



NORTH RISK PARTNERS®

# DIRECT PRIMARY CARE

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A UNIQUE HEALTHCARE SOLUTION

09.28.23

JON VAN DER VEER, D.O.

# PERSONAL BACKGROUND


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- BC in Internal Medicine
- Hospitalist - PCP - CMO (Large Health System)
- RMO - Extensivist (Insurance-owned Practice)
- 2019 - Opened Exemplar Care: "There has to be a better way"




# POP QUIZ HOT SHOT

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- When was your last appt with your doctor? How long was it?
  - Were you seen the day you called to schedule? The next day?
  - What did you pay? What were you billed? What was the cost?
  - Did you get bloodwork? Imaging? A referral?
  - Did you enjoy your visit & overall healthcare experience?
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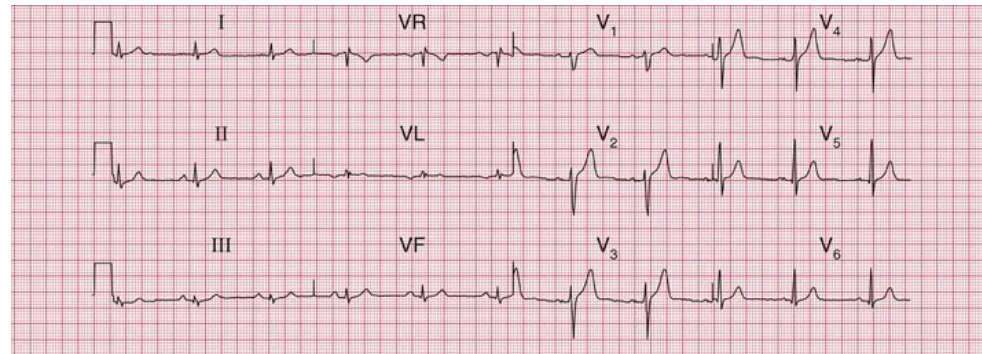
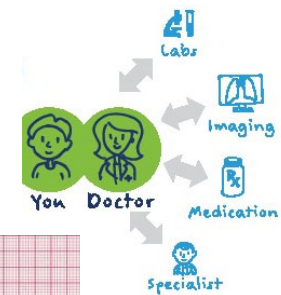
# POP QUIZ HOT SHOT: TAKE 2

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- 

# DPC: PAST, PRESENT, & FUTURE

- Late 1990s or early 2000s
  - Lots of Pioneers: Drs. Bliss & Umbehr & so many more



<https://atlas.md/wichita>



# DPC: PAST, PRESENT, & FUTURE

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- 2114 practices and over 20,000 individual
  - Saving clinicians from burnout
  - Demand for transparency, access, & affordability - virtual, on-site, near-site, retail, etc

