DIRECT PRIMARY CARE

Nuts & Bolts to 2.0

ORLANDO 2019

Equipping Heroes in the Army of Compassion
Welcome to the 4th annual D4PCF DPC Nuts and Bolts conference!

We launched our inaugural event in 2016, not knowing what the future for the movement would hold, but recognizing a spark of light that had not been seen in over a generation. More than 1,000 physicians have now participated in our live training sessions and even more through streaming of our free online training content. With the help of an amazing faculty, our dedicated team at D4PCF has established itself as THE tip of the spear of the Direct Primary Care movement.

In these next few days, you will begin to develop the tools and relationships that will last a lifetime. Immerse yourself in the joy of rediscovering why you wanted to become a physician all over again. Remember that essay that you wrote to get into medical school and discover how to be THAT doctor. That is the doctor you wanted to be and that is the doctor your patients need you to be. That is the doctor that will lead our nation to save health care for generations to come.

While many are discouraged about the future of health care, we have never been more hopeful. We have witnessed a group of diverse medical professionals take a simple vision and carry that vision from Main Street, through the halls of Congress and all the way up to the tip of the pen of the President.

This was not done with campaign checks, crony deals or leveraging the power of massive bureaucracies. It was done through leadership, perseverance and delivering on the simple principle that practicing physicians know best how to care for patients.

While this movement continues its exponential growth, I encourage you to reach inside and rediscover your wide-eyed aspirations. They were not naïve visions. They were the roadmap to our future. SODOTO! See one, do one, teach one! Find a mentor and then be a mentor. The lifelong learning doesn’t end after this weekend. It begins!

Thank you for your courage and passion! Welcome to the DPC family.

Lee S. Gross, MD
President
Docs 4 Patient Care
Foundation

The Docs 4 Patient Care Foundation
1210 North Maple Road
Ann Arbor, MI 48103
www.d4pcfoundation.org
(888) 788-5515

Event Hashtag: #DPCrising
**Direct Primary Care 2019**

*Nuts and Bolts to 2.0*

November 14-16, 2019 at the Rosen Centre Hotel in Orlando, Florida. This conference is sponsored by the Docs 4 Patient Care Foundation in conjunction with the Florida Medical Association. It is supported by a generous grant from The Physicians Foundation.

**CME Statement**

FMA Accreditation Program

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

The Florida Medical Association designates this live activity for a maximum of 13.00 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Program Contents**

*Direct Primary Care 2019*

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HISTORY OF THE DPC CONFERENCE
Equipping for the Practice Model

INNOVATION - VISION - COURAGE - FAMILY

We are resurrecting Primary Care and Building a Legacy...
Schedule
Thursday, November 14, 2019

4pm - 8pm  Registration Open

6pm - 8pm  Welcome Cocktail Reception
President Lee Gross, M.D. & Secretary Hal Scherz, M.D.
The conference launches with a cocktail reception (2 free drinks each) and expansive hors d’oeuvres to start the event, introduce key players, and begin the networking that will build a physician support team designed to last a lifetime.

continued...

ATTEND THE

DPC MasterClass
(For Free)

Explore the over 50 hours of DPC training online at:
d4pcfoundation.org/dpc
Don’t fear missing anything.

Coming online in audio and video

Look for the majority of our 2019 CME panels online within 30 days after the event.
Focus on your patients while we focus on you.

When you join the FMA, you get a professional staff dedicated to easing your burdens. The FMA will focus on your needs so that you can focus on patients. Reimbursement help, free and discounted CME, billing and coding assistance, advocacy and access to in-house health care experts are just a few benefits of membership.

Join us so that we can help you practice medicine. Visit www.FLmedical.org or call (800) 762-0233.
Schedule
Friday, November 15, 2019

7:00am - 10:00am  Registration Open

7:00am - 8:00am  Breakfast
  *Breakfast Tables by Area of Interest*
  Select a table based on your area of interest to share thoughts and experiences in building a DPC practice.

