DIRECT PRIMARY CARE:

AN EMERGING MODEL FOR PRIMARY CARE & A RESPONSE TO PHYSICIAN BURNOUT

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SUNDAY, NOVEMBER 12, 2023

8:00-9:00AM

OBJECTIVES

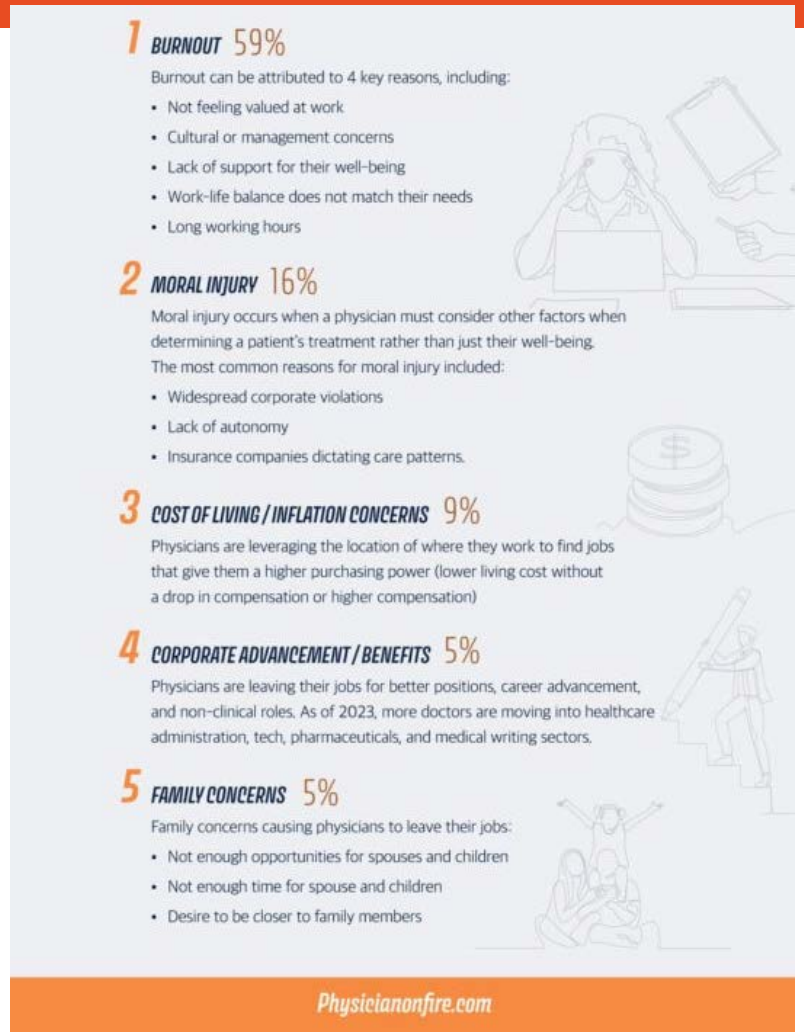
1. Limitations & Harms of the Fee for Service (FFS) Reimbursement Model
2. How FFS Contributes to Physician Burn-Out and Moral Injury
3. What is Direct Primary Care?
4. Benefits of Direct Primary Care
5. How Direct Primary Care Meets the Needs of Physicians & Patients at Lower Costs
6. How to Get Started in Direct Primary Care

REMEMBERING YOUR "WHY?"

63%

AMERICAN MEDICAL ASSOCIATION, MAY 2023 “MEASURING AND ADDRESSING PHYSICIAN BURNOUT”

TOP 5 REASONS WHY PHYSICIANS ARE LEAVING THEIR JOBS IN 2023:



1 BURNOUT 59%

Burnout can be attributed to 4 key reasons, including:

- Not feeling valued at work
- Cultural or management concerns
- Lack of support for their well-being
- Work-life balance does not match their needs
- Long working hours

2 MORAL INJURY 16%

Moral injury occurs when a physician must consider other factors when determining a patient's treatment rather than just their well-being. The most common reasons for moral injury included:

- Widespread corporate violations
- Lack of autonomy
- Insurance companies dictating care patterns.