**Benefits of Direct Primary Care**  
With Nextera Healthcare

**SAVE MONEY**  
Pay one low monthly fee

**BETTER CARE**  
Get more face-to-face time with your doctor

**UNLIMITED VISITS**  
See your doctor as much as you want virtually or in-person

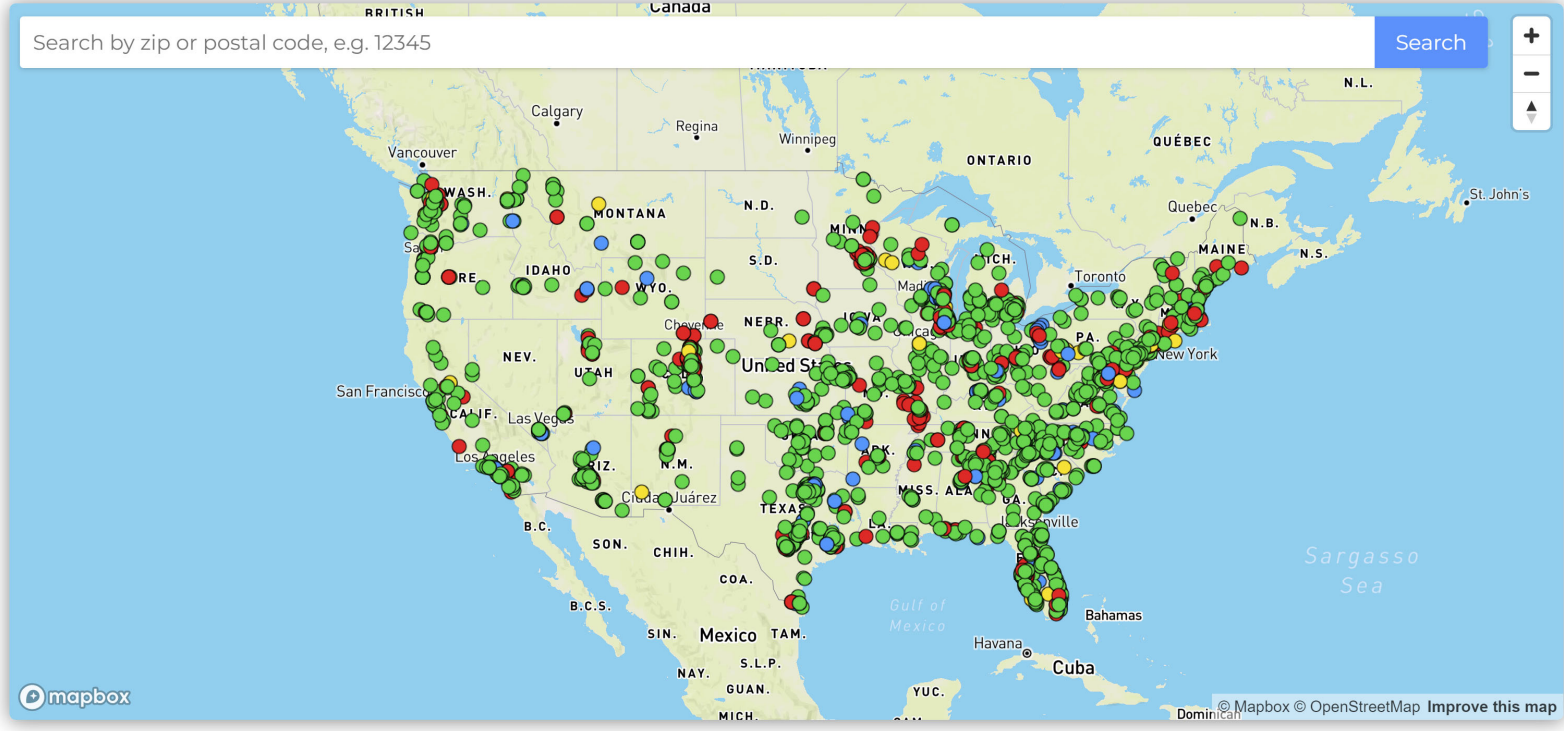
**COMPLEMENTS INSURANCE**  
Pair with your insurance for ultimate care and coverage

**ACCESSIBILITY**  
Contact your doctor anytime, anywhere with telehealth services

<https://nexterahealthcare.com>



● Pure DPC ● Hybrid ● Onsite ● Unknown/other



# DPC: PAST, PRESENT, & FUTURE

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- “Prove It or Lose It”
  - Disease prevention
  - Cost savings
  - Patient experience

- “Grow up!”