8:00am - 8:20am  Introductions and Acknowledgments
  *Hal Scherz, M.D. & Lee Gross, M.D.*

8:20am - 8:30am  Physicians Foundation
  *Rip Hollister, M.D.*

Panel #1 - Empowering Physician Leaders  CME: 1.75 hours

8:30am - 10:15am  Understanding How to be the Doctor You Wanted to Be
  *Elaina George, M.D.*

Empowering Physicians to be Change Leaders
  *Ellen McKnight, M.D.*

Engaging Your State to Effect Change
  *Meg Edison, M.D.*

Physician Leadership from New President of AAPS
  *Kris Held, M.D.*

Moderated Q&A - Audience Participation
  *Moderated by Hal Scherz, M.D.*

continued...
ABOUT THE FOUNDATION

The Physicians Foundation is a nonprofit 501(c)(3) organization committed to strengthening the physician-patient relationship, supporting physicians in sustaining their medical practices, and helping physicians navigate the changing healthcare system through:

GRANTS  RESEARCH  LEADERSHIP  VISIBILITY

CONNECT WITH US

www.physiciansfoundation.org
@PhysiciansFound
info@physiciansfoundation.org
https://www.linkedin.com/company/physicians-foundation/

We hope you will support the Foundation’s efforts to empower physicians to lead in the delivery of high-quality, cost-efficient healthcare by visiting our website and sharing our insights. Please connect with us on our social networks.
10:15am -10:35am  Break

Panel #2 - Legal

10:35am - 12:00pm  Legal issues, contracting issues, compliance

*Phil Eskew, D.O., J.D., MBA*

Discussion of legal issues, contracting issues, compliance. Update on state and federal legislative / policy issues

Moderated Q&A

*Moderated by Hal Scherz, M.D.*

Lunch Keynote Speaker

12:00pm - 1:30pm  Bernie Marcus

*Founder, Home Depot*

Bernard Marcus is co-founder of The Home Depot, Inc., the world’s largest home improvement retailer. His company revolutionized the home improvement business with its warehouse concept. He served as chairman of the board until his retirement in 2002. He remains director emeritus and Home Depot’s largest single stockholder.

From 1972 to 1978, Marcus was Chairman of the Board and President of Handy Dan Improvement Centers, Inc., a home center retail chain. Prior to Handy Dan, Marcus was President of O’Dell’s, a manufacturing conglomerate, and Vice President of Hard Goods Merchandising for Vornado, Inc., a retail chain.

Marcus’s personal civic involvement has been translated into the creation of The Marcus Foundation where he serves as chairman of the board. His areas of focus include Jewish causes, children, medical research, free enterprise and the community.
Creating a new normal in healthcare, together.

Your Direct Primary Care practice in partnership with the Sedera Medical Cost Sharing Community can provide individuals and families with direct access to high-quality medical care for life's big and small medical events.

Sedera Members need incredible primary care.

Your members need a way to navigate large unexpected medical costs.

Join our cross-referral program today.

www.sedera.com/dpcpractice
Schedule  
Friday, November 15, 2019

Panel #3 - Case Studies of DPC working with employers  
*DPC Solutions for Hospital and for Rural Health Care*  
CME: 1.5 hours

2:00pm - 3:40pm  
Plan Design - Demystifying Health Care Costs  
*Carl Schuessler, Jr., DHP, DIA, GBDS*

The Employer Perspective  
*Lois Hilton*

Results - DPC Rollout, Savings, and Experience  
*Lee Gross, M.D.*

DPC Rural County Roll Out  
*Shane Purcell, M.D.*

Panel Moderated Q&A

3:40pm - 4:00pm  
Break

Panel #4 - Doctors Lounge Radio Show  
CME: 1 hour

4:00pm - 5:00pm  
DPC M and M: When everything is right, but still goes wrong  
*Kevin Wacasey, M.D. - @healthcareonomics*  
Q&A with Host Michael Koriwchak, M.D.
Patient Engagement and Digital Marketing platform personalized for your practice

- Better Patient Engagement
- Improved Social Presence
- Integrated Workflow Platform

Call us: +1-888-448-9495  Email: contact@PatientMD.com  Website: www.patientmd.com
5:30pm - 6:00pm  BONUS: Leveraging Corporate Partnership to Grow Your Patient Panel

Sedera - Tony Dale
aur Health - Peter J Grimes

Salon 17 -18

Leverage access to patients with high deductible health insurance policies, health sharing patients open to innovations in medicine, non-insurance networks of patients, and more.

Mitigate the risk of the most difficult challenge in making the leap into DPC - building your patient panel.

See how our analytics tool, DPC 360, is changing the game for physicians and improving population health across the country

- Population Health
- Clinic Operations
- Patient Worklists
- Employer Scorecards
- Cost Savings Analysis
- Business Development

Visit our booth in the sponsor area to learn more!
“Nuts and Bolts to 2.0” — The practice model for why you became a physician.