3 COST OF LIVING / INFLATION CONCERNS 9%

Physicians are leveraging the location of where they work to find jobs that give them a higher purchasing power (lower living cost without a drop in compensation or higher compensation)

4 CORPORATE ADVANCEMENT / BENEFITS 5%

Physicians are leaving their jobs for better positions, career advancement, and non-clinical roles. As of 2023, more doctors are moving into healthcare administration, tech, pharmaceuticals, and medical writing sectors.

5 FAMILY CONCERNS 5%

Family concerns causing physicians to leave their jobs:

- Not enough opportunities for spouses and children
- Not enough time for spouse and children
- Desire to be closer to family members

Physicianonfire.com

1. Burnout
2. Moral Injury

75%

PHYSICIAN ON FIRE, SEPT 2023 **"TOP 5 REASONS WHY PHYSICIANS ARE LEAVING THEIR JOBS IN 2023: BASED ON A SURVEY OF 1,639 DOCTORS"**

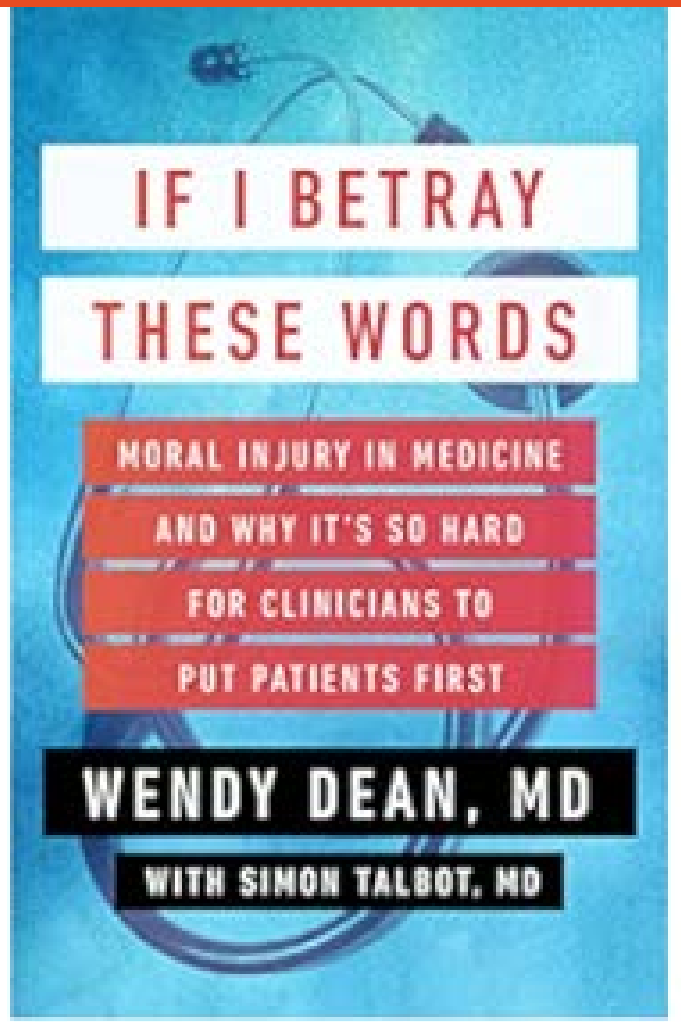
WHAT IS BURNOUT?

- Emotional exhaustion
- Depersonalization
  - i.e. lack of empathy for or negative attitudes toward patients
- Feeling of decreased personal achievement

THE AMEICAN MEDICAL ASSOCIATION, FEB 2023, "**WHAT IS PHYSICIAN BURNOUT?"**

ROOT CAUSE – MORAL INJURY

- Perpetrating, failing to prevent, bearing witness to, or learning about acts that transgress deeply held moral beliefs and expectations
- A deep soul wound that pierces a person's identity, sense of morality, and relationship to society



Dean, W., & Talbot, S. (2023). *If I betray these words: moral injury in medicine and why it's so hard for clinicians to put patients first* . Steerforth Press.

WHAT IS TRULY DRIVING MORAL INJURY IN PRIMARY CARE?

THE STRUCTURE & INCENTIVES OF THE FEE-FOR-SERVICE PAYMENT MODEL

WE ARE SET UP TO FAIL

Primary care physicians need **26.7 hours a day** to have enough time for preventive care, chronic disease care, acute care, and administrative duties for their patients.

