

DPC Conference 3.0 - Orlando 2018

Thursday, November 1

6:00 PM Welcome Cocktail Reception - Heavy hors d'oeuvres
Family friendly

Friday, November 2

7:00 - 8:00 Registration and breakfast
Breakfast tables by areas of interest

8:00 - 8:20 Introductions and acknowledgements
Dr. Hal Scherz; Tim Norbeck

Panel #1 - Big picture - intro for breakouts CME: 1.75 hours

8:20-8:40 Dr. Paul Thomas
Understanding how to be the doctor you wanted to be

8:40-9:00 Dr. Ellen McKnight
Discuss empowering physicians to be change leaders

9:00-9:20 Dr. Josh Umbehr
Implement value and define the winning formula

9:20-9:40 Dr. Chad Savage
Explore how investing in DPC saves money

9:40-10:10 Moderated Q&A
Moderator: Dr. Lee Gross

10:10-10:30 Sponsored Coffee Break

Panel #2 - Legal CME: 1.25 hours

10:30-11:45 Phil Eskew, DO, JD, MBA
Discuss legal issues, contracting issues, compliance
Update on state and federal legislative / policy issues
Moderated Q&A Moderator: Dr. Hal Scherz

Lunch & keynote speaker: HHS Deputy Secretary Eric Hargan CME: 1 hour
12:00-1:00 Bringing Value to Healthcare
Understanding practical steps for getting to a market-based
model

Panel #3 - Free Market Medical Association

CME: 1.75 hours

- 1:30-2:00 Dr. Keith Smith
Understanding the problems with our healthcare / hospital system
- 2:00-2:30 Jay Kempton
Learn to work with DPC "friendly" employers / TPAs / Self funded plans
- 2:30-3:00 Dr. Lee Gross
Discuss breaking the cost curve
- 3:00-3:20 Moderated Q&A Moderator: Megan Freedman

D4PCF AWARD PRESENTATION

- 3:20-3:40 Sponsored Coffee break

Panel #4 - Doctors Lounge Radio Show - Live

CME: 1.0 hours

- 3:40-4:40 Dale Bellis (Founder, Liberty HealthShare) Describe Health Sharing Ministries
Understanding the role of working outside third party payers
Moderated Q&A Dr. Michael Koriwchak

- 5:30-6:00 Sponsored Cocktail reception

Dinner & Keynote Speaker: Grace Marie Turner

CME: 1 hour

- 6:00-7:00 Grace Marie Turner, Founder, Galen Institute
Understanding the legislative landscape for health care in DC

- 7:00 Sponsored networking event

Saturday, November 3

- 7:00-8:00 Registration and breakfast
Office managers breakout breakfast
- 8:00-8:20 Announcements / Plenary

BREAKOUT SESSIONS
Track 1:

- 8:30-9:30 Legal challenges for the startup DPC practice CME: 1 hr
 Phil Eskew, DO, JD, MBA
 Discuss basic contracting, pitfalls and precautions.
- 9:30-9:40 Break for room change
- 9:40-10:40 DPC your way. Take back control! CME: 1 hr
 Rebekkah Bernard, Sharon McCoy George
 Discuss using psychology for personal wellness
 Understand challenges facing women in DPC
 Explore practice design to fit your life
 Book Signing – Dr. Bernard
- 10:40-10:50 Sponsored Coffee break
- 10:50-12:05 Marketing your Practice: How to Get People to Walk Through Your Door. CME: 1.25 hr
 Drs. Allison Edwards, Douglas Farrago
 Demonstrate effective messaging
 Explain networking strategies for building a practice
 Master how to sell yourself
 Create a pathway to getting enrollments

Track 2:

- 8:30-9:30 Overcoming Logistical challenges for the established practice CME: 1 hr
 Drs. Jennifer Harader, Jack Forbush
 Discuss overcoming challenges
 Staying positive, keeping your eye on the prize
- 9:30-9:40 Break Room Change
- 9:40-10:40 Empowering Specialists in DPC CME: 1 hr
 Drs. Ellen McKnight, Elaina George
 Discuss the role for specialists in Direct Care
 Review steps that specialists can take today
- 10:40-10:50 Sponsored Coffee Break

10:50-12:05 Corporate DPC / Employed DPC CME: 1.25 hr
Drs. Clint Flanagan, James Pinckney, Hal Scherz
Exploring alternate scaled DPC models
Understanding working with employers

PLENARY SESSION - Case studies in DPC startups; Moderated panel discussion CME: 1.5 hr

12:15-1:45 Moderator: Dr. Julie K. Gunther
Discuss pitfalls and problems that physicians encounter.
Learn practice pearls
Explore the role of physician entrepreneurship
Panelists: TBD

2:10-2:45 Where do we go from here? CME: 0.5 hr
Drs. Josh Umbehr, Ryan Neuhofel, Kim Corba
Understanding physician advocacy, how to keep the movement
pure and moving in the right direction

2:45-3:00 Closing Remarks
Dr. Lee Gross