Schedule
Friday, November 15, 2019

Dinner Keynote Speaker
6:00pm - 7:30pm  
John Hunt, M.D.
Entrepreneur, Charitable Libertarian, Pediatric Pulmonologist/Allergist/Immunologist, Father, and Author.

Book Signing of Assume the Physician

Come visit us
At the Elation booth!
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to learn more!

Choose Elation

Love your EHR

Provide Great Care

Elation boasts robust documentation features without being encumbered by needless insurance coding features—it is the ideal solution for DPC/Concierge Practices.”

Vivek Sinha, MD
Family Medicine
Virginia, DC

Invest in your patients and your practice.
Schedule
Saturday, November 16, 2019

7:00am - 8:00am  Breakfast

7:00am - 8:15am  Office Managers breakout breakfast
Moderator: Anne Horner, COO, Epiphany Health DPC
Space is limited! Practice managers’ networking opportunity to share practical tips and office management pearls. Physicians welcome!

8:00am - 8:15am  Announcements & Recap of Friday Session

Breakout Sessions

Track 01  Startup Issues

8:20am - 9:20am  Legal challenges for the startup DPC practice
Luanne Leeds, J.D.
Moderator: Dr. Josh Umbehr
• Discuss basic contracting, pitfalls and precautions

CME: 1 hour

Track 02  Established Practices

9:20am - 9:30am  Break for room change

• Discuss growth strategies, pricing & staffing for a growing practice
• Staying positive, keeping your practice fresh

Saturday

“Convention Wireless” access code - D4PCF19

continued...
### Schedule
**Saturday, November 16, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 9:30am - 10:30am | **Solo-Solo: Thriving in your one doc DPC practice**  
*Dr. Staci Benson, Phillip Brenner, Dr. Sidney Coupet*  
- Understanding the one-doc, no staff DPC  
- Compare solo DPC to the growing “slow food” movement  
- Explore best practices for solo-solo practice |
|               | **Managing Expectations and Success in DPC**  
*Dr. Delicia M. Haynes, Neal Douglas*  
- Managing DPC growing pains  
- Discuss complex patient navigation in DPC  
- Discuss defining success  
- Understand how building better relationships is the foundation of DPC |
| 10:30am - 11:00am | **Break**  
- Extended for Hotel Check Out Opportunity |
| 11:00am - 12:15pm | **Setting up your practice, determining services and defining value**  
*Dr. Staci Benson, Phillip Brenner, Dr. Sidney Coupet*  
- Determining pricing and services  
- Balancing practice and family needs  
- Understand the basics of running your own business  
- How to grow your DPC with your ideal patients |
|               | **DPC advanced practice guidance**  
*Dr. Kimberly Legg Corba, Rebekah Bernard, Nick Tomsen*  
- Understanding common compliance mistakes / HIPAA  
- Adding ancillary services to your DPC  
- Reclaiming full-scope family medicine through DPC  
- Q&A with seasoned docs |
12:15pm - 12:35pm   Working Lunch in Grand Ballroom  
- Self Serve in Booth Area

General Session - Case studies in DPC startups

12:35pm - 2:00pm  Moderated panel discussion
Moderator:  Allison Edwards, M.D.

- Discuss pitfalls and problems that physicians encounter
- Learn practice pearls
- Explore the role of physician entrepreneurship

CME: 1.5 hours

Saturday, November 16, 2019

Emilie Scott
James Gaor
Emilie Scott
Brandon Alleman
Donna Givens
Aimee Ostick
Allison Edwards

DPCmanual.com

Helping Direct Primary Care Practices to Follow Best Practices and Compliance Procedures

EXCLUSIVELY FOR DIRECT PRIMARY CARE PHYSICIANS

PLUS: Individual policies now available!
General Session - Taking Action - The Physicians Path Ahead

2:00pm - 3:00pm  Taking Action - Most of what we need to fix health care is already here
Dr. Chad Savage, Dr. Josh Umbehr, Dr. Katarina Lindley, Dr. Kimberly Legg Corba

- Putting together the pieces of a broken system
- Physicians leadership as the solution to health care
- Understanding hurdles and opportunities on the path ahead

Closing Thoughts - Logistics, CME, and Vision 2020
Support Our Sponsors
The Market Heroes Who Helped Make “Nuts & Bolts to 2.0” Possible

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**Gold**

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  - 202.656.2808

- **Aur Health Care Group**
  - ahdpc.com
  - 414.788.0888

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**Silver**

- **Elation Health**
  - elationhealth.com/direct-care-ehr
  - 415.231.5164

- **KPININJA**
  - kpininja.com
  - 402.419.0906

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**Exhibitors**

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  - andameds.com
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- **Benjamin Rush Institute**
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  - 866-878-7477

- **DPC Alliance**
  - dpccalliance.org
  - hello@dpccalliance.org

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  - 888-258-2552

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Overnight Success
A Decade in the Making

DOCS4
Patient Care
FOUNDATION

“Nuts and Bolts to 2.0” The practice model for why you became a physician.