PORTER J, BOYD C, SKANDARI MR, LAITEERAPONG N. REVISITING THE TIME NEEDED TO PROVIDE ADULT PRIMARY CARE. J GEN INTERN MED. 2023 JAN;38(1):147-155. DOI: 10.1007/S11606-022-07707-X. EPUB 2022 JUL 1. PMID: 35776372; PMCID: PMC9848034.

DOCTOR-PATIENT RELATIONSHIP

Extra time for doctors with their patients has been shown to contribute to better outcomes, fewer complications, better overall patient health, decreased emergency room visits, and fewer hospitalizations.

BYYNY RL. TIME MATTERS IN CARING FOR PATIENTS. TWENTY MINUTES ISN'T ENOUGH. PHAROS ALPHA OMEGA ALPHA HONOR MED SOC. 2016 SPRING;79(2):2-8. PMID: 27328531.

Effective doctor-patient communication cannot be accomplished in a strict, time-limited, fifteen- or twenty minute appointment.

BYYNY RL. TIME MATTERS IN CARING FOR PATIENTS. TWENTY MINUTES ISN'T ENOUGH. PHAROS ALPHA OMEGA ALPHA HONOR MED SOC. 2016 SPRING;79(2):2-8. PMID: 27328531.

THE 15-MINUTE APPOINTMENT – WHY?

"No one knows exactly why 15 minutes became the norm, but many experts trace the time crunch back to Medicare's 1992 adoption of a byzantine formula that relies on RVUs to calculate doctor's fees."

Answer:Fee-for-Service Payment Model

RABIN, RONI CARYN. APRIL 2014. KAISER NEWS NETWORK. "15-MINUTE DOCTOR VISITS TAKE A TOLL ON PATIENT-PHYSICIAN RELATIONSHIPS"

HOW DID WE GET HERE?

Lack of Physician Autonomy

LOSS OF PHYSICIAN AUTONOMY

- In 2016, for the first time, **less than one-half of practicing physicians had an ownership stake in their own practices**
- More physicians are identifying as employees instead of owners, with **family physicians being the second most likely specialty to be employed**.
- This trend has significant implications for reimbursement and practice patterns, and potential impacts on physician burnout if scope is limited by employers.

KANE, CAROL K. 2017 AMERICAN MEDICAL ASSOCIATION. UPDATED DATA ON PHYSICIAN PRACTICE ARRANGEMENTS: PHYSICIAN OWNERSHIP DROPS BELOW 50 PERCENT

"Responsibility and accountability without authority is well known in the business world as a recipe for dysfunction and deep dissatisfaction in the workplace. **But in healthcare it has become accepted practice, and the consequence... is moral injury“**

- “If I Betray These Words”

DEAN, W., & TALBOT, S. (2023). *IF I BETRAY THESE WORDS: MORAL INJURY IN MEDICINE AND WHY IT'S SO HARD FOR CLINICIANS TO PUT PATIENTS FIRST* . STEERFORTH PRESS.

IF SOMETHING ISN'T WORKING, DON'T TRY HARDER OR DO MORE. DO SOMETHING DIFFERENT

RAMIT SETHI

DIRECT PRIMARY CARE

WHAT IS DIRECT PRIMARY CARE?

Direct Primary Care (DPC) is an *innovative* healthcare model where physicians partner with their patients to provide primary care services under a flat, periodic membership fee.

DIRECT PRIMARY CARE ALLIANCE – "WHAT IS DIRECT PRIMARY CARE (DPC)?" - DPCALLIANCE.ORG
"

CRITERIA OF A DIRECT PRIMARY CARE PRACTICE

- **For a practice to qualify as a Direct Primary Care practice**
  - Charges a periodic fee
  - Does not bill any third-party payors on a fee-for-service basis, and
  - Any per visit charge must be less than the monthly equivalent of the periodic fee

DIRECT PRIMARY CARE ALLIANCE – "WHAT IS DIRECT PRIMARY CARE (DPC)?" - DPCALLIANCE.ORG
"

SUPPORTED BY THE AAFP

The AAFP supports the physician and patient choice to, respectively, provide and receive healthcare in any ethical healthcare delivery system model**, including the DPC practice-setting**

AMERICAN ACADEMY OF FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA

KAUFFMAN, RYAN D. "TRANSITIONING TO DIRECT PRIMARY CARE" *FAM PRACT MANAG.* 2020;27(4):29-34

LEGAL STUFF – DPC IN GEORGIA

- Georgia has passed SB 18 the "Direct Primary Care Act." It is a well written bill to define DPC as "not subject to state insurance laws." It passed the senate and the house and was signed by the governor on April 25, 2019 making Georgia the 26th state to have DPC "not insurance" defining language.

