

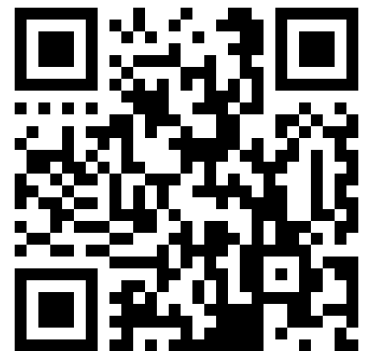


UNBOUND FREEDOM: LEVERAGING HEALTHY BOUNDARIES IN DIRECT PRIMARY CARE

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AAFP1.CNF.IO

- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "Unbound Freedom: Leveraging Healthy Boundaries to Thrive in Your Direct Primary Care Practice"
- ▶ OR just point your phone's camera at the QR code to join directly



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Learning objectives

1. Establish Healthy Boundaries in DPC

- Define and implement clear boundaries in Direct Primary Care to foster a sustainable, patient-centered practice while preventing physician burnout.

2. Utilize Technology & Team-Based Care

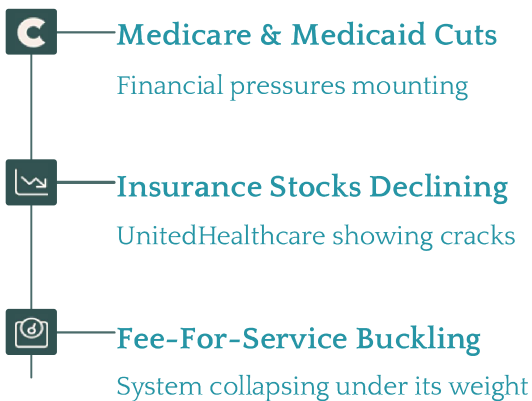
- Identify and integrate technology and support staff to enhance patient access without compromising physician well-being.

3. Differentiate Between High-Quality Care & Overextension

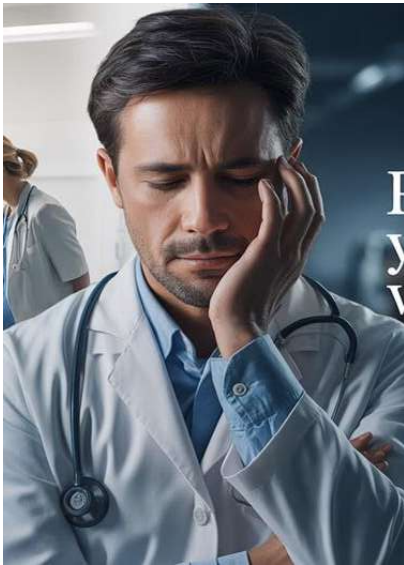
- Recognize the difference between providing excellent patient care and overextending oneself, ensuring a balanced and therapeutic physician-patient relationship.



Goliath Is Falling



The Cavalry Is Not Coming



We are the ones

We've been waiting for ourselves

System won't save us

We must save ourselves

Create new path

Building our own solutions



DPC Is Our Underground Railroad

Journey to Freedom

Our path to physician liberation

Challenging but Worthwhile

Not easy, not perfect

Choosing Liberation Together

Building something better





Why Boundaries Matter in DPC

Freedom Requires Structure

Without boundaries, freedom
becomes chaos

Sustainable Container

Boundaries create framework
for longevity



Top 5 Boundaries Myths in Direct Primary Care



MYTH #1: YOU HAVE TO BE AVAILABLE 24/7

Why It's Dangerous:

- Leads to physician burnout
- Creates unrealistic patient expectations

Truth:

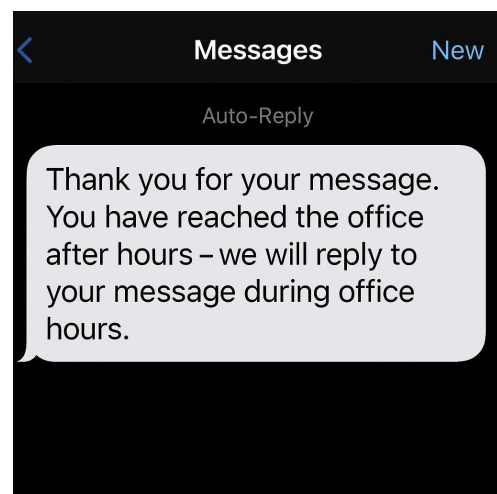
- Boundaries are a feature, not a flaw in DPC.



