td><strong>$8,718.23</strong></td>
<td><strong>$8,785.66</strong></td>
<td><strong>$8,629.36</strong></td>
<td><strong>$8,550.29</strong></td>
<td><strong>$12,190.33</strong></td>
<td><strong>$11,125.29</strong></td>
<td><strong>$9,683.87</strong></td>
<td><strong>$11,570.01</strong></td>
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<tr>
<td><strong>NET INCOME</strong></td>
<td><strong>$8,060.25</strong></td>
<td><strong>$8,703.33</strong></td>
<td><strong>$9,048.55</strong></td>
<td><strong>$8,141.71</strong></td>
<td><strong>$8,718.23</strong></td>
<td><strong>$8,785.66</strong></td>
<td><strong>$8,629.36</strong></td>
<td><strong>$8,550.29</strong></td>
<td><strong>$12,190.33</strong></td>
<td><strong>$11,125.29</strong></td>
<td><strong>$9,683.87</strong></td>
<td><strong>$11,570.01</strong></td>
<td><strong>$157,366.68</strong></td>
</tr>
</tbody>
</table>
#9 Explore Naming and Branding

• Explore naming and branding your practice
  • Create a list of potential brand names
  • Make sure those names are available as websites (.com preferred) and social media handles
  • Work through this list with a professional or consultant
  • Discuss these brand names with friends and family and/or with a group of potential customers
    • What sort of thoughts/feelings does your brand evoke?
    • Are these thoughts/feelings ones that you want associated with your business/brand?
HOW TO PICK A NAME THAT DOESN'T SUCK
Rule #1: Keep it simple.
Hassle Free Family Medicine.
Committed To Delivering Primary Care As It Was Intended--Through Trust, Openness, And Investing In The Doctor-Patient Relationship.
we’re here for

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

LEARN MORE
Avenu Health
Medical Practice • Asheville, North Carolina • 54 followers

See all 3 employees on LinkedIn →

Follow  See jobs

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 on Facebook and

Recent update
Redefining primary care...
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 ...

Let’s Connect
Let’s Connect. Avenu Health’s vibrant and convenient location ...

Q&A
It’s a hassle-free experience that provides you with care when ...

Become a Member
As a member of Avenu Health, our comprehensive healthcare ...

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

Avenu Medical – EndoAVF for Life™
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
Learn about working at Avenu Health. Join LinkedIn today for free. See who you know at Avenu Health, leverage your professional network, and get hired.

Avenu Health - Home | Facebook
DIRECT.

A practice that restores the traditional doctor-patient relationship while using new technologies.
Look at successful practices and their names

- SparkMD
- AtlasMD
- Nextera Healthcare
- Plum Health DPC
- Schumacher Family Medicine
- Family Matters Direct Primary Care
- Cardinal Family Medicine
- Gold Direct Care
- Holton Direct Care
- Cara Direct Care
- YourChoice Direct Care
- Antioch Med
- Epiphany Health
- Avenu Health
Basic Rules

• Your name should be easy to spell and pronounce
• You should be able to claim a website with your name
  • Remember, when you have an email address, it will be Doctor@YourBusinessName.com
  • So, make sure YourBusinessName is short!
    • Otherwise people will have a hard time typing your name into a browser or emailing you
• You should be able to claim all related social media handles
• Your logo should be clean and crisp, and easy to tell what it is
  • When it’s the size of a billboard
  • When it’s printed on your business card
people really attracts me...the pictures I've seen from you on here are highly valuable and explainable to everyone see them. Stay blessed and focused it ...you'll be the models of healthy services when it comes to health. Dear @plumhealthdpc I've health problem... would you help me to give some consultations on here plz. Thank you

brave_lace Wow! What doc does that?! 👧🏻👍🏼👍🏼
Rule #2: Ensure Brand Synchrony
#10 Get a Headshot

• Obtain an up-to-date, professional headshot
  • This will be useful on your website and on your social media channels
AWARD RECIPIENT

PAUL THOMAS

Physician
Plum Health DPC

OCTOBER 24, 2018

MAX M. AND MARJORIE S. FISHER CENTER
3711 Woodward Ave., Detroit, MI 48201
5:30PM - 10:00PM