DPCFRONTIER.COM
HTTPS://WWW.DPCFRONTIER.COM/GEORGIA#:~:TEXT=GEORGIA%20HAS%20PASSED%20SB%2018,%E2%80%9CNOT%20INSURANCE%E2%80%9D%20DEFINING%20LANGUAGE.

BENEFITS OF DPC

Conventional Healthcare Model

High cost premiums and expenses that are spread out amongst multiple entities. Driven by the bottom line, not by the individual patient needs

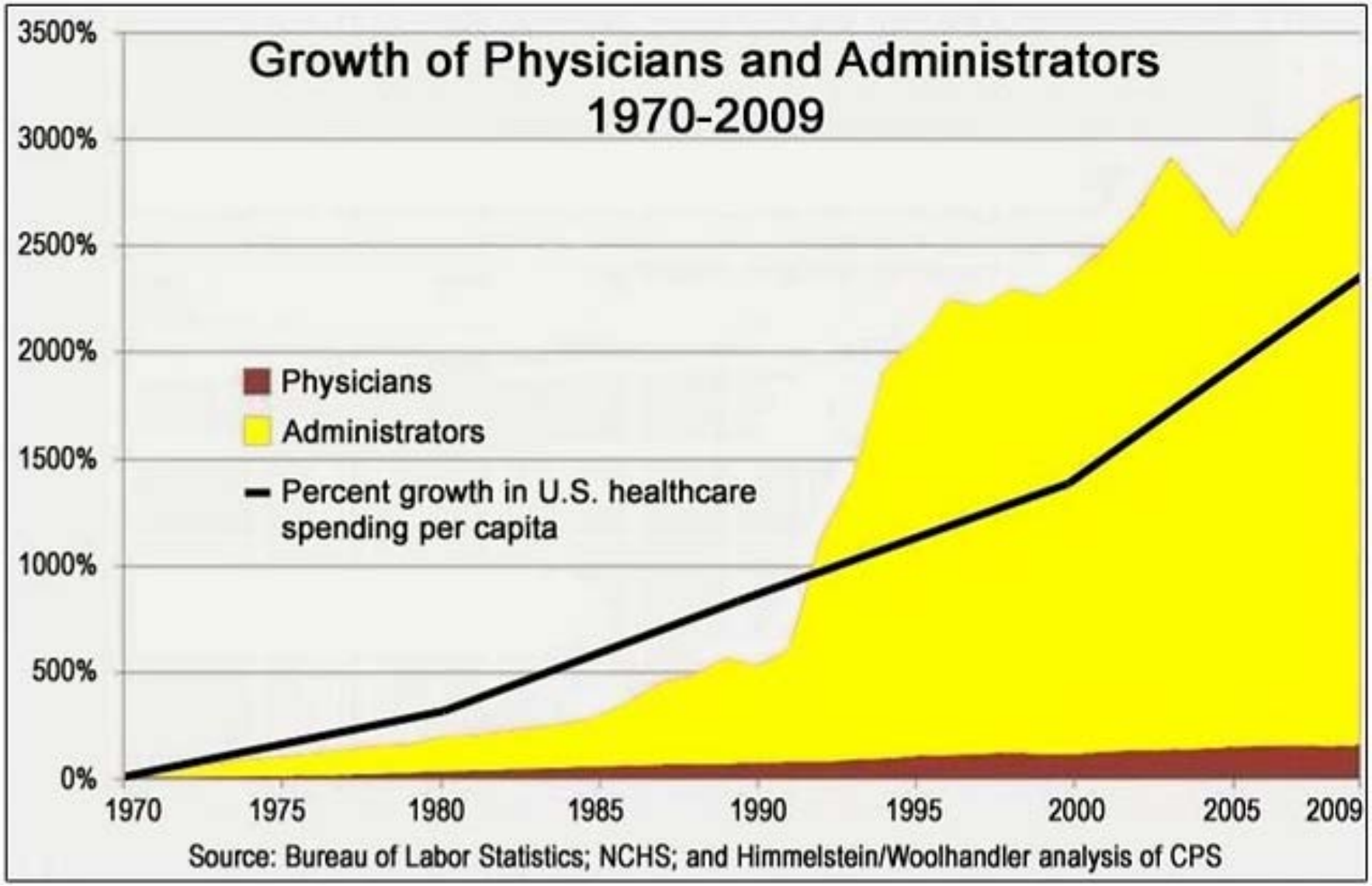
Leads to unnecessarily expensive monthly cost, uncoordinated and substandard care.

