ATTENDEE PROGRAM

DIRECT PRIMARY CARE CONFERENCE
Nuts and Bolts to 2.0

October 14-15, 2016
Omni Mandalay Hotel at Las Colinas
Irving, TX

Sponsored by The Docs 4 Patient Care Foundation in conjunction with the Texas Medical Association. Supported by a generous grant from The Physician’s Foundation.
Welcome to Irving, Texas!

Welcome to the Direct Primary Care Conference. We hope you enjoy your stay in Irving. Hal Scherz, MD and Lee Gross, MD have planned an exciting program for you.

Continuing Medical Education

Accreditation Statement: This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Texas Medical Association and Docs 4 Patient Care Foundation. The Texas Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

Designation Statement: The Texas Medical Association designates this live activity for a maximum of 11.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
## Schedule

**Friday, October 14, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 - 8am</td>
<td>Registration and Breakfast</td>
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</tr>
</tbody>
</table>
| 8 - 8:15am | Introductions and Acknowledgments  
*Hal Scherz, MD & Lee Gross, MD*  |                                                                           |
| 8:15 - 8:20am | Conference Welcome  
*Don Read, MD*  |                                                                           |
| 8:20 - 8:40am | Panel 1 - The Big Picture, Intro for Breakouts  
Ryan Neuhoefel, DO  
**Detail the appeal and rapid growth of Direct Primary Care.**  |                                                                           |
| 8:40 - 9am | Panel 2 - Legal  
*Lee Gross, MD*  
**Differentiate between setting up a Direct Primary Care practice and concierge practice.**  |                                                                           |
| 9 - 9:20am | Josh Umbehr, MD  
**Implement value added services.**  |                                                                           |
| 9:20 - 9:40am |  
Chad Savage, MD  
**Discuss marketing challenges and suggestions for Direct Primary Care.**  |                                                                           |
| 9:40 - 10:10am | Moderated Q&A  
*Hal Scherz, MD, Moderator*  |                                                                           |
| 10:10 - 10:30am | Coffee Break  |                                                                           |
| 10:30 - 11am | Panel 2 - Legal  
*Phil Eskew, DO, JD, MBA*  
**Discuss legal issues, contracting issues, compliance.**  |                                                                           |
| 11 - 11:30am | Jay Keese  
**Detailed update on state and federal legislative / policy issues.**  |                                                                           |
| 11:30 - 11:50am | Moderated Q&A  
*Hal Scherz, MD, Moderator*  |                                                                           |
| 12 - 1pm | Lunch and Keynote Speaker  
*Catastrophic Care: Why Everything We Think We Know About Healthcare is Wrong*  
*David Goldhill, President and CEO, GSN Cable Television Network*  
Participants will be able to compare and contrast how a business approaches customer service vs traditional medical care; analyze whether Medicare or insurance can make care cheaper and assess ways to improve healthcare delivery.  |                                                                           |
| 1 - 1:20pm | Book Signing  |                                                                           |
| 1:20 - 1:50pm | Panel 3 - Direct Primary Care Working with Businesses and Specialists  
*Keith Smith, MD*  
**Discuss embracing the free market in health care.**  |                                                                           |
| 1:50-2:20pm |  
Jay Kempton  
**Describe working with employers / TPAs / Self funded plans.**  |                                                                           |
| 2:20 - 2:50pm |  
Brian Hill, MD  
**Analyze Direct Primary Care and the role for specialists.**  |                                                                           |
| 2:50 - 3:20pm |  
Moderated Q&A  
*Hal Scherz, MD, Moderator*  |                                                                           |
| 3:20 - 3:40pm |  
Coffee Break  |                                                                           |
| 10:30 - 11am | Panel 2 - Legal  
*Michael Koriwchak, MD, Moderator*  
**Discuss legal issues, contracting issues, compliance.**  |                                                                           |
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Coffee Break  |                                                                           |
| 3:40 - 4:40pm | Panel 4 - Doctors Lounge Radio Show - Live; Harnessing the Power of HIT — hosted by Michael Koriwchak, MD  
*Jeff English, MD*  
**Analyze Direct Primary Care and Telemedicine.**  |                                                                           |
| 4:40 - 5:30pm |  
Randall Oates, MD  
**Discuss Direct Primary Care and EHR - Challenges and Opportunities**  |                                                                           |
| 5:30 - 6pm | Cocktail Reception  |                                                                           |
| 6 - 7pm | Dinner & Keynote - Fortress and Frontier in American Healthcare  
*Robert Graboyes, PhD, Senior Research Fellow and Healthcare Scholar, Mercatus Center, George Mason University*  
Discuss how an excessive aversion to risk and deference to medical insiders is what is prevalent today during healthcare debates, instead of stressing the ideal goal of better health care for more people at lower cost on a continuous basis.  |                                                                           |
| 7 - 8pm | Book Signing  |                                                                           |

