

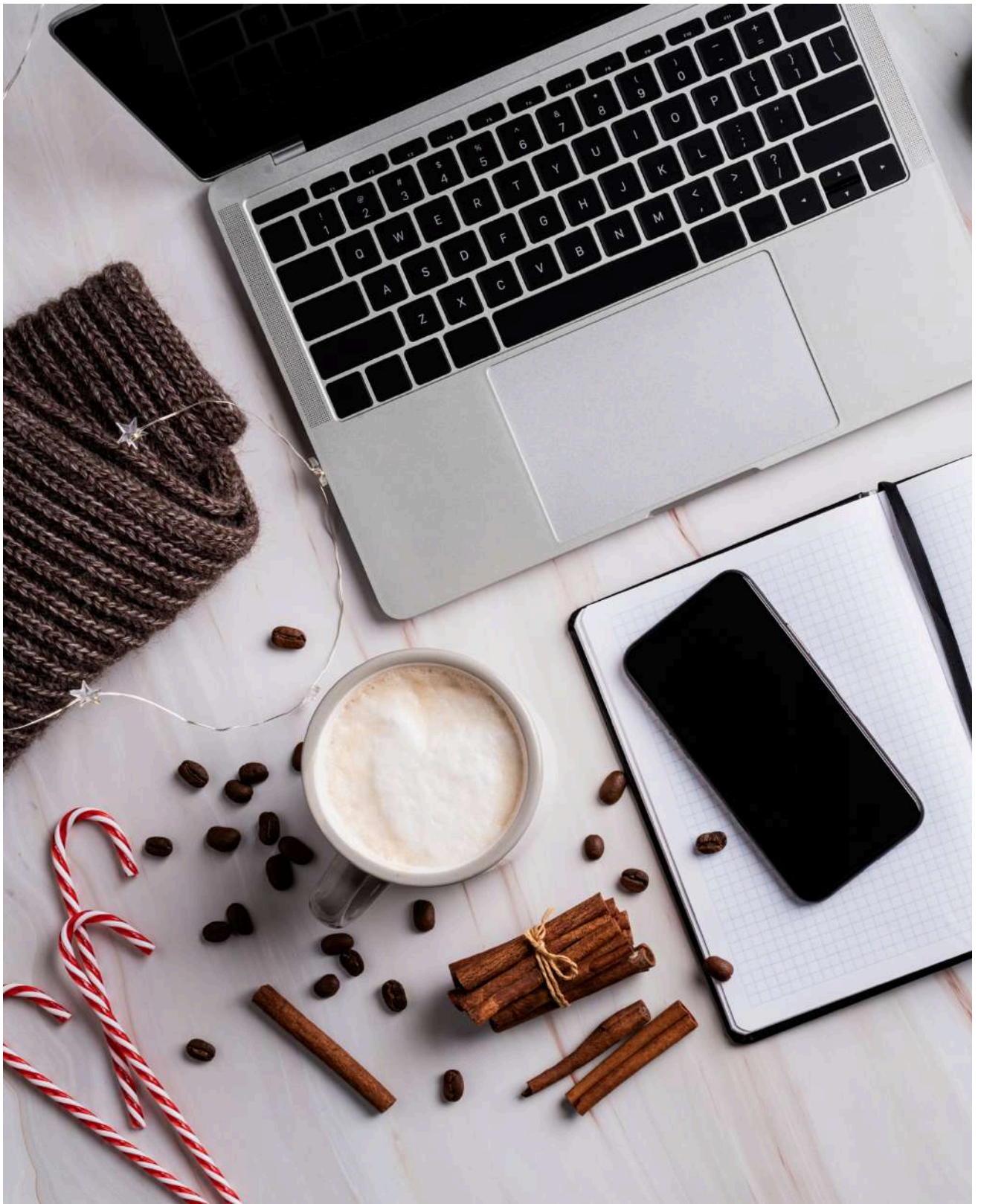


A PUBLICATION FOR THE
DPC COMMUNITY

THE TOOLKIT

2024

HOLIDAY ISSUE





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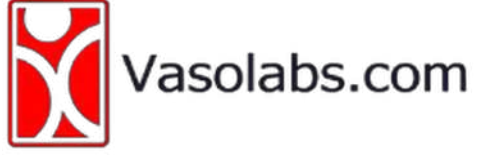
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A NOTE FROM FELLOW DPC ENTREPRENEURS

Maryal Concepcion, MD FAAFP
Lauren Tancredi, MBA DPC Entrepreneur

The typical physician journey often starts in exam rooms, hospitals, or clinics, with years of training behind the drive to make a difference in the health of others. But for those physicians who choose to step into Direct Primary Care (DPC), something shifts. A new title is earned: **physician entrepreneur**.

Whether you have an MBA or are learning as you go (like so many of us), starting or growing a DPC practice is a leap of faith. Some of us start from scratch, building every piece of our practice from the ground up. Others join established DPC practices, finding ways to contribute to something already in motion. No matter where you're starting from, this journey is as much about self-discovery as it is about creating a thriving business.

Opening your own practice is just the beginning. Running a business—your business—means constantly evolving. Maybe you're redesigning your brand to better reflect your mission, or you're brainstorming new services to deliver more value to your community. Whatever stage you're at, the key to success is adapting to the times and meeting the unique needs of the people you serve. And this is where **THE TOOLKIT** comes in. This toolkit is designed to help you take a step back and really look at your practice—whether you're still in the planning phase, ready to open your doors, or years into the journey and looking to grow. It's packed with resources and strategies to help you refine your vision, identify



opportunities, and take actionable steps to move your practice forward.