WWW.DYPVANGUARDAWARDS.COM
#11 Develop a Website

- Develop a website
  - Your website and your social media channels are the front door to your business
  - Work with a professional to develop your website
  - Make sure that you can edit your images, text, and your blog
    - It is very important that your website evolves as your practice evolves
    - Being able to change the images and add blog posts will create a dynamic feeling for your business and brand
Hassle Free Family Medicine.
Committed To Delivering Primary Care As It Was Intended--Through Trust, Openness, And Investing In The Doctor-Patient Relationship.
Happy Spring! Bring on the allergies. We have your allergy meds in stock at market-busting prices!

It's like having a doctor in the family.
we're here for

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

LEARN MORE
DIRECT.

A practice that restores the traditional doctor-patient relationship while using new technologies.
A doctor who still makes house calls? And at no extra charge.

CARING IS OUR STRENGTH
Healthcare. Hassle-free.

What is Direct Primary Care?
Which social media channels are you using?

a) Instagram  
b) Facebook  
c) LinkedIn  
d) YouTube  
e) SnapChat  
f) Twitter  
g) Others
#12 Build out Social Media Channels

• Build out social media channels

• Or, if you have existing social media channels, enhance them
  • Start to think of your social media channels as an extension of your personal brand
  • These social media channels are the gateway to your practice, and most likely the first touch point that your potential customers will have with you
Paul Thomas, M.D.
Doctor with Plum Health DPC
Detroit, Michigan · See 500+ connections · See contact info

About

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
plumhealthdpc At the Mackinac Policy Conference advocating for affordable, accessible health care. Grateful to have conversations with leaders like @senatordebbiestabenow mpc19 mackinacpolicyconference debbiestabenow plumhealth directprimarycare

2w

sai_0905 Nice pic paul

2w 1 like Reply

View replies (1)

poldark_gallery بسارة عاليٍّ✨

2d Reply

Liked by julefontana and 126 others

May 29

Add a comment...
plumhealthdpc

185 posts  6,333 followers  1,713 following

Paul Thomas MD
Plum Health delivers affordable, accessible health care in #SWDetroit, Mi. We are a membership-based #FamilyMedicine practice. #DirectPrimaryCare
www.plumhealthdpc.com
Bursting at the seams with excitement! I wrote a book about #DirectPrimaryCare, and our mission to make healthcare more affordable and accessible, and it's now PUBLISHED on @amazon! Dr. Paul with #PlumHealth
amazon.com/dp/B07KQMV68K #HealthCare #DPCBook #DoctorAuthor #DetroitDoc
#13 Network

• Attend local business networking opportunities
  • Develop relationships with your local business community
  • Attend professional networking events
    • Chamber of Commerce
    • WeWork
    • Rotary Club
  • Volunteer with your Medical School/Local Medical School as Faculty
  • Volunteer as a Board Member of a local charity
December 3, 2017

THESE MOBILE BUSINESSES ARE CHANGING THE GAME IN DETROIT
As a business person conscious of profit and loss, she is considering the costs and benefits of continuing the flower truck operation. It's expensive to have insurance for a mobile business and it takes a lot of energy and staffing costs to operate successfully.
plumhealthdpc Ready for car prom!!! Me and @aecducky ready to roll to the @naiasdetroit carprom detroitautoshow blacktie detroitautoshow2019 autoprom

21w

mriampion You two are gorgeous!
21w 1 like Reply

View replies (1)

lunswarrior Handsome couple!
21w 1 like Reply

View replies (1)

❤️ 🌟 🔸

Liked by kanakattackari and 370 others

JANUARY 16

Add a comment...
plumhealthdpc

“A healthy and beautiful Detroit, built on inclusionary growth, economic opportunity, and an atmosphere of trust.” – 2021 vision

#corktowndetroit #detroitgrowth #planningdetroit #southwestdetroit #fordetroit #swdetroit #detroitdevelopment

@corktownbusiness @mario_reform @jerryp @beardbalm @cityofdetroit

49w

Liked by jimmijamesinthehouse and 37 others

JULY 2, 2018

Add a comment...
plumhealthdpc I had the incredible honor of speaking @waynemedicine 150 year Gala, special thanks to Dean Sobel for the invitation @waynestate #waynestateuniversity #waynestate150 #sesquicentennial #waynestatecom #detroitdoctor #doctordetroit @mgmgranddetroit

38w

jimmyjamesinthehouse Great work Dr. Paul!