(continued)
Saturday, October 15, 2016

7 - 8am  Registration and Breakfast

8 - 8:20 am  Announcements & Recap of Friday Session
Hal Scherz, MD

8:30 - 9:30am  Breakout Sessions

Track 1  New Start-Up - Legal Challenges for the Start-Up Direct Primary Care Practice
Phil Eskew, DO, JD, MBA & Lee S. Gross, MD
Discuss basic contracting, pitfalls, and precautions; differentiate between Direct Primary Care and hybrid; & describe opting out of Medicare.

Track 2  Established Practices (recommended for practices >6 months)
Overcoming Logistical Challenges for the Established Practice
Doug Farrago, MD
Discuss overcoming challenges and advanced marketing strategies and detail staying positive & keeping your eye on the prize.

9:30 - 9:40am  Coffee Break & Book Signing, Doug Farrago, MD

9:40 - 10:40am  Breakout Sessions

Track 1  Startup Basics
William L. Crouch, MD, Amy Walsh, MD, Chad Savage, MD & Mike Ciampi, MD
Discuss establishing pricing for labs, imaging, pharmacy, ancillary services and determining pricing structure; detail basic marketing Dos and Don’ts; describe setting up the practice and keeping the overhead low & analyze getting the transition right.

Track 2  Advanced Practice Growth Strategies
Josh Umbehr, MD, Ryan Neuhofel, MD & Jon Izbicki, MD
Engaging the media and going viral. Discuss how to spread the message.

10:40 - 10:50am  Coffee Break

10:50 - 12pm  Case Studies in Direct Patient Care Start-ups. Moderated Panel Discussion
Moderated by Lee Gross, MD & Josh Umbehr, MD
Discuss pitfalls and problems that physicians encounter when establishing a Direct Primary Care Practice, and how to avoid them.

12 - 12:30pm  Closing Remarks
Lee Gross, MD
Practice Independence

The EHR for Direct Primary Care

An affordably priced electronic health record with streamlined clinical workflows, flexible membership management options, and a robust tool for communicating directly with your patients.

*InLight is the best value in EHR in Direct Primary Care.*
- Dr. Bruce Jung of the DocShoppe in Corbin, KY.

Sign up for a FREE trial at www.inlightehr.com.

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**Physician Rounds**
Weekly Digital Report

<table>
<thead>
<tr>
<th>Health Care Solutions</th>
<th>Breaking News</th>
<th>Physician Analysis</th>
</tr>
</thead>
</table>

The free essential health care briefing delivered to your inbox every week: d4pcfoundation.org
Disclosure of Commercial Affiliations

Policies and standards of the Texas Medical Association, the Accreditation Council for Continuing Medical Education, and the American Medical Association require that speakers and planners for continuing medical education activities disclose any relevant financial relationships they may have with any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients those products, devices or services may be discussed in the content of the CME activity.

The following speakers disclosed relevant financial relationships:

**Philip Eskew, DO, JD, MBA:**
- General Counsel and VP Clinical Development for Proactive MD
- Founder and CEO of DPC Frontier
- Speaker with honorarium for Access Healthcare

**Douglas Farrago, MD:**
- Author, The Official Guide to Starting Your Own Direct Primary Care Practice

**Lee S. Gross, MD:**
- EHR Developer, receives royalties, SOAPware

**Randall Oates, MD:**
- President and CEO for SOAPware, Inc.

**Hal Schertz, MD:**
- Management position with Healthcare Impact Partners

The remaining speakers and planners have no relevant financial relationships to disclose.
AMAC is pushing congress to include direct primary care in HSA’s

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