So, as the year winds down and we all take stock of where we've been and where we're going, we invite you to dive into **THE TOOLKIT** with an open mind and a sense of possibility. Use it to spark new ideas, tackle challenges with confidence, and find inspiration for what's next.

Most importantly, have fun with it! This entrepreneurial journey may come with its challenges, but it's also full of rewards—like creating something that truly reflects your values, serving your community in a way that feels authentic, and building a life that's uniquely your own.

Wishing you a vibrant, successful 2025!

~Maryal & Lauren

Who DOESN'T love an Easter Egg!



These symbols are clickable links! Get your digital copy here!



SCAN ME

MY LIFE WHEEL



First Step: REFLECTION

Start by first evaluating your sense of contentment in the various categories. Take your time to get an accurate view of your balance in life, which can help you see the way you react to setbacks.

AN INTENTIONAL LIFE IN 2025

FINDING SUCCESS IN EVERY SEASON

In the whirlwind of running a Direct Primary Care (DPC) practice, it's easy to lose sight of the bigger picture. Whether you're just starting, growing your practice while juggling a family, or seeking to redefine your goals after years in practice, taking a moment to step back and reevaluate your path can be transformative.

stock of your resources, recalibrate your goals, and reconnect with what truly matters. [Dr. Kelsey Walker](#) mentioned how she was very aware of how her pure focus on her business was temporary in the beginning.

So whether you're: planning your practice for the next five years, balancing growth

And so I, every night, pretty much after work, I would give, two or three hours to the business. I knew it was temporary. So I was like, I know I'll get this time back at some point. And I was like, if I can do residency, I can do anything. So we're going to take the time and learn this business.

~Dr. Kelsey Walker of The Gold Standard Health in [Episode 174](#)



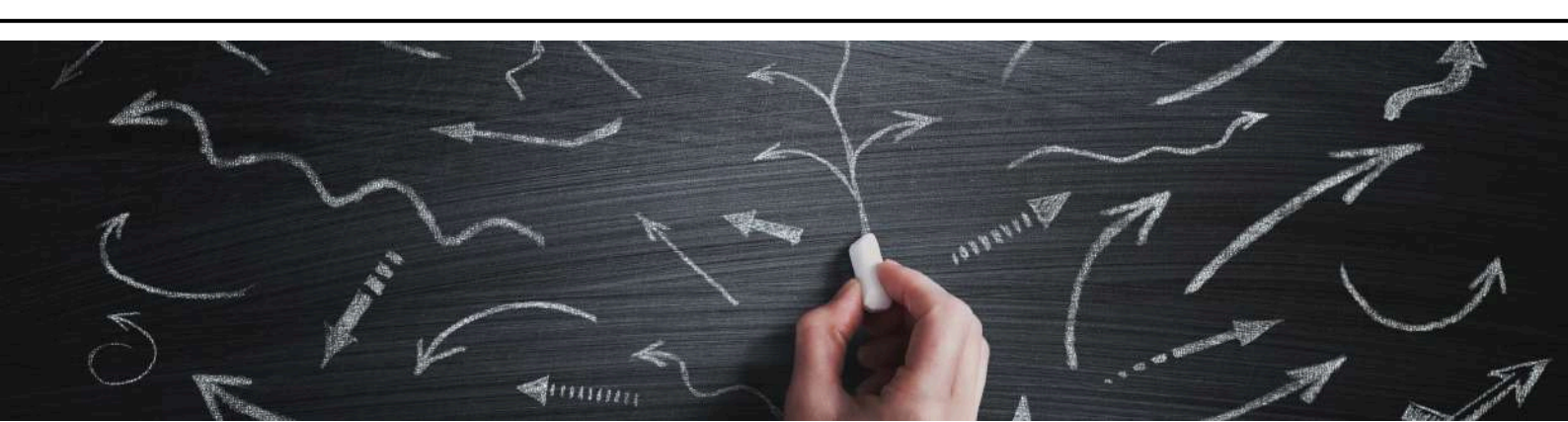
The foundation of a sustainable and fulfilling career lies in intentionality—choosing not just how you practice medicine, but how you live your life. This begins with asking the hard questions: Why am I on this journey? Does this path still align with my values? Am I building a practice that enriches my life—or one that risks consuming it?

Drawing inspiration from the **life wheel**—a tool designed to assess balance across various aspects of life— **THE TOOLKIT** invites you to examine the major "spokes" of your business and personal life. Think of it as a reset button, helping you take

with all that life throws at us, or designing a DPC that complements other income streams, being intentional through reflection, planning, and conversing with peers and loved ones allows you to take the reins of your life and steer your practice toward a future that fulfills you.

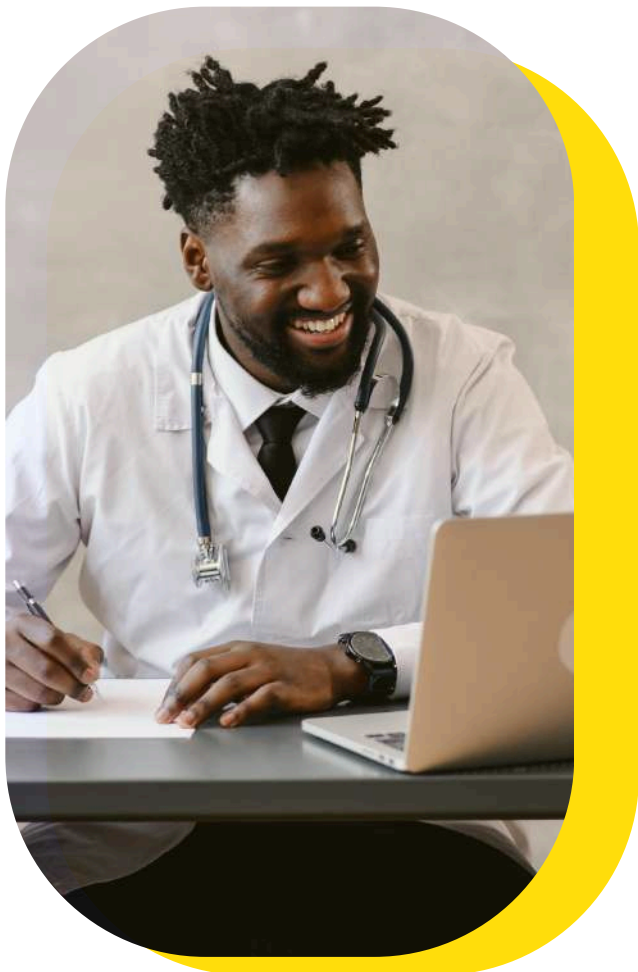
Your DPC journey isn't just about delivering care—it's about **building a legacy** that aligns with your purpose, enriches your goals, and provides sustaining joy.