MYTH #1: YOU HAVE TO BE AVAILABLE 24/7

How to Overcome It:

- Set communication windows and **HONOR THEM**
- Use auto-replies and scheduled email tools
- Onboarding: clearly explain communication expectations



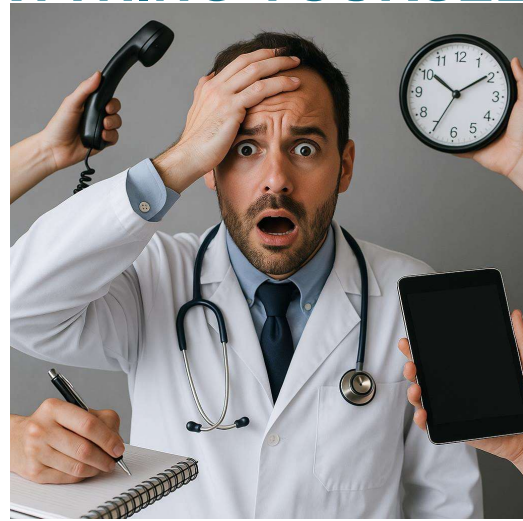
MYTH #2: YOU HAVE TO DO EVERYTHING YOURSELF

Why It's Dangerous:

- Lone-wolf mindset
- Prevents sustainability

Truth:

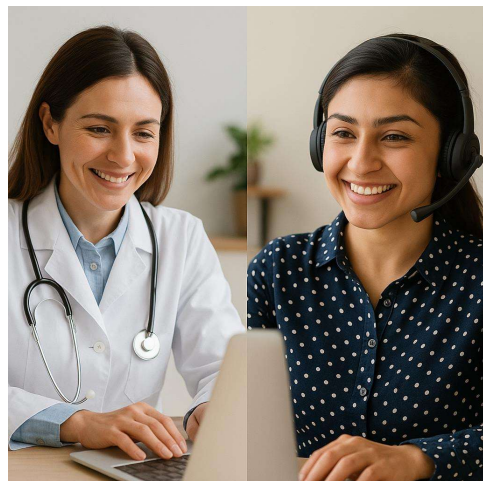
- A strong DPC runs on systems and support.



MYTH #2: YOU HAVE TO DO EVERYTHING YOURSELF

How to Overcome It:

- Hire support staff or virtual help
- Use tech to streamline admin
- Train staff to triage and protect your time



MYTH #3: PATIENTS PAY DIRECTLY, SO YOU MUST ALWAYS SAY YES

Why It's Dangerous:

- Creates 'customer is always right' dynamic
- Blurs roles and expectations

Truth:

- Direct pay \neq direct control.



MYTH #3: PATIENTS PAY DIRECTLY, SO YOU MUST ALWAYS SAY YES

How to Overcome It:

- Define The Therapeutic Relationship
- Say No With Clarity And Kindness
- Reinforce Your Boundaries Unapologetically
- Be Prepared To Dismiss Patients Who Are Not Aligned





When Relationships Must End



Boundary Violations

Persistent disregard for limits



Misaligned Expectations

Fundamental mismatch in needs



Respectful Transition

Professional parting of ways



Model Validation

Not every fit works - that's okay



MYTH #4: OVEREXTENDING IS JUST PART OF BEING A GOOD DOCTOR

Why It's Dangerous:

- Promotes burnout
- Short-term validation, long-term harm

Truth:

- Excellence ≠ self-sacrifice.