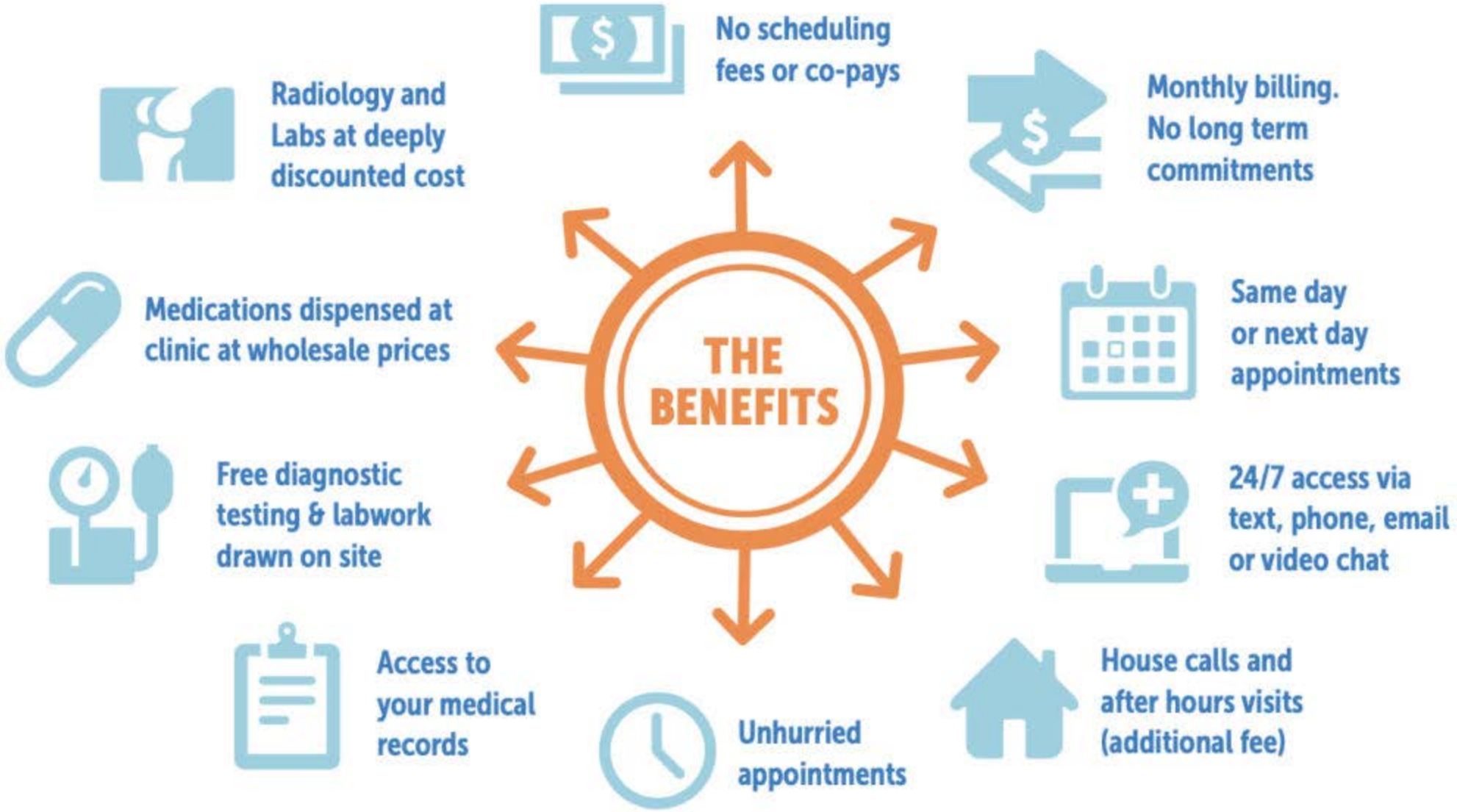
Direct Primary Care Model

Low cost membership fee paid directly to the provider, cutting out the middle man resulting in high quality, patient centered-care at a more affordable price.

Direct Primary Care paired with Major Medical gives you overall better health coverage at a lower price.

HTTPS://VITALEDGEHEALTH.COM/MEMBERS/


Growth of Physicians and Administrators
1970-2009
3500%
3000%
2500%
2000%
1500%
1000%
500%
0%
Physicians
Administrators
Percent growth in U.S. healthcare spending per capita
1970
1975
1980
1985
1990
1995
2000
2005
2009
Source: Bureau of Labor Statistics; NCHS; and Himmelstein/Woolhandler analysis of CPS



SASSER, CHARLES. **"DIVORCE FROM TRADITIONAL HEALTH CARE: FIND OUT ABOUT A NEW, COST-EFFECTIVE ALTERNATIVE" GREATER BATON ROUGE BUSINESS REPORT. SEPTEMBER 10, 2020**

Direct Primary Care vs. Traditional Care

	Direct Primary Care	Traditional Primary Care
Time to schedule a visit:	same or next day	29 day average
Communication:	call, text, email physician	no direct access to physician
Waiting room time:	0-5 minutes	15-30 minutes