Let's explore how to make that vision a reality. See where you are on YOUR life wheel. Here are the different categories:



1. CAREER/ BUSINESS

As a physician, your professional life is central—but what does fulfillment look like? Are you navigating the early days of a new DPC, scaling your practice while building a family, or transitioning toward retirement? Perhaps you're pursuing additional certifications or reevaluating your business model to align with your long-term vision. Whatever stage you're in, this theme encourages you to assess whether your career fuels your passion or drains your energy.



2. FINANCES

From paying off student loans as a new graduate to managing retirement savings, physicians often face complex financial dynamics. If you're running a DPC, are you pricing your services sustainably? Do you have clarity on your personal and practice budgets? Whether you're aiming to build generational wealth or simply gain financial stability, this area helps ensure your income supports your life goals.

3. HEALTH

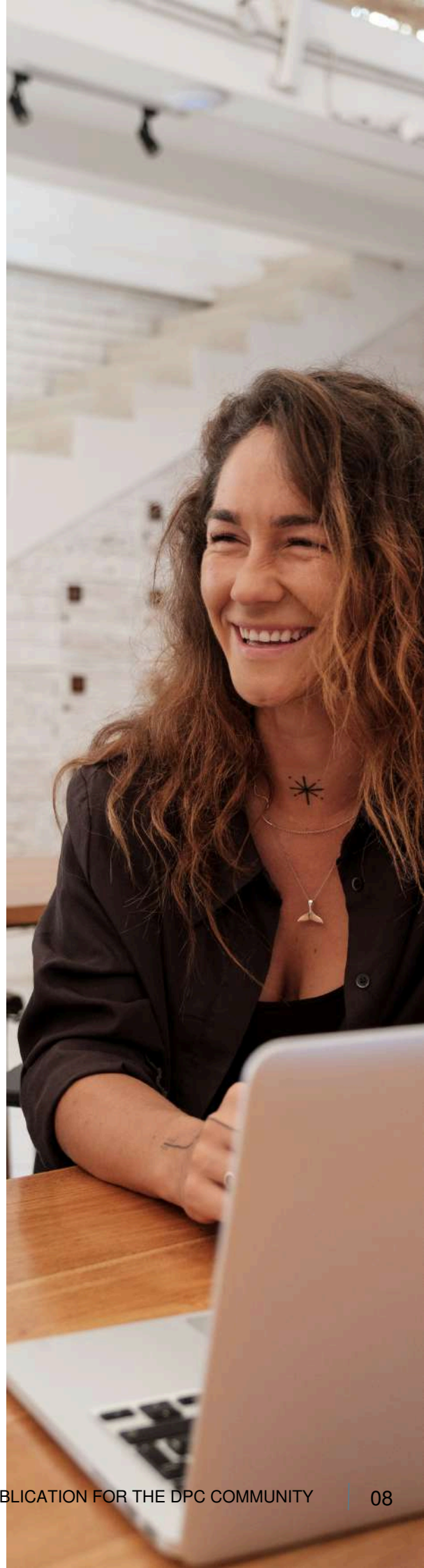
Long shifts, stress, and the demands of caregiving can take a toll. Are you prioritizing your physical and mental health, or has your self-care fallen to the wayside? Physicians often give so much to others that they neglect their own needs. Whether it's incorporating exercise, eating well, managing stress, or seeking therapy, this spoke reminds you to make your well-being a priority.

4. FAMILY

Balancing family and practice can feel like a juggling act. Are you a single parent juggling the demands of work and home, pregnant and planning your new practice, or supporting a partner while growing your business? Where are you at when it comes to nurturing relationships with parents, siblings, or chosen family. Reflect on how much time and energy you're giving to your loved ones and whether it aligns with your values.

5. SOCIAL LIFE

Do you make time to connect with friends and build meaningful relationships outside of work? Physicians often find themselves isolated due to the demands of their profession. Whether it's scheduling dinner with friends, joining a community group, or maintaining professional peer connections, this theme highlights the importance of a supportive social network.





6. PERSONAL DEVELOPMENT

Are you continuing to learn and grow, not just as a physician, but as a person? Maybe you're pursuing a new certification, working on leadership skills, or rediscovering hobbies you once loved. For physicians, growth often means striking a balance between professional development and personal enrichment.

7. RECREATION/FUN

When was the last time you truly had fun? Whether you're a resident fresh out of med school or an established DPC owner, making time for recreation can be challenging but essential. This might mean taking a weekend getaway, exploring a new hobby, or simply reading a book that has nothing to do with medicine.