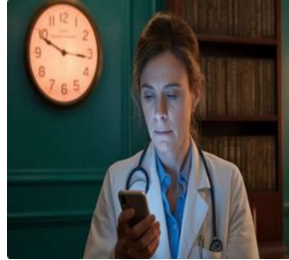


Case Study: Dr. Over-Accommodating



Initial Enthusiasm

Strong start, eager to help



Boundary Erosion

Late texts, squeeze-ins, extended visits



Consequences

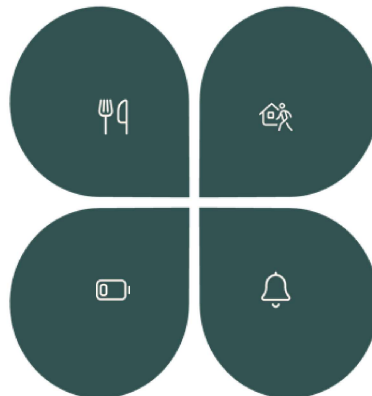
Fatigue, resentment, blurred lines



Red Flags of Overextension

Missed Meals

Skipping basic self-care



Family Time Invasion

Work bleeding into personal life

Emotional Exhaustion

Compassion reserves depleted

Constant Interruptions

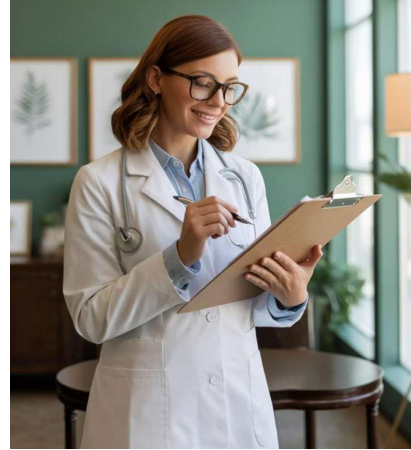
Focus fragmentation



MYTH #4: OVEREXTENDING IS JUST PART OF BEING A GOOD DOCTOR

How to Overcome It:

- Stay Consistent
- Know & Respect Your Own Limits
- Avoid “One Offs”
- Don’t Start It Up if You Can’t Keep it Up



MYTH #5: YOU MUST KEEP PRICES LOW TO ATTRACT PATIENTS

Why It’s Dangerous:

- Undervalues care
- Prevents growth and reinvestment

Truth:

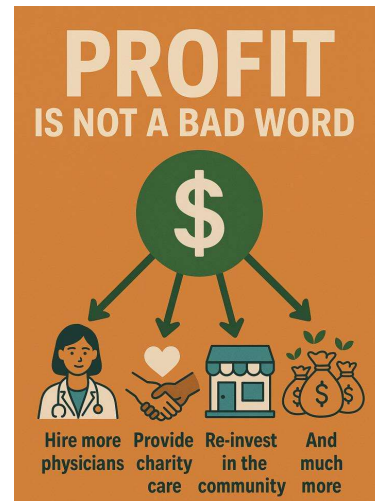
- Transparent pricing ≠ cheap pricing



MYTH #5: YOU MUST KEEP PRICES LOW TO ATTRACT PATIENTS

How to Overcome It:

- Price for sustainability and growth
- Share success stories of price increases
- Educate patients on what's included



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What Patients Want vs. Need

Patients Want

- Instant access
- Immediate responses
- 24/7 availability
- Unlimited attention

Patients Need

- Reliable care
- Consistent support
- Well-rested physician
- Sustainable practice

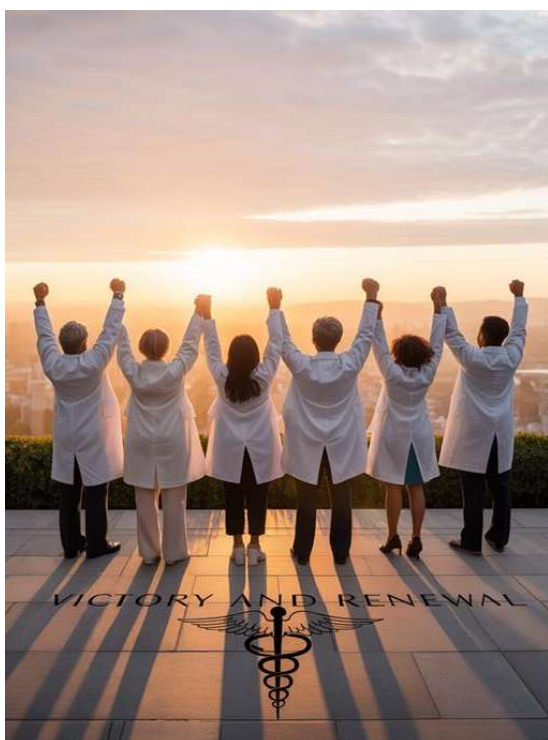
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Let's Build Sustainable Practice

Not a Prison



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Call to Action

Practice Medicine

Do what you love sustainably

Model Freedom

Show others the better way

Hold The Line

For yourself, team, and future

Reclaim Joy

Remember why you started

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Live Content Slide

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

Social Q&A for Unbound Freedom: Leveraging Healthy Boundaries to Thrive in Your Direct Primary Care Practice



QUESTIONS?

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