Equipping DPC Heroes in the Army of Compassion
**Our History and Mission**

The Docs 4 Patient Care Foundation (D4PCF) is a 501(c)(3) non-partisan, non-profit organization that promotes free-market health care policy solutions to address America’s increasing health care challenges.

Our mission is to preserve the sanctity of the doctor-patient relationship and ensure that health care is of the highest quality, accessible, affordable, and private for all Americans.

D4PCF was founded in 2014 as an educational project led by actively practicing physicians to advance health care freedom. The foundation arose from the efforts of Docs 4 Patient Care, a 501(c)(6) membership organization established in 2009 in response to the national debate over the Affordable Care Act.

D4PCF is unique among other non-profit organizations working in the health care policy space for this very important reason: D4PCF’s board is comprised entirely of actively practicing physicians from various areas of medicine and surgery; doctors who possess hands-on, practical knowledge of our health care system and who, by virtue of their real-life experience, contribute a much-needed perspective on policy solutions.

**Engaging Public Policy in the Cause of Patient Care**

The Docs 4 Patient Care Foundation was created by practicing physicians with a combined experience of over 140 years of direct patient care.

Our doctors have extensively studied the problems in the health care sector and have devoted thousands of hours analyzing the issues and developing solutions that make sense for America.

Collaborating with leaders in the national health care policy community, legislators, business experts and the media has allowed us to develop common sense workable alternatives from our unique perspective.

Beginning from the ground up with a clear focus on the sanctity and value of the relationship between a doctor and a patient, ideas and proposals have been developed which address the needs of all patients and the profession dedicated to serving them.

Understanding healthcare at the most intimate and private primary level, the point of interaction between the patients and their doctor, sets us apart from other experts in the field.

*Read our editorials, white papers, and visit our DPC MasterClass at [www.D4PCfoundation.org](http://www.D4PCfoundation.org)*
Behind the Scenes of Victory: 14 White House Trips, Legal Briefs, Tenacity.
The 10 Year Road to Overnight Success

For 10 years, the physicians of Docs 4 Patient Care Foundation have been preaching, teaching, and writing policy from the front lines of care. June 24, 2019 they became an overnight success.

From a decade of traveling to Washington DC to hold "House Calls on Congress", to working with think tanks, to testifying before state and federal committees - the powers that be have finally started to move.

These unsung heroes of health care have largely travelled to the halls of power on their own dime, undercutting their own practices and families to put in the time needed to persuade.

Most recently, the leadership of Docs 4 Patient Care Foundation and closely associated physicians have travelled to...

- the White House 14 times
- Testified before Senate sub committees
- made visits to various bureaucracies including the
  - IRS,
  - HHS,
  - Department of Labor
  - Small Business Association

and even hired D.C. attorney firms to create legal briefs explaining the need for health care freedom, the expansion of HSAs, and the protection of Direct Primary Care.

YOUR SUPPORT has borne fruit and is needed to ensure implementation happens. The fight is not over.
Executive Order: The Text Improving Price and Quality Transparency
June 24, 2019 - Signed by President Donald J. Trump
DPC Victory in Section 6(b)

"By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:
Section 1. Purpose. My Administration seeks to enhance the ability of patients to choose the healthcare that is best for them. To make fully informed decisions...