8. SPIRITUALITY/ INNER PEACE

How do you find calm amidst the chaos? For some, this means religious practice; for others, it's meditation, mindfulness, or connecting with nature. Whether you're navigating the challenges of starting a DPC or considering retirement, spirituality can ground you and provide clarity in your journey.

9. ENVIRONMENT

Is your physical space supporting your goals and well-being? A cluttered workspace can contribute to stress, while an intentional, welcoming clinic or home can inspire calm and creativity. For DPC physicians, this also means considering whether your practice environment aligns with the care you want to provide.



10. CONTRIBUTION/ GIVING BACK

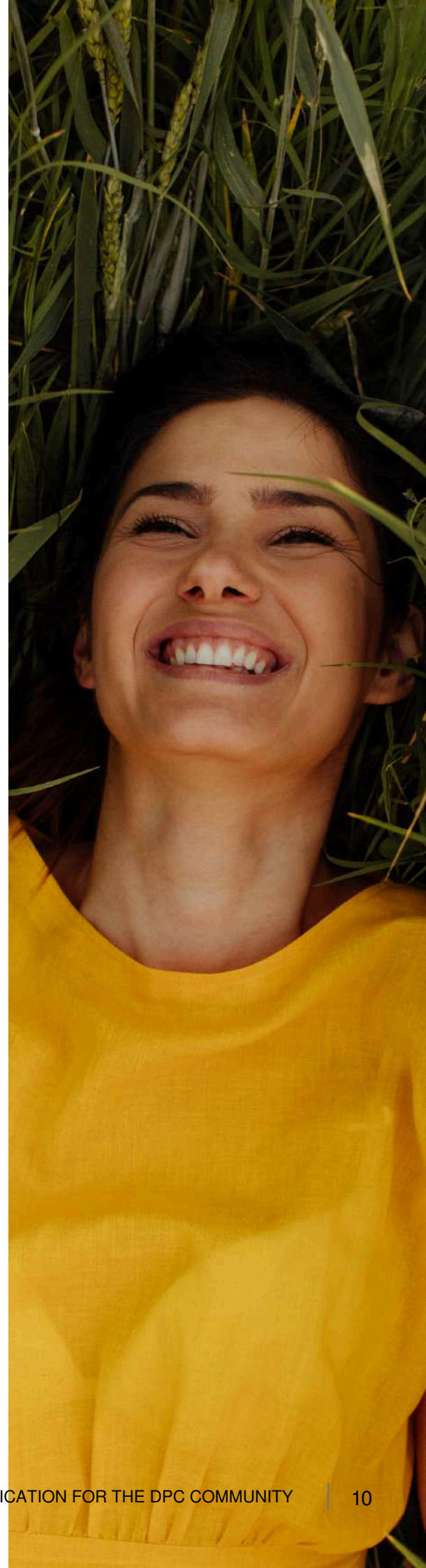
How do you contribute to the world beyond your immediate sphere? Physicians are often drawn to service, whether it's mentoring younger doctors, volunteering, or advocating for systemic change. Reflect on how you're making an impact and whether it brings you joy and fulfillment.

11. LOVE/ROMANTIC RELATIONSHIPS

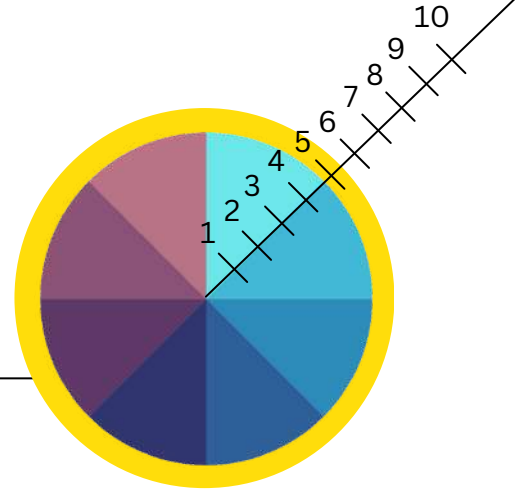
Are you nurturing your romantic partnership, or are the demands of your career overshadowing it? Whether you're newly engaged, navigating a relationship as a single parent, or balancing marriage with a busy practice, this area invites you to reflect on connection and intimacy with your partner.

12. EMOTIONAL WELLBEING

How are you managing the ups and downs of life? Physicians often experience burnout, compassion fatigue, and stress. Whether you're celebrating milestones like opening a DPC or navigating challenges like work-life imbalance, this theme encourages you to cultivate emotional resilience and joy.



LET'S GET TO SCORING YOUR LIFE



HOW TO SCORE YOUR ANSWERS ON THE LIFE WHEEL

- **Reflect on Each Area:**
- Think about how satisfied you feel in each area of your life (e.g., Health, Career, Relationships, Finances, etc.). Consider factors like progress, balance, and fulfillment.
- **Use a 1–10 Scale for each area:**
 - 1: Completely dissatisfied, this area needs major attention.
 - 10: Completely satisfied, you **wouldn't change anything.**
- **Be honest**—this isn't about perfection but understanding where you stand.
- **Anchor Your Ratings:** for clarity, ask yourself questions like:
 - What would a "perfect 10" look like in this area?
 - Why did I choose this number and not a higher or lower one?
- **Fill in the Wheel:**
 - Mark your score on each segment of the wheel, shading in from the center outward.
 - *When done, you'll have a visual snapshot of how balanced or imbalanced your life currently feels.*

HOW TO EVALUATE THE ANSWERS

Once you've scored each area, follow these steps to analyze your results:

