



DPC Start Up Basics

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Learning Objectives

1. Explore effective business models that prioritize patient satisfaction and practice growth
2. Learn strategies for self-promotion on social media to attract and engage patients
3. Discover essential startup basics, including the role of a GPO, vendor sourcing, and key equipment like autoclaves and liquid nitrogen, ensuring safe, efficient patient care and smooth practice operations.

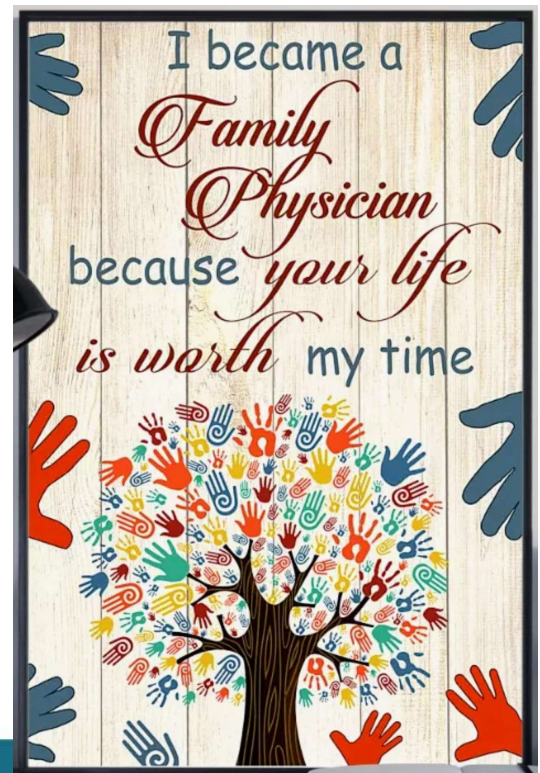


Direct Primary Care

Access
Affordability
Compassionate Care
Comprehensive Coverage
Insurance Free



LUDWIGS VILLAGE FAMILY MEDICINE
AMY CAPOOCIA, DO FACFP



Vision & Planning

- **Define Your Practice Model:** Decide on the scope of services (e.g., medication dispensing, lab testing, telehealth) and your target patient demographics.
- **Write a Business Plan:** Include mission and vision statements, timeline to opening (typically 3–18 months), and a financial proforma.
- **Set Financial Goals:** Determine desired salary and fixed expenses to establish per-patient pricing and break-even point.
- **Listen to Podcasts, Business and Medical:** These strategies will support the growth and sustainability of your Direct Primary Care practice.
- **Keep Learning:** you will start scared and inexperienced, just keep learning and growing

Legal & Compliance

- **Choose a Legal Structure:** Form a Limited Liability Company (LLC) or Professional Corporation (P.C./S-CORP) based on state regulations.
 - Consult Accountant or Business Lawyer
- **Opt Out of Medicare (if applicable):** Ensure compliance with Medicare opt-out requirements to enter into private agreements with Medicare beneficiaries.
- **Draft a Patient Agreement:** Clearly outline services provided, fees, and disclaimers that the agreement is not health insurance. Privacy policy. (DPC FRONTEIR)
- **Obtain Necessary Licenses:** Ensure up-to-date state medical licenses and other required certifications



Financial Planning

- Desired Salary
- Estimated Overhead
 - + 20-30% for wiggle room
- Estimated Panel Size
 - Geriatrics 400
 - Primary Care 600
 - Pediatrics 600-800
- Salary + Overhead + 30% = \$/yr
 - Divided by 12 = \$/mo
 - Divided by Panel size = Avg Fee

Total Annual Expenses (CHATGPT)

- **Desired Salary:** \$300,000
- **Rent:** \$3,500/month × 12 = \$42,000/year
- **Utilities:** \$400/month × 12 = \$4,800/year
- **Phone:** \$180/month × 12 = \$2,160/year
- **Internet/wifi:** \$180/month × 12 = \$2,160/year
- **Cell Phone:** \$250/month × 12 = \$3,000/year
- **Employee Salary:** \$45,000/year
- **Malpractice Insurance:** \$11,500/year
- Total Annual Expenses** = \$300,000 + \$42,000 + \$4,800 + \$2,160 + \$2,160 + \$3,000 + \$45,000 + \$11,500 = **\$408,460**
- **Per Member Calculation**
- With a panel size of 400 members:
 - **Annual Cost per Member** = \$408,460 ÷ 400 = \$1,021.15
 - **Monthly Cost per Member** = \$1,021.15 ÷ 12 ≈ **\$85.10**