...(b) Within 180 days of the date of this order, the Secretary of the Treasury, to the extent consistent with law, shall propose regulations to treat expenses related to certain types of arrangements, potentially including direct primary care arrangements and healthcare sharing ministries, as eligible medical expenses under section 213(d) of title 26, United States Code."
COMMUNICATIONS VICTORIES – 2019 & PROJECTED WINS – 2020

In the past 12 months, D4PCF earned a voice in the public square for doctors and patients like never before:

OP-EDS

- We engaged Good Comma Editing (GCE)—a team of trained writers, editors, and free-market health care policy experts—to draft, revise, edit, and pitch op-eds by D4PCF in national and state media.
- GCE built and maintains our production calendar, solicits rough drafts from D4PCF Board members, and recruits D4PCF Policy Fellows. View the calendar and draft markups in the following pages.
- 32 op-eds entered our pipeline; 25 op-eds were published in national media under D4PCF bylines; 5 were indefinitely tabled; 1 is currently being pitched to media.
- Our 25 published op-eds had 6 authors.
- Our 9 publishers were Townhall (10), American Thinker (3), The Hill (3), Western Journal (3), Daily Caller (2), Detroit News (1), GeorgiaPol (1), Washington Examiner (1), and Washington Times (1).

SPECIAL PUBLICATIONS

- News Articles—GCE journalists covered our 2018 DPC conference in Orlando, Florida, delivering a batch of evergreen articles quoting conference presenters and attendees. The articles are designed to promote the 2019 DPC conference via D4PCF’s website and email communications.
- Press Releases—We issued 2 press releases. LEVICK wrote and distributed one (edited by GCE) highlighting D4PCF’s influence on President Trump’s executive order on price transparency. GCE wrote and distributed one highlighting D4PCF’s letter to the IRS regarding HSA tax protection for DPC practices.
- Distribution Lists—LEVICK used its distribution channels. GCE began developing a custom media distribution list specifically for D4PCF.
- Official Correspondence—D4PCF engaged Foley Hoag LLP to write a letter to the IRS.

Let’s keep it going! Your funds will enable these wins in 2020:

D4PCF GOALS FOR GCE

- 36 to 42 op-eds
- 4 to 6 press releases
- 6 new authors (12 total)
- 14 publishers (national and state)
- Quality assurance & coordination of various D4PCF communications

D4PCF GOALS FOR GCE OR OTHER VENDORS

- New website
- Clearer, more professional email campaigns
- Regular online fundraising campaigns
- Targeted distribution lists
- … and many more, contingent on your generous funding of D4PCF’s effective work!
Direct primary care (DPC) is an innovative health care delivery model that eliminates unnecessary and expensive middlemen, putting patients in a direct relationship with their primary care physician.

DPC works outside of the traditional insurance-based model by offering patients direct access to their primary care physician at an affordable monthly or quarterly fee.

Studies have shown that DPC practices have successfully increased access and affordability of care while also improving patient outcomes. Unlike other forms of concierge medicine, DPC is an affordable option for individuals and families of all income levels.

Docs 4 Patient Care Foundation president Lee Gross is a recognized expert on direct primary care. He co-founded Epiphany Health in 2002, and added a DPC component to the practice in 2010. Dr. Gross has consulted with legislators in several states on DPC, winning state level legislative victories with his positive policy testimony.
Certificate of Need (CON) laws require medical providers to obtain permission from government agencies before offering new medical services, expanding their existing facilities, or purchasing some new forms of medical equipment.

CON laws were first implemented in the 1960s in an attempt to manage health care costs by decreasing competition among medical providers. Regulators at the time believed that greater control over medical providers would ensure increased access to affordable care in poorer communities.

Yet CON laws have had an opposite effect.

By artificially limiting competition and making it difficult for medical providers to meet the needs of their patients, they have decreased access to quality resources and technologies that providers need to best care for their patients.

Even worse, some state CON regulations allow existing providers to object to new applications. This practice has been used by large corporate hospitals in states like Georgia to prevent competition by smaller private practices.

Although the federal government dropped its own CON requirements in 1986, 36 states and the District of Columbia still maintain CON laws. In recent years, the laws have come under increased scrutiny and are actively being challenged in several states.
INITIATIVE: MAINTENANCE OF CERTIFICATION

End MOC

In order to specialize in a subset of medicine, doctors must complete a process of certification following graduation from medical school. Until recently, the American Board of Medical Specialties, a private certifying board, would administer exams upon completion of a doctor’s specialty training and would certify them in a specialty for life.

More recently, however, these certifications have become time-limited and physicians must undergo an onerous, expensive, and time-consuming process known as Maintenance of Certification (MOC), in addition to meeting their state licensure board’s continuing education requirements for Maintenance of Licensure (MOL).

For physicians with multiple board certifications this can cost several thousands of dollars per year in time away from their practice, fees, and travel costs to take exams that are often irrelevant to the physician’s actual scope of practice. More importantly, however, MOC has not been shown to improve physician performance or quality.