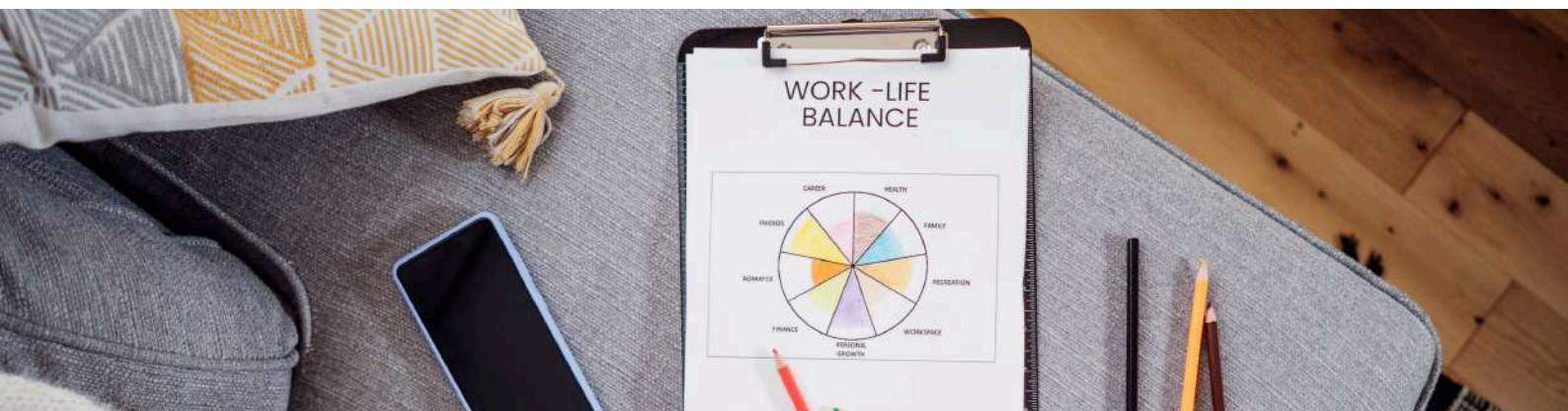
1. Look for Patterns and Gaps

- **High Scores:** Celebrate areas where you're thriving. Reflect on what you're doing well and why these areas feel fulfilling.
- **Low Scores:** Identify areas where you're dissatisfied. Consider what's missing or what barriers might exist.

2. Assess Balance

A well-rounded life wheel indicates a balanced life. Significant discrepancies between areas might suggest a need for more attention in certain areas.

- Ask yourself:
 - Which imbalances cause the most stress or dissatisfaction?
 - How would improving one area positively impact others?



3. Understand the Context

- Reflect on why you gave each score:
- What specific factors influenced your rating?
- Are external circumstances or internal perceptions driving the score?
- For example, a low "Career" score might stem from job dissatisfaction, but it could also reflect a temporary transition.

4. Prioritize Areas to Focus On

- You can't tackle everything at once. Choose 1–2 areas with:
 - The greatest potential for positive change.
 - The biggest impact on other areas of the wheel.

5. Set Goals for Growth

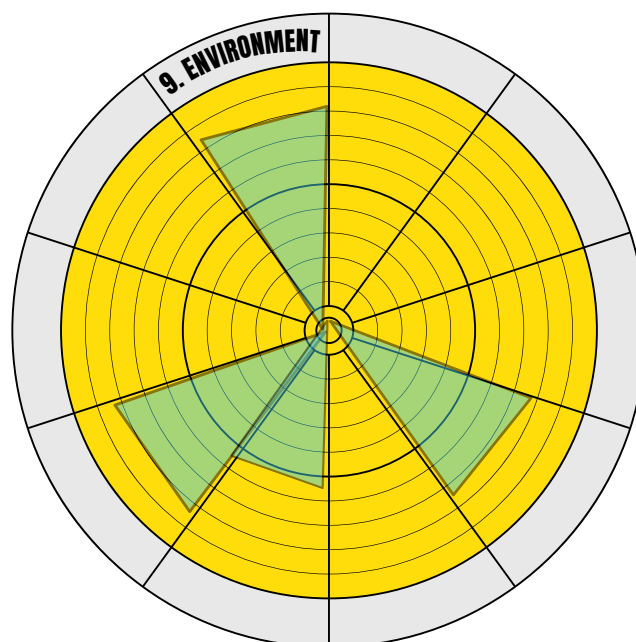
- Translate low-scoring areas into specific, actionable goals:
 - Example: If "Health" scores low, decide on steps like "exercise 3x/week" or "schedule a doctor's appointment."
- Use SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to guide your action plan.

6. Monitor and Reassess

- Revisit your Life Wheel periodically to track progress.
- Ask:
 - Have I made improvements in targeted areas?
 - Have any other areas shifted unexpectedly?

7. Reflect Holistically

- Consider how changes align with your core values and long-term vision.
- Balance ambition with self-compassion, recognizing that life naturally fluctuates.



GOING FORWARD WITH PURPOSE

Using a Life Wheel offers a powerful way to reflect on your life's current balance, helping you understand where you're thriving and where you might need more focus.

By visually mapping out your satisfaction across key areas, the exercise encourages self-awareness and provides clarity on priorities. It's an opportunity to celebrate your progress and identify meaningful areas for growth, guiding you toward more intentional decisions about your future.

To make the most of the Life Wheel, consider revisiting it periodically—such as during major life transitions, at the start of a new year, or whenever you feel stuck or uncertain about your direction. Regular reflection helps track your progress, adapt to changing circumstances, and ensure your actions align with your evolving values and goals.