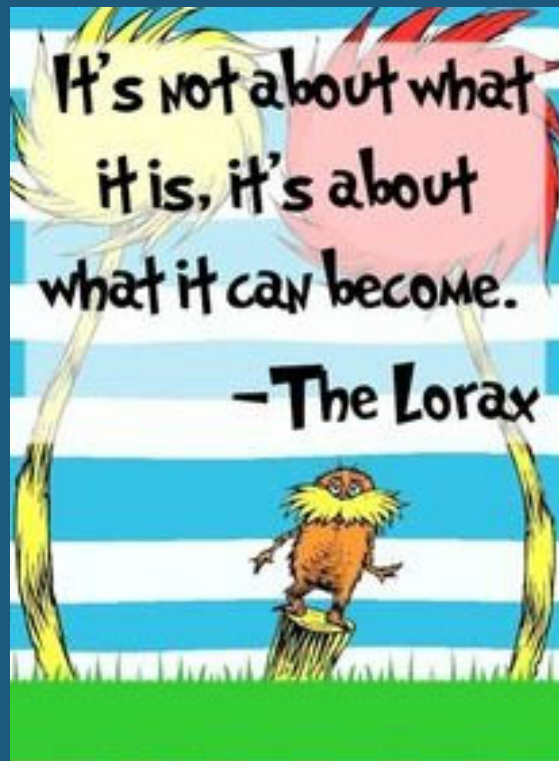
<https://www.reziliienthealth.com>



<https://www.stradahealthcare.com>



**"I AM THE LORAX. I SPEAK FOR  
THE"...DPC!**

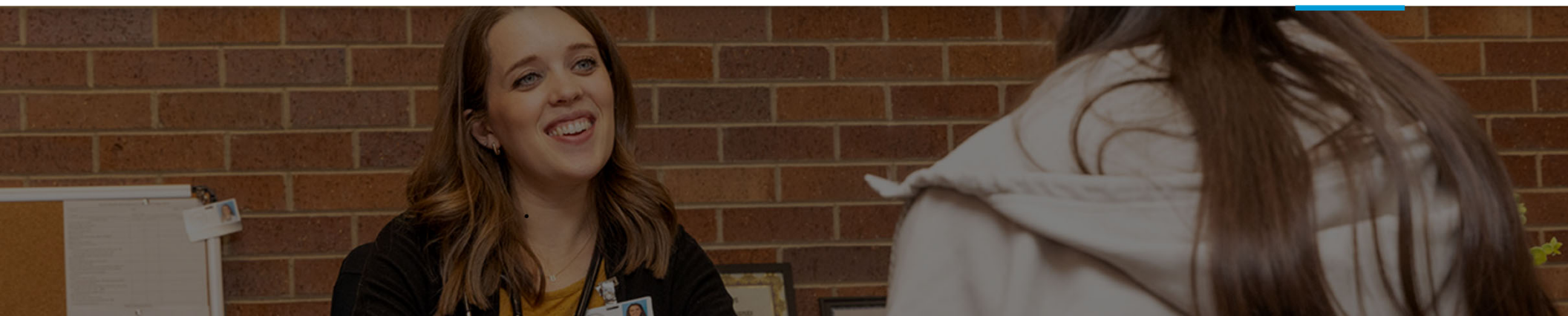


# **DPC: WHY IS THIS A GROWING BENEFIT**

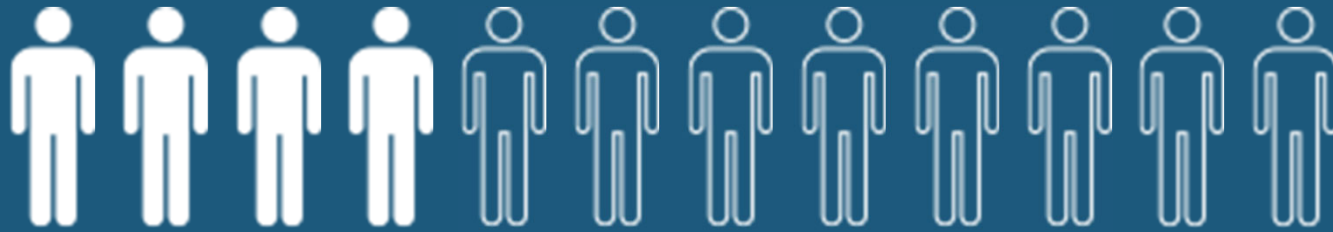
- Convergence of many factors
  - Patient frustration - two quick stories
  - Clinical burnout - devaluation of primary care
  - Rising cost
  - Lack of access
  - Lack of transparency
  - Legal changes
  - Fiduciary responsibility



40 years of research has validated that people with **superior primary care** are **healthier, happier** and **save money**.