Physician frustration with MOC has led to the creation of the National Board of Physicians and Surgeons (NBPAS), an alternative certifying board. D4PCF secretary Dr. Hal Scherz is a member of the new board and has been actively involved in getting hospitals and insurance plans to accept NBPS certification.

INITIATIVE: HEALTH INFORMATION TECHNOLOGY

Free Market Fast

Technological advances have revolutionized medical practice. New medical technologies have been used to eradicate diseases, develop new therapies to treat chronic conditions, and improve the quality of life for people around the world.

Technology has also changed the way physicians record and store patient data. Under the HITECH Act and the Affordable Care Act, physicians accepting Medicare patients must convert to electronic health records (EHR) or be reimbursed at a reduced rate. The federally mandated EHRs are expensive to implement, time-consuming to operate, and have not resulted in lower costs, fewer medical errors, increased physician efficiency, or more effective communication between doctors caring for the same patient.

Physicians and patients would have been far better off allowing medical practices to develop their own digital record-keeping instead of being subject to a one-size-fits-all federal mandate.

Docs 4 Patient Care Foundation vice president Dr. Mike Koriwchak is an expert on information technology. He was heavily involved in ENT of Georgia’s EHR implementation project, which earned the e-Technology award from the Medical Association of Georgia in 2008, and has been writing about health care technology since 2010.
“Nuts and Bolts to 2.0”

The practice model for why you became a physician.

DOCS4
Patient Care

The Thought Leaders
speak on

DOCS4
Patient Care

Equipping DPC Heroes in the Army of Compassion

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Every hospital has a private area where Doctors go to get a cup of coffee and get together to talk amongst themselves to discuss medical and health care matters... This show is a window into the private conversations doctors have that impact your world.
Our Mission Is …

DPC Action is a non-profit organization dedicated to promoting and advocating for improved access to affordable health care through independent Direct Primary Care practices.

Direct Primary Care is …

...a doctor’s practice model that works like “Netflix for Medicine”. You subscribe to your local doctor’s practice for a monthly fee and binge on health care when you need it!

The doctor/patient relationship as it should be.

Taking Action

Real World Results

Our Leaders Fight – Testimony – Policy – Relationships

- DPC Legal Protections PASS in Florida
- National Radio Shows (like Hannity) platform telling America to Binge on Health Care through DPC
- Washington D.C. Policy Briefings for HHS, CMS, SBA & the White House
- Successfully fought to have DPC Included in White House Report on Choice and Competition in Health Care

Our board members collectively have over 35 years of DPC experience, have helped train and/or launch 1,000 physicians and DPC practices across the nation, making us THE nation’s leading experts in the Direct Primary Care delivery model.

Founding Board

Physician Led on the Front Lines of Medicine

Gross, MD  Corba, DO  Umbehr, MD  Savage, MD  Lindley, DO

DPC Action is a 501 (C) 4 non-profit social welfare organization promoting the benefits for patients and doctors of the independent Direct Primary Care practice model.

Visit/Support

DPCaction.com
social media - @dpcaction
Direct Primary Care: Policy Options for Expanding Access

What is Direct Primary Care (DPC)? DPC is an innovative and patient-centered model for receiving and paying for healthcare. The DPC model involves a fixed-fee arrangement between providers and consumers where the patient pays a periodic fee in exchange for a defined number of visits as well as office-based procedures and treatments. It generally includes all office-based professional services for the prevention and management of disease, including in-office testing, procedures, related supplies and office-administered medications. It also typically includes technology visits via email, texting or video. Think of it as the “Netflix” model for primary care.

How Does DPC Improve Access to Care and Save Americans Money? The cost of health insurance continues to rise, pushing more Americans into high deductible health plans and other high out-of-pocket benefit designs to minimize premiums. The DPC model gives these patients an affordable option for supplementing their health insurance by contracting directly with their primary care physician to access high quality healthcare. Patients in a DPC contract pay one transparent, flat fee to receive their care with no surprise bills or hidden costs, and DPC physicians are often able to offer additional services or products at much lower costs than a patient would be charged under a health insurance plan.

How Can DPC Lead to Lower Prescription Drug Costs? DPC physicians are able to purchase many prescription drugs directly from the wholesaler, cutting out the middlemen that increase the costs of drugs for patients. For example, the average patient out-of-pocket expense for the generic cholesterol medicine Lipitor (atorvastatin) is $11 per prescription, not including contributions by the health plan. The wholesale cost of the same medication dispensed through a DPC practice is $0.07 per pill. That equals a $120 annual out-of-pocket savings per individual for a single prescription PLUS the savings to the health plan. Extrapolated nationally, that is a $1 billion savings potential for this single medication that had 100 million prescriptions dispensed last year, simply by eliminating the retail markup of middlemen.