THE CFO MINDSET FOR DPC OWNERS: MASTERING THE FINANCIAL BLUEPRINT OF YOUR PRACTICE



When you decided to step away from the traditional healthcare model to create your Direct Primary Care (DPC) practice, you weren't just launching a clinic—you were becoming a small business owner. Among the many hats you now wear, one of the most critical is that of the Chief Financial Officer (CFO). This role is not merely about crunching numbers but about embracing your worth, creating a sustainable financial strategy, and steering your practice toward long-term success.

This article is a roadmap for physicians, whether you are preparing to open your DPC or are three to five years into practice, to adopt the CFO mindset. We'll explore how to set pricing with intention, evaluate your financial health, and pivot when necessary to ensure your practice thrives.

OVERCOMING THE EMPLOYEE MENTALITY

As physicians, we are often conditioned to focus on patient care and let administrators handle the business side of medicine. Transitioning to DPC requires shedding this “employee mentality” and recognizing your own worth. The emotional aspect of setting prices—often tied to feelings of guilt or fear of overcharging—can be a significant barrier. Here's the truth: the price you set for your services reflects your expertise, the value you provide, and the sustainability of your practice. Undervaluing yourself not only jeopardizes your financial stability but also diminishes the transformative care you aim to offer. As a CFO, your role is to ensure your pricing aligns with both your mission and your financial goals.



SETTING YOUR PRICES: THE ART AND SCIENCE

1. Calculate Your Costs: Start with as much of a detailed understanding as you can of your fixed and variable costs. Fixed costs include rent, EMR subscriptions, and malpractice insurance, while variable costs encompass supplies, utilities, and marketing.

2. Understand Your Value: Research your local market and consider the demographics of your ideal patient base. What are they already paying for personalized, accessible care? Use this data to inform your pricing, but don't let it solely dictate your worth.

3. Build in a Margin: Ensure your prices include a margin that accounts for your salary, growth opportunities, and a buffer for unforeseen expenses. Remember, this is about creating a sustainable model, not just breaking even.

TOOLS FOR A SOLID FINANCIAL FOUNDATION:

To set yourself up for financial success, leverage tools that simplify the CFO role:

- **Accounting Software:** Platforms like QuickBooks or Xero can automate expense tracking, invoicing, and payroll.
- **Budgeting Tools:** Utilize apps like YNAB (You Need A Budget) or spreadsheets to project monthly cash flow.
- **Financial Advisors:** Partner with a small-business financial advisor who understands DPC to guide your strategy.

CHECKING IN: IS YOUR FINANCIAL MODEL WORKING?

A thriving DPC practice evolves, and so do your financial needs. Regularly evaluate your finances to ensure they align with your goals:

1. Conduct Quarterly Reviews: Assess income, expenses, patient retention, and profitability. Compare these metrics to your projections and adjust accordingly.

2. Measure Key Metrics: Track revenue per patient, overhead ratio, and break-even point. These metrics provide a clear picture of your financial health.

3. Plan for the Future: Consider retirement contributions, business expansion, or hiring staff. Are you setting aside enough to achieve these goals?

ADJUSTING COURSE: WHEN AND HOW TO PIVOT

If your financial strategy isn't yielding the results you hoped for, it's never too late to pivot. Here's how:

1. Revisit Your Pricing: If your patient panel is full but profitability is low, consider a price increase. Communicate the value of your services transparently to patients.

2. Trim Overhead: Audit your expenses for unnecessary or redundant costs. Negotiate with vendors or switch to cost-effective alternatives.

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Ronisa Clark, Owner

3. Diversify Revenue Streams: Explore additional services like VO2 max testing, wellness programs, or group visits to boost income without overwhelming your capacity.

4. Seek Guidance: Engage with a DPC consultant or join physician peer groups to learn from others' experiences and refine your strategy.

THE EMOTIONAL AND FINANCIAL REWARD

Embracing the CFO mindset can feel daunting, especially when emotions around worth and finances come into play. But this journey is as much about self-growth as it is about numbers. By valuing yourself and your services appropriately, you're not only securing

your livelihood but also creating a sustainable model that benefits your patients and community.

As you reflect on your financial journey, remember that the ultimate goal is freedom—freedom to practice medicine on your terms and to live a life that aligns with your values. Step into the CFO role with confidence, knowing that every financial decision you make is a step toward the practice and life you envisioned when you chose DPC.



WAYS TO ENHANCE YOUR DPC IN 2025

BOOST YOUR DPC'S VALUE AND FINANCIAL SUSTAINABILITY BY OFFERING LIFESTYLE MEDICINE-FOCUSED COACHING, PROFESSIONAL-GRADE SUPPLEMENTS, PRP THERAPIES AND CARDIOVASCULAR SERVICES THAT ENHANCE PATIENT CARE WHILE CREATING ADDITIONAL INCOME STREAMS.



OPTIMIZING WHOLE-PERSON CARE IN 2025

In the evolving landscape of healthcare, Direct Primary Care (DPC) clinics are uniquely positioned to deliver personalized, patient-centered care. By integrating lifestyle medicine with a whole-person approach, DPC physicians can foster profound improvements in their patients' health outcomes. One effective strategy to enhance this model is developing a program that focuses on comprehensive lab testing, evidence-based supplementation, and curated educational resources designed for patients.

DPC already sets the stage for strong doctor-patient relationships and personalized care. Adding a lifestyle and/or functional medicine component elevates this relationship by focusing on prevention, optimization, and education. It allows physicians to go beyond addressing acute conditions, helping patients understand how their daily choices impact their long-term health.

Imagine a practice where each patient embarks on a health journey supported by tailored insights from their lab results, targeted supplement recommendations,

and accessible educational tools. This holistic approach creates a culture of care that aligns seamlessly with the principles of DPC—offering proactive, meaningful, and sustainable health solutions.