Location & Operations

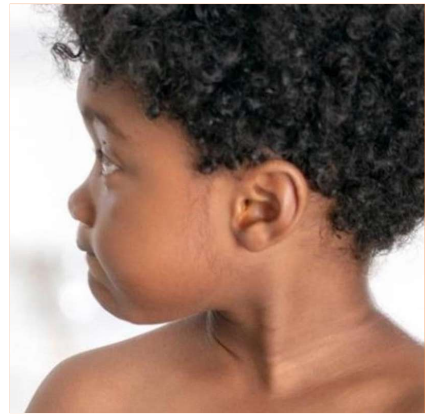
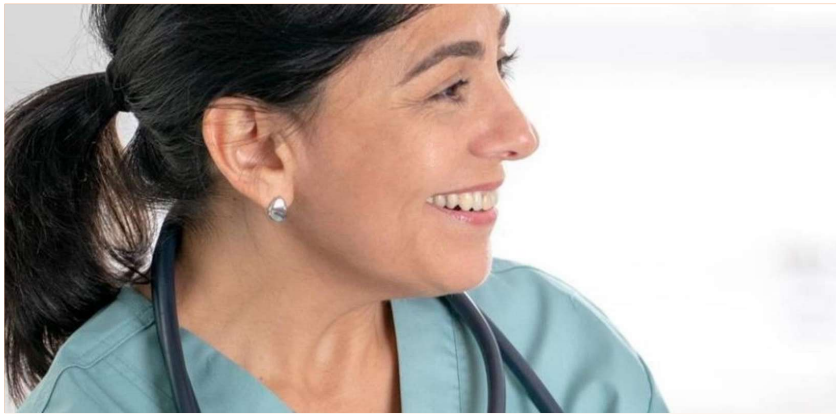
- **Select a Practice Location:** Choose a site with high visibility and accessibility, considering lease terms and space requirements.
 - SHORT TERM VS LONG TERM
- **Design the Office Layout:** Plan for patient flow, exam rooms, and administrative areas.
- **Set Up Office Systems:** Implement scheduling, billing, and patient communication systems.



Opting Out of medicare: 50.5k Total Opt Out Providers in 2024

- Takes Effect QUARTERLY: Opt out through State.
 - Physicians must submit a signed affidavit to their Medicare Administrative Contractor (MAC) expressing his/her decision to opt-out of the Medicare program
 - The Centers for Medicare & Medicaid Services (CMS) does not have a standard opt-out affidavit form,
 - Many MACs have a form available on their website
- CAN maintain ordering and prescribing status through your Pecos #
 - Medicare Provider Enrollment, Chain, and Ownership System (PECOS), need NPI
- [Medicare Fee-for-Service Provider Enrollment Contact List](#)
- CAN charge Medicare patients a membership
- <https://data.cms.gov/provider-characteristics/medicare-provider-supplier-enrollment/opt-out-affidavits>





The Power of Communication



Technology & Tools

- **Select an Electronic Health Record (EHR) System:**
 - Choose a user-friendly, cloud-based EHR that integrates with other practice management tools.
 - Check out DPC Docs FB page, search EHR for suggestions.
- **Implement Practice Management Software:** Ensure it supports scheduling, billing, and patient communication.
- **Establish a Website:** Create an informative site with online scheduling and patient resources.



Do I need an answering service

- Or just Google Voice? Doximity?
- **Professional Communication:** Dedicated Office Phone number directly to your cell phone.
- **Dedicated Business Number:** Multiple users can have app on their phone (drawback-- cell phone)
- **Call Forwarding:** Route calls to your mobile, office phone, or desktop
- **Voicemail Transcription:** Automatically transcribe voicemails into text, allowing you to quickly review messages and respond promptly.



HIPAA-compliant texting services commonly used in Direct Primary Care (DPC) practices:

1. OhMD
2. TigerConnect
3. Spruce Health
4. Klara
5. QliqSOFT
6. Notifyd
7. Spok
8. Providertech
9. Luma Health
10. Updox



Technology : leverage the ai

Integrate AI Tools:

- **AI-Powered Note-Taking:** Utilize AI scribes to automate clinical documentation, reducing time spent on administrative tasks and improving patient interaction.
- **AI for Letter Writing:** Employ AI tools like ChatGPT or Letters.app to draft patient letters, referral notes, and prior authorization requests, enhancing efficiency and consistency.
- **AI in Prior Authorization:** Implement AI solutions to streamline the prior authorization process, reducing administrative burden and expediting approvals.