How Can DPC Alleviate Physician Burnout and Reduce Provider Consolidation? Physicians today are drowning under a mountain of administrative requirements from the government and private health insurance plans. This is leading to significant rates of physician burnout and incentives for physicians to consolidate with larger health systems or groups to manage the burden. Providers are further incentivized to consolidate in order to increase their network and rate negotiating leverage with insurers. The DPC model reduces the administrative burden and need to maximize negotiating leverage by taking the health insurer out of the equation entirely, giving physicians an alternative business model that reduces burnout while allowing them to stay independent.

What are the Barriers to DPC and the Policy Options for Overcoming? The IRS currently considers DPC to be a health plan, which means that Americans are prohibited from using their Health Savings Account (HSA) for purchasing DPC. This IRS opinion—which is in direct conflict with the statutory language of the Affordable Care Act, HHS guidance, and laws in 25 states that DPC is NOT health insurance—could be fixed with the stroke of a pen, however the IRS Commissioner has refused to act.

Legislation has been introduced in past sessions of Congress to fix the DPC HSA problem, however the bill that passed the House in 2018 (H.R. 6199) contained several significant flaws, including:

1. Prohibiting DPC providers from dispensing prescription drugs—missing a key opportunity to lower the cost of drugs for patients. We recommend striking this prohibitive provision.
2. Capping DPC physician rates at $150/month. While we understand that this was necessary to minimize the score of the bill, there is potential for a compromise if Congress clarifies that this cap is simply on the amount that can be written off for tax purposes, and not a hard rate cap.
3. “Fixing” the wrong section of the Internal Revenue Code. Instead of making DPC an eligible health care expense under IRC 213(d), it makes DPC an exempted health plan under IRC 223(c). This creates conflict in the 25 states that passed legislation declaring DPC is not a health plan and opens DPC providers up to regulation by State Insurance Commissioners in states that have not passed such a law.

DPC Action Strongly Supports Action to Increase Access to DPC:

1. Urge the IRS Commissioner to reverse its policy interpretation that DPC is a health plan
2. Support legislation that fixes the DPC HSA problem, without the flaws of H.R. 6199
“Nuts and Bolts to 2.0”

The practice model for why you became a physician.

Board of Directors

**Dr. Lee Gross**  
President

Dr. Gross graduated from Ohio State and received his medical degree from Case Western Reserve University. He was chief resident of family medicine at University Hospitals of Cleveland. After years in private practice, he and his colleagues had an epiphany about an affordable health care solution, free of insurance and government intrusion. They launched Epiphany Health Direct Primary Care in 2010. Now a Direct Primary Care revolution is sweeping across the nation, providing access to health care for those who have been neglected by the system for decades. Dr. Gross is a national speaker and a leading expert on DPC. Epiphany Health was named 2016 Business of the Year by the Chamber of Commerce.

Dr. Gross serves as the president of the Docs4 Patient Care Foundation, a national health policy think tank of practicing physicians committed to the establishment of an American health care economy which preserves the sanctity of the physician-patient relationship, promotes quality care, supports affordable access to care for all Americans and protects patient’s personal health care decisions. He serves on the Florida Medical Association’s Council on Medical Economics and Practice Innovation, is a delegate to the FMA and is the past-president of his County Medical Society. He serves on the Board of Trustees of an HCA Hospital. Dr. Gross is a recipient of HCAs 2016 Frist Humanitarian award for his work, the company’s highest honor.

**Dr. Mike Koriwchak**  
Vice President

Michael J. Koriwchak, M.D. received his medical degree from Duke University School of Medicine in 1988. He completed both his Internship in General Surgery and Residency in Otolaryngology-Head and Neck Surgery at Vanderbilt University Medical Center. Dr. Koriwchak continued at Vanderbilt for a fellowship in Laryngology and Care of the Professional Voice.

He is board certified by the American Board of Otolaryngology-Head and Neck Surgery.

After training Dr. Koriwchak moved to Atlanta in 1995 to become one of the original physicians in Ear, Nose and Throat of Georgia. He has built a thriving practice in Laryngology, Care of the Professional Voice, Thyroid/Parathyroid Surgery, Endoscopic Sinus Surgery and General Otolaryngology. A singer himself, many of his patients depend on their voice for their careers. Some are well-known entertainers.