Time spent with physician:	30-60 minutes	13 minutes
Practice Size:	400-600 patients	2,000-3,000 patients
Cost:	membership fee with no hidden charges	copay/deductible + additional fees
Medical care provided by:	one provider	multiple providers, specialists, and midlevels

HTTPS://BRIGHTHEALTHMED.COM/ABOUT/

BENEFITS – MORE TIME WITH PATIENTS

- Restore the Doctor-Patient Relationship
  - Longer Appointments
  - Telehealth
  - Direct-Messaging

BENEFITS: SIMPLIFIED PAYMENT MODEL

Patients

- Price-Transparency
- Ability to Budget Expenses
- Reduced UC & ED Expenses
- Most Health Savings Accounts Can be used for membership fees
  - HSA, FSA, HRA

Physicians

- No Complex Billing & Coding!
- Stable, predicatable Revenue

BENEFITS: LESS PAPERWORK!

- Simplified EHR - No More "Meaningful Use"
- Simplified Documentation

BENEFITS: PHYSICIAN AUTONOMY!

- Reduced Bureaucracy
- Agile Decision Making
- Control of Schedule
- Work-Life Balance

BARRIERS

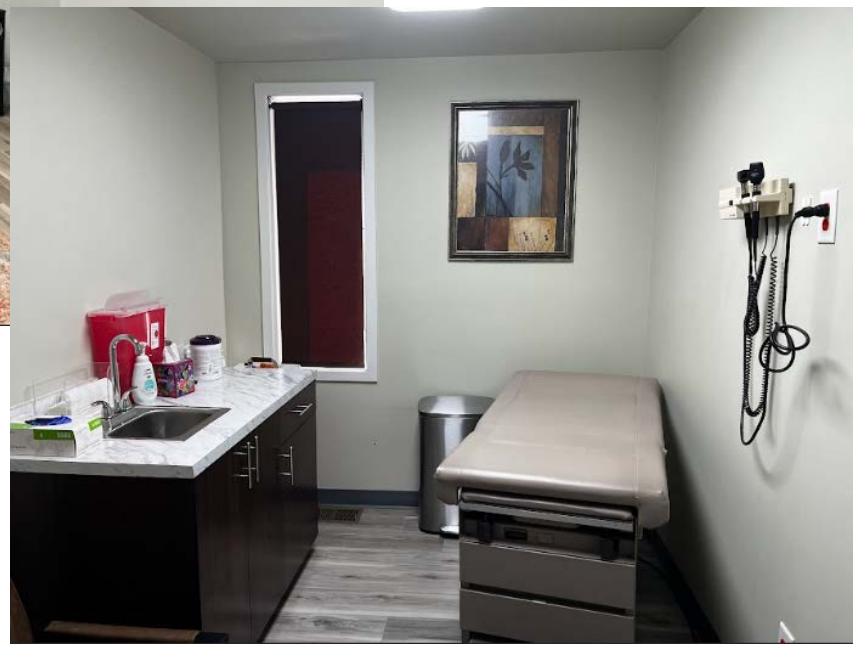
- Non-Compete/Non-Solicitation Clauses
- Lack of Business Confidence
- Student-Loan Burdens

