Magic, Pixie Dust and Miracles: DPC for County Employees

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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:

- Review ways to find and connect with employers of all sizes in your community.
- Evaluate reasons to connect with benefits advisors that understands DPC to create wrap-around plans.
- Discuss how to close the deal (i.e., contracts, lawyers, selling DPC to employees) and successful on-boarding of employees.
For established practices, does your DPC practice work with employers?

a) Yes
b) No, but I would like to
c) No, too busy already
d) What? Are you crazy…Heck NO.

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For potential practices, are you interested in working with employers?

a) Yes
b) No, but I would like to
c) No, too busy already
d) What? Are you crazy…Heck NO.

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Direct Access MD in Anderson, SC

Comprehensive Family Medicine without all the red tape.
Where the heck is Anderson, SC?
Anderson County, SC Demographics

- Population: 198,000
- Land Size: 757 square miles
- County Employees: 967
- Total Employees and Dependents Covered: 1,956
- Total Employees and Dependents on the DPC Insurance Plan: 1,079
- Total Employees and Dependents enrolled Direct Access MD: 782
DPC For County Employees

• WHY did we do this?
• HOW did two family physicians make this happen?
• How can DPC clinics connect with employers?
How To Find Employers:
Get Involved In Your Community

- Go Speak At Local Civic Clubs Or Business Groups
- Talk To Church Groups
- Go To County Council Meetings
- Meet With Community And Business Leaders
- Talk To YOUR Patients And Anyone Who Will Listen
- Social Media
My biggest concern working with employers is…

a) Working with brokers
b) Not sure how to connect with employers
c) Interfering with the patient-physician relationship
d) Concerns about employers demanding DATA
e) All of the above

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An Important Tip For You...

Tired Of Boiling Water Every Time You Make Pasta? Boil A Few Gallons At The Beginning Of The Week And Freeze It For Later.
DPC For County Employees

DAVID CONTORNO

• HOW can DPC docs connect with advisors that embrace the DPC model?
• How do advisors connect employers with quality DPC physicians?
• How do you craft a plan that REALLY includes DPC in it?
• How do WE ALL sell it to the employees?
How To Find DPC Friendly Advisors:

- Talk With Other DPC Doc Working With Employers
- Attending Free Market and DPC Meetings Like This One
- Join LinkedIn And Follow David Contorno For Tons Of Connections

www.linkedin.com/in/dcontorno/
DPC For County Employees

RITA DAVIS, CFO  Anderson County

• WHY did county officials choose this insurance option?

• How did you FIND a knowledgeable broker?

• How did you SELL the employees on the plan?

• What is your EXPERIENCE to date with the plans and DPC?

• How did all those patients get ENROLLED into the clinic?
Another Tip…

DON'T END UP LIKE THIS

CHANGE YOUR SUMMER AIR OUT TO WINTER AIR TO AVOID FREEZING
How To Win Employers:
Get Prepared Upfront

- Have Your 5 Minute Sales Pitch and Elevator Pitch Ready
- Get Marketing Material Ready
- Get The Right People In The Room / Be Patient
- Get Staffing Issues Set Ahead Of Time For New Patients
- Set Clear Expectations Upfront With Employers And Insurance Brokers
- Prepare For Pitfalls (Dismissing Patients, Opioids, PAs)
How Many Signed Up?
On-Board New Patients

- Plan Ahead For Busy Schedules
- Prepare The Staff For New Patients
- Get Patients Registered In Your EHR ASAP
- Post Cards To Employees With Simple Directions To Sign Up
- Build Skeleton Charts For Those Not Signed Up Online
- Schedule Initial Visits For All (See Sick and Refills PRN)
- If Possible, Don’t On-Board In Middle Of Cold And Flu Season
How Are We Doing So Far?

- Number of Visits: 1,891 (From 1/2/19 to 6/6/19)
- Number of Text: 10,465 (After Hours Text 2,054 20%)
- Number of Emails: 1,570
- Number of Phone Contacts: 932 (After Hours 199 21%)
- Number of Prescriptions: 2,663 (Filled In-House 1551 58%)
- Lab Requests: 644
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

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