46TH ANNUAL WINTER REFRESHER COURSE FOR FAMILY MEDICINE

DIRECT PRIMARY CARE WORKSHOP

OBJECTIVES

- Introduce the concept of DPC to the DCP naive.
- Further the knowledge and interest of the DPC aware.
- Motivate and consult the DPC committed.
- Spark discussion and thought among Family Medicine providers in the area of alternative models for primary care delivery.

WHAT IS DIRECT PRIMARY CARE

- Brief overview of the history of medical insurance.
- Evolution of direct primary care.
- How did I end up here?

LEGAL CONSIDERATIONS

- Health Savings Accounts.
- DPC as insurance?
- Medicare and private insurance considerations.

MODEL MECHANICS

- Incentives: Third party billing versus DPC.
- The “math”.
- What is it like in the real world.
START-UP VERSUS DPC CONVERSION

- Investment.
- Patient considerations.
- Professional and career concerns.

ADDITIONAL BUSINESS CONSIDERATIONS

- Branding: The value of membership.
- Service lines.
- Marketing.

EMPLOYER BASED HEALTHCARE

- Primary care delivery modalities.
- Narrow networks.
- Group chassis.
- Population health, engagement, and utilization.

THE FUTURE

INSURANCE, ACA, & POLITICS

RESOURCES

- DPC: An alternative to Fee-for Service
- Direct Primary Care
  - http://www.aafp.org/about/policies/all/direct-primary.html
- Direct Primary Care: Legal Concerns
- Practice transformation: Taking the direct primary care route