38w 1 like Reply

View replies (1)

Liked by kanakattackari and 84 others

SEPTEMBER 23, 2018
#14 Active Member of your Community

• Give to small businesses in your community, become an active member of your community
  • Volunteer; give of your time, skill, knowledge
  • Give Generously
  • You can develop strong relationships with local business people by being intentional about spending money at locally-owned companies and small businesses and this may pay off for you and your potential practice
plumhealthdpc A few weeks ago, I was able to speak with a group of senior citizens at the @nwadetroit. By show of hands, the majority of these folks had some sort of health insurance. But, by the number and depth of questions they had, some of them did not have health care. You see health care is what happens when you have time with your doctor to ask all the questions, to fully understand the diagnosis and its implications, to know the why behind the treatment and side effects that may come about. When you have that kind of relationship with your doctor where this is possible, you have health care, and more importantly peace of mind and a sense of control over your health and wellness. When you understand
plumhealhdpdc Detroit deserves clean and beautiful parks for its healthy and beautiful people @detroitriverfront #dequindrecut #cleanup #springcleaning #detroit #dcl #downtown #healthylifestyle #healthy #detroit #volunteering #volunteer

59w

ywmm365 Great job. Love running the DC.

59w 1 like Reply

View replies (1)

 Liked by chris.thomas.mortgage and 67 others

APRIL 28, 2018
plumhealthdpc Currently the ringside doctor at the @detboxinggym #glovesup

7m

Liked by kanakattackari and 20 others

DECEMBER 9, 2017

Add a comment...
plumhealthdpc
Wayne State University School of Medicine

plumhealthdpc I teach a class @waynemedicine and we had a great year with some wonderful doctors in training! #p3 #patient #physician #population #waynestate #waynestateuniversity #detroit #primarycare #meded #medicaleducation #futuredoctors

58w

❤️ ️ ️ ️

Liked by kanakattackari and 47 others

MAY 3, 2018

Add a comment...
plumhealthdpc Volunteering
@tour.detrot’s Tour d’Eastside – a great ride on a beautiful Saturday in Detroit tourdeastside tourdetroit bikedetroit detroitbikes detroitbikelife volunteer medic

54w

Liked by kanakattackari and 53 others
JUNE 2, 2016
Add a comment...
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 #mungermiddleschool #munger #careerday #dpc
We've attended several events and been to several meetings at Bamboo, and it's always a top notch space to network with professionals and meet other founders and leaders in the start-up scene. They have options for leasing space from their shared co-working space to private offices. If you're in the startup scene in Detroit, this is the place to be!
I had a really enjoyable experience at FOLK Detroit - excellent service and great food. The price is relatively high, and the gratuity is already included in your check, but that is the price of sustainable and high quality food in my opinion. The restaurant is bright and airy, clean and a nice place to be. Logistically, there is a parking lot adjacent to the building and some nearby free street parking.
This was our third visit to Lady of the House and each time, we've had great service, great food and great drinks. They have a solid happy hour drink menu and a wonderful dinner menu that changes often. It's neat to go in the evening and catch the long rays of the sun as it sets to the west. One of the best things about the re-imagining of this space was the addition of the windows that makes the space feel brighter and warmer.

Response from the owner 8 months ago
Thank you so much for the kind words!
Build Your Cohort

• Allow attendees time to network with each other
  • This is the “Create a cohort of DPC doctors and potential DPC doctors” or number vi from above in action
  • Allow attendees to begin building relationships
  • Create a structure to facilitate networking with a broader group of attendees rather than those immediately adjacent to each attendee
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

Contact Information
Paul Thomas, MD
Plum Health DPC
paul@plumhealthdpc.com
@PlumHealthDPC