Staffing & Operations

- **To hire or not? Build as you grow vs Have structure already set up?**
 - Can you go solo (does not have to be permanent)?
 - How quickly do you want to grow?
 - Can you afford staff at the start?
- **Hire Essential Staff:** Consider hiring an office manager or medical assistant to handle administrative tasks.
- **Develop Operational Protocols:** Standardize procedures for patient intake, billing, and communication.
 - WRITE IT DOWN!!
- **Ensure Compliance with Regulations:** Adhere to OSHA, CLIA, and HIPAA requirements.



Marketing & Growth

- **CREATE YOUR BRAND:** Choose a memorable name and logo that reflects your mission.
- **NEWSLETTERS**
- **Develop a Marketing Plan:**
 - **Social Media:** Leverage platforms like Instagram, Twitter, and/OR LinkedIn to share health tips, patient success stories, and practice updates.
 - **Facebook Community Groups:** Create or join local health-focused Facebook groups to engage with the community, answer health-related questions, and promote your services.
 - **Local Advertising:** Utilize flyers, local newspapers, and community events to increase visibility.
 - LIBRARY LECTURES!
 - **Corporate Wellness Programs:** Offer wellness initiatives to local businesses to expand your patient base



Monitoring & Improvement

- **Track Key Performance Indicators (KPIs):** Monitor metrics like patient panel size, visit frequency, and patient satisfaction.
 - When do you need to recall pts, there will be some that do not schedule F/U at time of appt
 - When do sharps get picked up
- **Solicit Patient Feedback:** Regularly gather input to improve services.
- **Adjust Operations as Needed:** Be flexible and willing to make changes to enhance efficiency and patient care.
- **PRICING:** Adjust pricing as business grows. Do not undersell yourself



RESOURCES:

Education & Support

- **DPC Alliance:** Access educational programs, mentorship, and advocacy tailored for DPC physicians.
- Utilize startup checklists and support services for transitioning to a DPC model.
- **DPC Frontier:** Explore a comprehensive resource hub with articles, toolkits, and vendor listings. [Direct Primary Care Frontier](#)



MORE Resources for dpc

***Startup DPC: How to Start and Grow Your Direct Primary Care Practice* by Paul Thomas, MD**

A comprehensive, step-by-step guide based on real-world experience, offering practical advice for launching and expanding a DPC practice.

***The Official Guide to Starting Your Own Direct Primary Care Practice* by Doug Farrago, MD**

A detailed manual covering the essentials of setting up a DPC practice, from legal considerations to patient management strategies.

***Sparks Start Fires* by Julie Gunther, MD**

A blend of memoir and practical guide, this book shares the author's journey of establishing her own DPC clinic, providing insights and inspiration for prospective DPC physicians.



Operational and Strategic Insights

Slowing the Churn in Direct Primary Care (While Also Keeping Your Sanity)

by Doug Farrago, MD

A reflective workbook designed to help DPC providers understand patient retention dynamics and maintain a balanced practice.

Magic, Pixie Dust, and Miracles: A Guide for Direct Primary Care and Employers

by Shane Purcell, MD

Focuses on integrating DPC with employer-sponsored healthcare plans, offering strategies for collaboration and mutual benefit.

Medical Answers Now!

by Troy A. Burns, MD

Explores how DPC ensures timely access to healthcare providers, emphasizing the model's efficiency and patient satisfaction.



Perspectives

Direct Primary Care: The Cure for Our Broken Healthcare System by Paul Thomas, MD

An exploration of how DPC addresses systemic issues in healthcare, advocating for a patient-centered approach.

Private Practice Solution: Reclaiming Physician Autonomy and Restoring the Doctor-Patient Relationship by Grace Torres-Hodges, DPM, MBA

Discusses the benefits of private practice and how DPC can restore meaningful doctor-patient relationships.

Living and Practicing by Design: Saving the Hearts That Care for Our Lives by John Hayes Jr., MD

Offers insights into creating a fulfilling medical practice that aligns with personal values and professional goals.



Live Content Slide

When playing as a slideshow, this slide will display live content

Social Q&A for Start Up Basics