SOL DIRECT PRIMARY CARE

- Opened May 2023!
- Self- Funded
- Enrolled 150 Patients in 6 months

www.Sol-DPC.org

SOL DIRECT PRIMARY CARE



- Sub-Lease Office Space
- Virtual Assistant
- Rooming/Phlebotomy by Physician
- 4-6 Patients in Person/Day
- 4 days a Week
- Approx15 Patients Touches/Day
  - Telehealth
  - Phone Calls
  - Texting

IF YOU'VE SEEN ONE DPC, YOU'VE SEEN ONE DPC!

MORE RESOURCES

DPC ALLIANCE

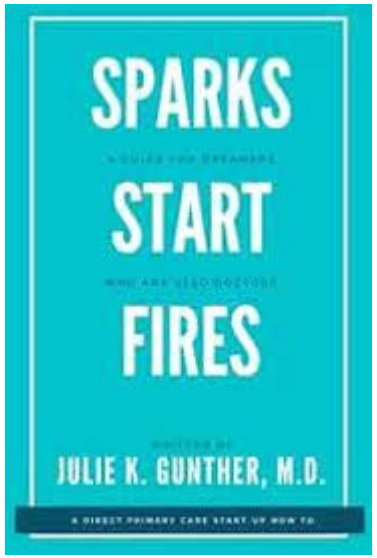
dpcalliance.org

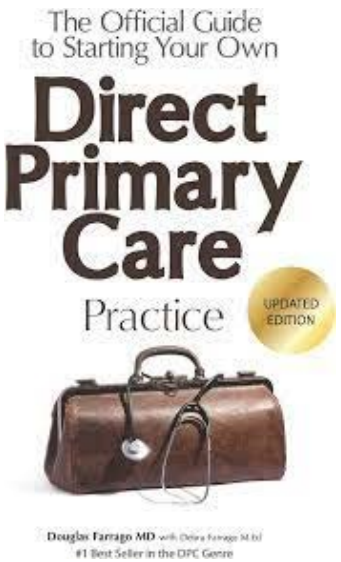
MY DPC STORY

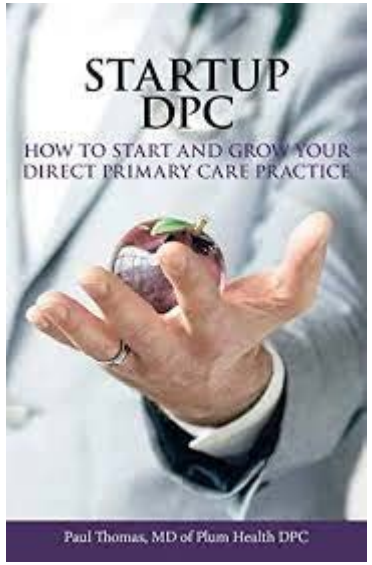
mydpcstory.com

DPC FRONTIER

dpcfrontier.com







Upcoming DPC Events!

"Nuts & Bolts" Conference
Docs 4 Patient Care
March 14-16, 2024 - Orlando, FL
www.dpcconference.com/

Masterminds 101
DPC Alliance
May 17-18th - Atlanta, GA

DPC Summit
DPC Alliance
June 20-23 - Dallas, TX

AND ONE MORE!

"Hi, I'm Rob, and I'm a Recovering Doctor."

37,919 views | Rob Lamberts | TEDxAugusta • February 2018

REFERENCES

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THANK YOU!

QUESTIONS?