LABS AS A STARTING POINT

Comprehensive lab testing serves as the foundation of any lifestyle medicine program. Instead of waiting for red flags, lab panels can reveal subtle imbalances or deficiencies early on. For example, understanding a patient's vitamin D levels, lipid profiles, or inflammation markers can help guide interventions that prevent chronic disease progression.

By incorporating these insights into your care model, you can deliver a customized roadmap for each patient. Discussing lab results becomes an opportunity to educate patients about the “why” behind recommended lifestyle changes, making them active participants in their healthcare journey.

SUPPLEMENTS BACKED BY SCIENCE

Once lab results are in hand, targeted supplementation can bridge the gap between where patients are and where they need to be. Supplements shouldn't be a “one-size-fits-all” solution; they should reflect each individual's specific health needs, supported by clinical research. A curated dispensary model allows you to recommend and fulfill prescriptions seamlessly, ensuring your patients access high-quality, evidence-based products.

Moreover, integrating supplements into your practice strengthens your role as a trusted health advocate. Instead of patients relying on internet searches or generic retail products, they can access guidance and solutions tailored specifically for them, improving adherence and outcomes.

CURATED PATIENT EDUCATION

Education is the cornerstone of sustainable health changes. A well-rounded lifestyle or functional program includes patient-ready materials that are both accessible and engaging. These resources could range from handouts explaining the role of antioxidants to video tutorials on preparing nutrient-dense meals.

Patients are more likely to adopt lifestyle changes when they understand how these changes benefit them. Curated, easy-to-digest educational content empowers

them to take charge of their health with confidence, leading to lasting results.

BUILDING A CULTURE OF WHOLE-PERSON CARE

DPC practices thrive on creating meaningful connections with patients, and adding a robust lifestyle or functional medicine program deepens that bond. By focusing on labs, supplements, and education, you not only optimize patient outcomes but also build a culture of care that attracts those seeking a more holistic approach to health.

Ultimately, a whole-person model transforms your clinic into a place where patients feel seen, heard, and equipped to live their healthiest lives—one lab result, supplement, and educational resource at a time.

Lifestyle & Functional Medicine DPC Doctors?!

Yeah, take a listen! [click on the photos to hear their interviews on the My DPC Story podcast.](#)



Dr. Dolapo Babalola



Dr. Tom Rountree



Dr. Amy Mechley



Dr. Natalie Gentile



Dr. Tami Singh



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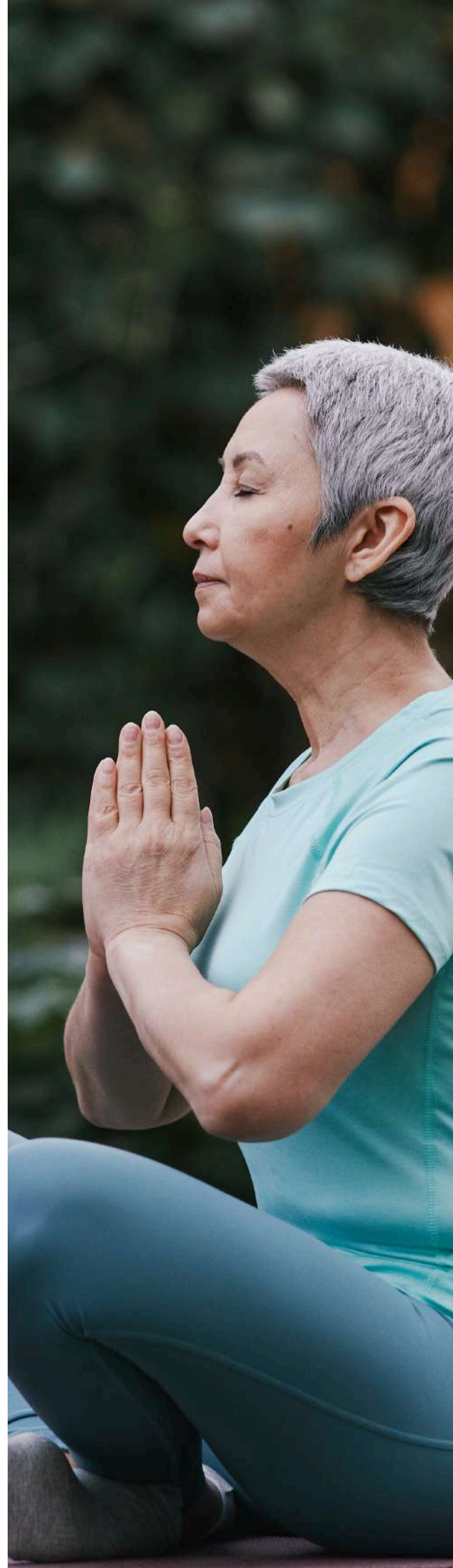
BEYOND THE EXAM ROOM: EXTENDING YOUR LIFESTYLE MEDICINE APPROACH WITH COACHING PARTNERSHIPS

Lifestyle Medicine is becoming increasingly recognized as a cornerstone for optimizing long-term health. For practices rooted in this philosophy, the challenge often lies in extending the impact of care beyond the touchpoints of the exam room. One solution: partnering with health coaches who share your passion for transforming lives through the six pillars of Lifestyle Medicine: Nutrition, Physical Activity, Stress Management, Positive Relationships, Sleep, and Substance Management.

LINKING TOGETHER LIFESTYLE MEDICINE CARE

Over time, you've undoubtedly witnessed the limitations of traditional care models in fostering lasting behavioral change. While patients leave your office inspired, many struggle to integrate your recommendations into their daily lives. Health coaches act as a bridge, providing ongoing education, personalized goal-setting, and the motivation patients need to make meaningful changes.

