Models that Work: Integrative Family Care of Cincinnati

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Participate in polling questions and submit your questions to https://aafp4.cnf.io/
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Learning Objectives

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

• Draw upon past experience of early DPC adopters with successful implementation and relate those to their own practice.

• Review the foundations of lifestyle medicine and integrative medicine

• Identify core strategies to integrate these additional tools into your practice

• Determine strategies to attract and engage patients and employers interested in integrative medicine techniques.
Do you think the science of Lifestyle Medicine and Integrative medicine should be practiced…

a) As it’s own subspecialty inside insurance payment model?
b) As it’s own subspecialty, outside of the insurance payment model?
c) As part of comprehensive primary care, inside the insurance payment model?
d) As part of comprehensive primary care, outside the insurance model?

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Poll: Do you think the science of Lifestyle Medicine and Integrative medicine should be practiced...
<table>
<thead>
<tr>
<th>Medical Discipline</th>
<th>Key Care Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle Medicine</td>
<td>6 to 9 key lifestyle modalities to treat/reverse/prevent disease; Promotes a whole-food, plant-predominant diet</td>
</tr>
<tr>
<td>Preventive Medicine</td>
<td>Early detection/Screening; Environmental safety/public health</td>
</tr>
<tr>
<td>Functional Medicine</td>
<td>Emerging diagnostics; Gut health; Nutraceuticals/Supplements</td>
</tr>
<tr>
<td>Naturopathic Medicine</td>
<td>Manipulation; Herbal remedies</td>
</tr>
<tr>
<td>Integrative Medicine</td>
<td>Combined use of complementary &amp; conventional medicine approaches to care &amp; treatment</td>
</tr>
</tbody>
</table>
What Is Lifestyle Medicine???
Simple, Powerful Therapy

Choose predominantly whole, plant-based foods that are fiber-filled, nutrient dense, health-promoting and disease-fighting.

Lack of, or poor quality sleep can lead to a strained immune system. Identify and alter dietary or environmental habits that may hinder healthy sleep.

Regular and consistent physical activity is an essential piece of an optimal health equation.

The well-documented dangers of any addictive substance use can increase risk for many cancers and heart disease.

Identify both positive and negative stress responses with coping mechanisms and reduction techniques for improved wellbeing.

Social connectedness is essential to emotional resiliency and overall health.
What is Integrative Medicine? Sounds familiar?

• Doctor and patient act as **partners**

• We consider all factors that influence **health, wellness, and disease**

• At least invasive as possible

• We don’t reject conventional medicine, we don’t accept alternative medicine uncritically

• Health promotion and **prevention**

• Physician, health thyself.
Integrative Primary Care!

• But can DPC docs afford the time?
• Focus on the Family Medicine
• Be the value proposition - primary care is primary again!
• State clearly what you can and cannot do
  • we are not integrative consultants.
  • we do not do functional medicine testing
  • we do acupuncture for specific indications only
  • we are not concierge
• Your underserved patients need this the most!
The Reciprocal Domains of Physician Well-Being

Chart illustrating the 3 domains of physician well-being, with each domain reciprocally influencing the others.

Culture of Wellness

Efficiency of Practice

Personal Resilience

Source: Patty Purpur de Vries
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Implementation into practice:

• Personalize your intake form
  • Ask what matters
    • Examples:
      • American College of Lifestyle Medicine Short Form (2 pages)
      • Dr. Jonas’ HOPE note
  • Align with your EMR
Working with a team

• Meet your community referral partners

• Make referring easy – dotphrases, Google Docs

• Patient’s must advocate along with you

• Talk about wellness with your staff – we put ourselves first!
Educate outside the visit!

Examples:

- Intensive Therapeutic Lifestyle Change
  - Evidence-based
  - Multimodal
  - Longitudinal (8-20 sessions)
  - Outcomes based
- Group visits
- Walk With a Doc

https://journals.sagepub.com/doi/abs/10.1177/1559827615592344
Additional practice pearls

• First visit, vs future visits
• What happens when expectations don’t align?
• Regular information sessions
• Not for sale!
• Make visible the invisible
If this motivates me, gives greater meaning to my work...what will happen

Attracts health minded patients to the practice

Patients healthier, happier with their care

Practicing preventative medicine daily

Patients engaged as the philosophy is patient directed, patient centered care

Profoundly making a difference in the health of each patient
Better Patient Experience
The greatest impact in physician well being...
Employer Advantage

• Value Proposition: We are your wellness strategy

• **Companies spend** an average of $742 per employee per year on **wellness**, according to a recent UnitedHealthcare survey

• Self funded: goes directly back to the company
Show real Cost Savings to Employers

- 2015 dollars

<table>
<thead>
<tr>
<th></th>
<th>Direct Primary Care</th>
<th>DPC Employer Model</th>
<th>Traditional Health Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Medical Insurance</td>
<td>$6,000 deductible with a funded HSA, that includes a physical, and two sick visits with labs</td>
<td>$6,000 deductible with a funded HSA, that includes a physical, and two sick visits with labs</td>
<td>$900 deductible plan that includes a physical, and two sick visits with labs</td>
</tr>
<tr>
<td>Visits</td>
<td>Physical 60-minute appointment Sick visits at 30 minutes, seen same day/next day</td>
<td>Physical 60-minute appointment Sick visits at 30 minutes, seen same day/next day</td>
<td>Physical 30 min appointment Sick visits at 7 minutes each</td>
</tr>
<tr>
<td>Premium Cost</td>
<td>$1,019.04 in insurance premiums</td>
<td>$1,019.04 in insurance premiums</td>
<td>$2,106.24 in insurance premiums</td>
</tr>
<tr>
<td>Copays</td>
<td>$0 in copays</td>
<td>$0 in copays</td>
<td>$150 in copays (paid out of pocket)</td>
</tr>
<tr>
<td>HSA</td>
<td>$1,000 paid into HSA</td>
<td>$1,000 paid into HSA</td>
<td>$0 paid into HSA</td>
</tr>
<tr>
<td>DPC Membership</td>
<td>$960 DPC membership</td>
<td>$240 DPC membership ($60/mo pd by employer)</td>
<td></td>
</tr>
<tr>
<td>Labs</td>
<td>$10 in labs (paid from HSA)</td>
<td>$10 in labs (paid from HSA)</td>
<td>$50 in labs (paid out of pocket)</td>
</tr>
<tr>
<td>Medications</td>
<td>$10 in medications (paid from HSA)</td>
<td>$10 in medications (paid from HSA)</td>
<td>$70 in medications (paid out of pocket)</td>
</tr>
<tr>
<td>Total Annual Cost</td>
<td><strong>$1,979.04</strong> with $2,730 in HSA for future medical use</td>
<td><strong>$1,259.04</strong> with $2,730 in HSA for future medical use</td>
<td><strong>Total Annual Cost:</strong> $2,376.24</td>
</tr>
<tr>
<td><strong>Actual cost:</strong></td>
<td><strong>$979.04</strong></td>
<td><strong>$259.04</strong></td>
<td><strong>Actual cost:</strong> $2,376.24</td>
</tr>
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</table>
Better Outcomes

Union County North Carolina started DPC as a benefit in April 2015 for June 2015 - July 2016:

- First Year Saved: $1,408,089.
- A SAVINGS OF $313.28 PEPM

73 percent of DPC participants report significant improvement in their overall health since electing the DPC option.
Is DPC burnout-proof?

a) Yes! I will never be stressed again. I’m cured!
b) No! I will work hard to balance my practice efficiently, to preserve my limited personal resiliency.

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Poll: Is DPC burnout-proof?
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

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