**FEWER PATIENTS**



Health

Health Care

Health Insurance



**Thank You for Attending My TED Talk**

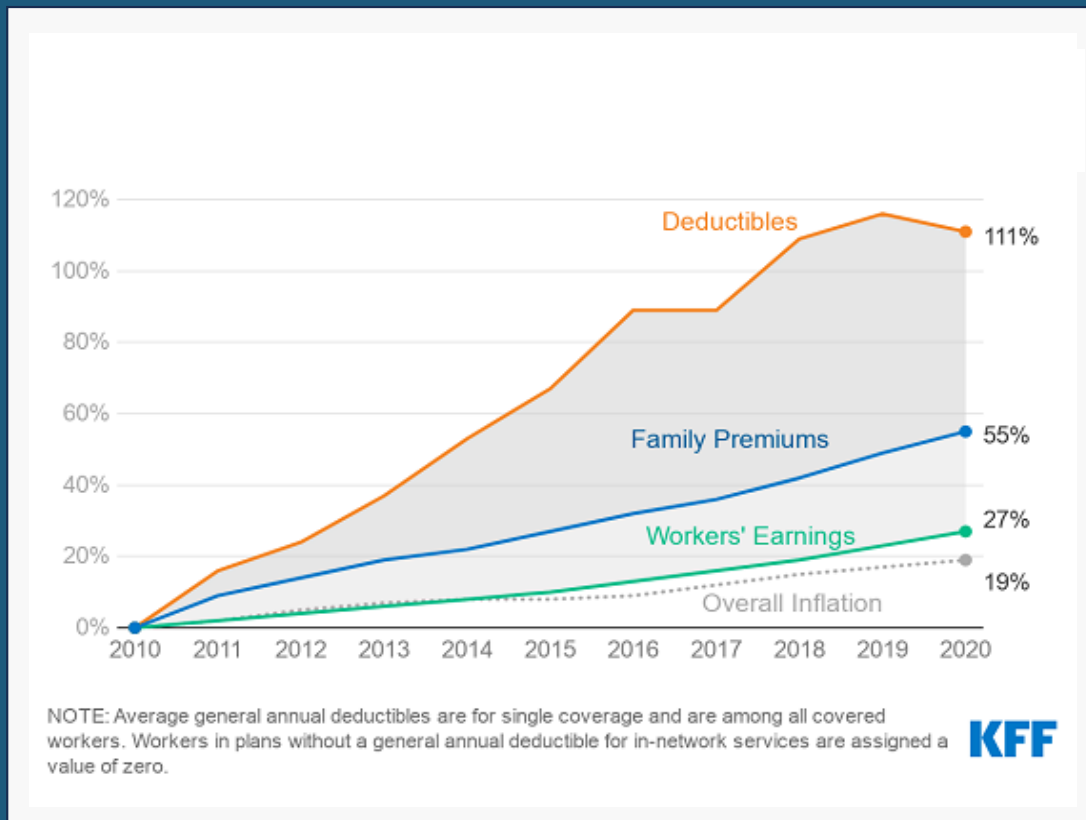
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# U.S. Healthcare = Dystopian Reality



ACCESS • QUALITY • COST

# HEALTHCARE STOLE THE AMERICAN DREAM



# SKIPPED & DELAYED CARE

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**In the last two years, have you ever skipped or delayed health care services you needed?**

share of respondents (2,519 people surveyed)