Dr. Koriwchak has performed thousands of thyroid, parathyroid and head and neck cancer operations. He was also one of the first to offer balloon sinuplasty for the treatment of chronic sinusitis.

**Dr. Hal Scherz**  
Secretary

Hal C. Scherz, M.D., F.A.A.P, F.A.C.S is a renowned Pediatric Urologist practicing in Atlanta Georgia. His training has taken him from New York to Texas to California at some of the most well regarded institutions in American Medicine. He is a full time practicing urologist at Children’s Healthcare of Atlanta. He has one of the few fellowship training programs in Pediatric Urology in the US and serves as a principal investigator on numerous studies in his field of expertise and a reviewer for several peer reviewed journals in Urology.

Dr. Scherz has significant medical executive experience currently serving as the managing partner of Georgia Pediatric Urology. He is a former president of the American Association of Pediatric Urologists. He is currently on the executive boards of the Children’s Healthcare of Atlanta Ambulatory Surgery Center, the Children’s Healthcare Network of Atlanta, and the Children’s Subspecialty IPA.

He is a highly sought after speaker in regards to healthcare issues having appeared on numerous national TV news programs and nationally syndicated radio shows. In his specialty, Dr. Scherz has published over 70 articles and 6 book chapters. He has been named by Atlanta Magazine as one of the leading doctors in Atlanta each year since 2005. In the area of the national health care debate he has published editorials in some of the leading publications of the nation.
Board of Directors

Dr. Jeffrey English
Member

Dr. Jeffrey English is the Medical Director of SCI-Atlanta. Dr. English is a board certified neurologist with sub-specialization in clinical neurophysiology. Dr. English earned his medical degree from Dartmouth Medical School in 1995. He completed his neurology residency and electrophysiology fellowship at the University of Maryland in 2000. During his residency, he completed several independent research studies on stroke and traumatic brain injury at Kernan Rehabilitation Hospital in Baltimore.

Since 2000, Dr. English has also been a member of Peachtree Neurological Clinic in Atlanta, Georgia. He is the Clinical Research Director at the Multiple Sclerosis Center of Atlanta. Dr. English has areas of expertise in multiple sclerosis, clinical research, neuroimaging and head injury. He is a national speaker on research developments and treatments in multiple sclerosis, restorative neurology, and the economics of healthcare delivery.

Dr. Ori Hampel
Member

Ori Hampel, M.D., is Founder and Managing Partner of Adult and Pediatric Urology of Houston, LLP. He earned his BA from Case Western Reserve University, where he was elected into Phi Beta Kappa as he completed a triple major in biochemistry, English, and chemistry. He then received his M.D. degree from Case Western Reserve University School of Medicine. Upon completing medical school, Dr. Hampel moved to Houston to obtain his graduate training in General Surgery and Urology at Baylor College of Medicine. He is a Diplomate of the American Board of Urology.

Since finishing his training in 1998, Dr. Hampel has been practicing adult and pediatric urology and urologic surgery in the Greater Houston Area. He was named one of “Houston’s Top Docs” by H-Texas Magazine. Dr. Hampel has served the Harris County Medical Society on the Board of Socioeconomics and on the Managed Care Committee. Most recently, he has been serving as a Delegate to the Texas Medical Association House of Delegates.

Dr. Beth Haynes
Member

Previously in private practice with board certification in both Family Practice and Emergency Medicine, Dr. Beth Haynes has been working full time in healthcare policy for the past six years. She obtained her M.D. from the University of Cincinnati, College of Medicine and her residency training at University of Wisconsin in Madison.

She also volunteers as an executive board member of the Dr. Joseph Warren Institute and is Founder and President of The Black Ribbon Project. She previously served as Senior Health Policy Analyst and Executive Board Member for Docs 4 Patient Care Foundation, and as National Co-Chair of Doc Squads, a project to recruit and train doctors to lead the public healthcare debate. Dr. Haynes has published several op-eds in TownHall.com, PJ Media, American Thinker and The Huffington Post. She speaks frequently to citizen and professional groups on healthcare policy, the ACA, and the ethics and economics of medicine.

The Docs 4 Patient Care Foundation is an organization of physicians committed to the establishment of an American health care economy which preserves the sanctity of the physician-patient relationship, promotes quality care, supports affordable access to care for all Americans and protects patient’s personal health care decisions.
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