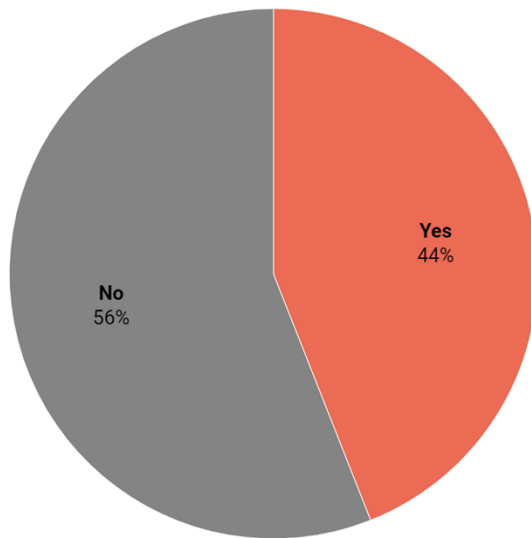


Chart: Elijah Wolfson for TIME • Source: Harris Poll

TIME

# STORY TIME

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# DOES IT REALLY WORK?

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“For our employees it’s an email or a phone call and they are in touch with the care team,” Barton says, also adding that it is a huge benefit that urgent care services are included in the DPC offering. “If they need to be seen or have a question, no matter what time that is or where they are, they know that they are going to be taken care of. That speaks to the trust our employees tell us they have in the Exemplar Care team.”


“WE VALUE THE RELATIONSHIP, AND OUR PEOPLE ARE HAPPY,” BARTON SAYS. “AND IF OUR PEOPLE ARE HAPPY, WE’RE HAPPY.”



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# DOES IT REALLY WORK?





# DOES IT REALLY WORK?

[Edison](#) — 10 / 10

4:43pm

*Extremely accommodating and kind. This is our 2nd experience here and everyone is truly fantastic. Thank you to the team for your kindness and efficiency, it makes all the difference for our family!*

[Yvonne](#) — 10 / 10

4:36pm

*Doc and nurse's actually care about helping you feel better*

[Edison](#) — 10 / 10

3:53pm

[Olivia](#) — 10 / 10

1:08pm

*very kind helpful people, and got in and out quickly*

[Dixie](#) — 10 / 10

12:54pm

[Richard](#) — 10 / 10

12:25pm

[Landry](#) — 10 / 10

10:06am

[Pam](#) — 10 / 10

9:45am

*This place is excellent!!*



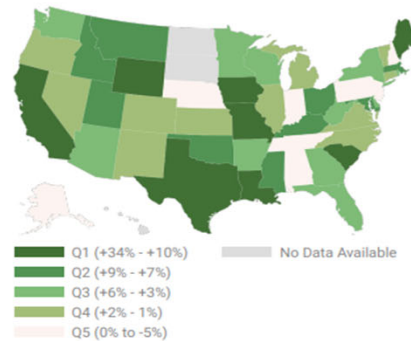
**DEMAND SIDE TRENDS**

A similar trend is seen at the state level. All 50 states experienced a decline in fee-for-service outpatient visits in June 2020, according to an analysis of 16 million Medicare Advantage or insurance holders published in [JAMA Internal Medicine in November 2020](#). In contrast, all but nine states experienced positive growth in DPC members, meaning most U.S. states had more active DPC members in June 2020 compared to before the COVID-19 pandemic. The three states with the highest growth in DPC members were Iowa with 34% growth, Texas with 18%, and South Carolina with 17%. These examples all demonstrate the resilience and continued attractiveness of the DPC model during a time when patients need healthcare the most (Fig. 5).

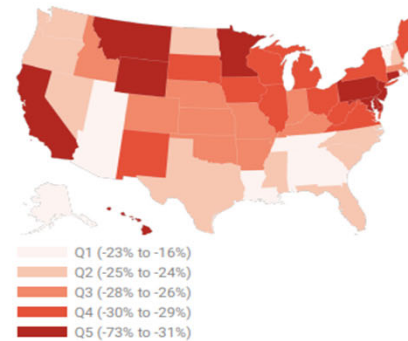
**FIG. 5:  
GROWTH RATE FROM PRE-COVID TO JUNE 16, 2020,  
BY STATE AMONG DPC MEMBERS' AND FEE-FOR-SERVICE OUTPATIENT VISITS\***

	Growth in DPC Members	Decline in FFS Outpatient Visits
Iowa	+34%	-29%
Texas	+18%	-25%
South Carolina	+17%	-24%

**AMONG DPC MEMBERS**



**AMONG FFS OUTPATIENT VISITS**



Source: 1) Hint Health Database, 2) Sadiq Y. Patel, PhD, MS, MSW, Harvard Medical School, JAMA Internal Medicine, Nov. 2020.  
Notes: Growth rate calculated as (# in study period - # at baseline) / # at baseline. Pre-COVID Baseline is February 12 to March 10, 2020. Study period is May 20 to June 16, 2020

## CHANGE IN DPC MEMBER DEMOGRAPHICS

As membership has grown, demographics among DPC patients have also shifted, with the average age of a member falling from 46 to 40 (Fig. 10). This finding coincides with results from the Hint Health DPC Consumer Insight Survey, which found that those most familiar with DPC are younger: 46% of 25- to 34-year-olds had heard of DPC compared to only 16% of those 55 years old and above.

**FIG. 10:**  
**AVERAGE AGE OF DPC MEMBERS**  
**FROM 2017 TO 2021.**

Years	Average Age
2017	46
2018	45
2019	43
2020	42
2021	40

Source: Hint Health Database

# DOES IT REALLY WORK?

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- Implemented with innovative plan design
- OE – Premium for EE was \$0
- Remember zero!
  
- New in some parts of the Midwest but not unproven
  - Gov't, schools, unions, small & large businesses
  - DPC data alone shows 12% savings
    - SoA | Milliman



# DOES IT REALLY WORK?

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## EMPLOYER SAVINGS

22% - 35% employer savings



## EMPLOYEE SAVINGS

**Single: \$28 - \$117**

additional take home per pay period

**Family: \$41 - \$208**

additional take home per pay period



# BUILDING BETTER BENEFITS WITH DPC

Sample 'High Performing Health Plan Design =

	Tier 1	Tier 2	Tier 3
Deductible	\$ 0	\$ 1,000	\$ 2,000
Primary Care	\$ 0	\$ 25	Ded / Coin
Specialist	\$ 0	\$ 50	Ded / Coin
Imaging	\$ 0	\$ 75	Ded / Coin
...			



# BUILDING BETTER BENEFITS WITH DPC

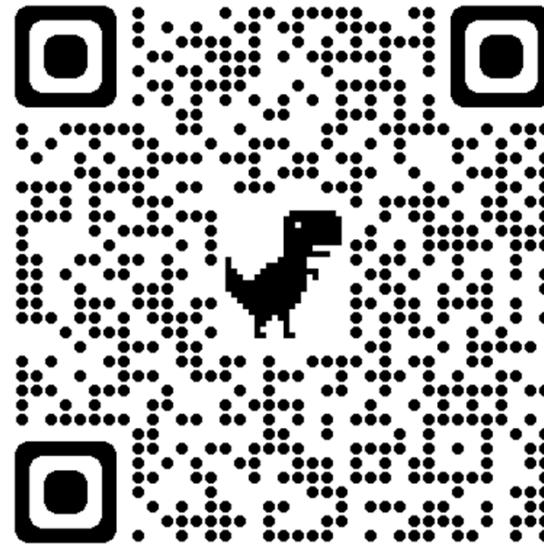


# BUILDING BETTER BENEFITS WITH DPC





**Unless someone  
like you cares  
a whole awful lot,  
nothing is going  
to get better.  
It's not.**



**THANK YOU &  
QUESTIONS**

**JON@EXEMPLAR.CARE**  
**319.530.3786**