Lifestyle Medicine-focused coaches understand that optimizing health isn't about one-size-fits-all solutions—it's about meeting patients where they are and guiding them toward achievable milestones.



WHAT TO LOOK FOR IN A HEALTH COACHING PARTNER

HOW COACHING PARTNERSHIPS WORK

As a Lifestyle Medicine-focused practice, you're driven by the desire to optimize health through proactive, sustainable changes. Coaches who share this vision are uniquely positioned to enhance your work. They understand that health isn't just about managing symptoms—it's about creating a thriving life.

This alignment of values ensures that every interaction between coach and patient reflects the same dedication to health that you bring to your practice.

When you partner with health coaches, you're creating a team-based approach that reinforces your medical expertise.

Coaches:

- Help educate patients on the “why” behind Lifestyle Medicine, breaking complex concepts into actionable steps.
- Integrate your recommendations into patients' lives with personalized, attainable goals.
- Motivate individuals to persist through challenges and celebrate successes, providing the consistent support that's often hard to deliver in a clinical setting.

These partnerships can empower patients to become active participants in their health journey, amplifying the effectiveness of the care you provide.

BUILDING A COACHING PARTNERSHIP

When selecting a coaching partner, look for organizations like Terra Health Coaching that prioritize evidence-based practices, respect for individuality, and a commitment to the pillars of Lifestyle Medicine. Look for coaches who are:

- ALIGNMENT WITH THE SIX PILLARS OF LIFESTYLE MEDICINE
- EVIDENCE-BASED COACHING METHODS
- PERSONALIZED AND SCALABLE APPROACHES
- A TRACK RECORD OF FOSTERING LASTING BEHAVIORAL CHANGE

- certified coaches in Lifestyle Medicine or related fields.
- Have a strong track record of patient success stories.
- Offer a collaborative approach that integrates seamlessly with your practice.

RESULTS SPEAKING FOR THEMSELVES

By integrating coaching into your care model, you can see improvements not only in patient outcomes but also in overall satisfaction. Patients feel supported, empowered, and capable of making lasting changes. Meanwhile, you can gain peace of mind knowing your guidance is being reinforced between visits so you can continue on focusing on what you do best—providing medical expertise to support your patient's personalized lifestyle health outcomes.

If you're ready to take the next step in optimizing health outcomes, consider partnering with a coaching organization that shares your vision. Together, you can create a ripple effect of wellness that transforms lives far beyond the exam room.

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UNLOCKING THE POTENTIAL OF PRP IN YOUR DPC PRACTICE

Platelet-rich plasma (PRP) is revolutionizing regenerative medicine by harnessing the body's natural healing abilities. PRP therapy involves extracting a small amount of a patient's blood, processing it to concentrate the platelets, and injecting this nutrient-rich solution into targeted areas. These platelets release growth factors that stimulate tissue repair, reduce inflammation, and promote cell regeneration.



**HEAR DPC DOCTOR
KYLE HAMPTON, DO
TALK ABOUT HOW
HE'S USED ENSO
DOCTORS PRP AT
ARKTOS DIRECT
CARE**



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PRP's versatility spans orthopedics, dermatology, and aesthetics. It accelerates recovery from tendon and ligament injuries and can alleviate osteoarthritis symptoms. In dermatology and aesthetics, PRP can

enhance skin rejuvenation, improve skin texture, and can stimulate hair growth.

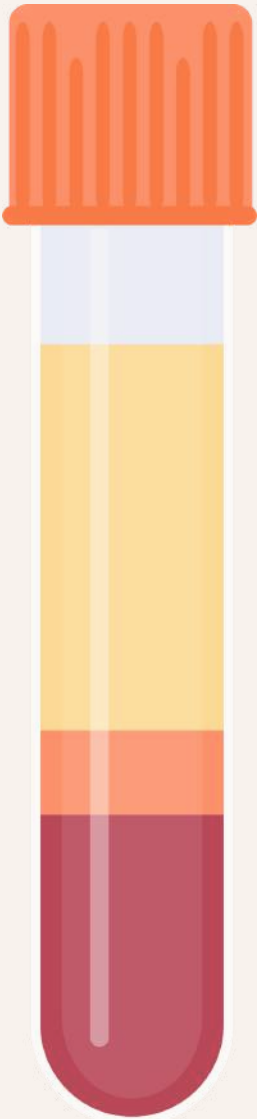
A key advantage of PRP is its safety, as it uses the patient's own blood, minimizing allergic reactions or immune responses. Though not a universal solution, PRP's applications are expanding with ongoing research. By harnessing the body's resources, PRP exemplifies the potential of personalized medicine to enhance healing and improve quality of life.

Offering platelet-rich plasma (PRP) therapy is a smart business move for DPC doctors seeking to expand into procedural medicine. PRP enhances patient outcomes with safe, natural treatments for injuries, skin rejuvenation, and hair restoration. It can boost revenue streams while aligning with DPC's personalized, innovative approach to patient care and satisfaction.

Turn the page for your Quick Start PRP Guide on how to get started, including tips on how to get trained, where to get supplies and how to get help with getting the word out once you've started.

A DPC DOCTOR'S QUICK START **PRP** GUIDE

BROUGHT TO YOU BY PATRIOT MEDICAL SERVICES



① GET TRAINED IN PRP TECHNIQUES

Enroll in a reputable PRP training course to master the procedure, including blood draw, centrifugation, and precise injection techniques. Many courses cater to beginners, so phlebotomy experience isn't required.

② INVEST IN QUALITY EQUIPMENT

Purchase essential tools like a centrifuge, PRP kits, and syringes. Research reliable suppliers to ensure quality and compliance with medical standards.

③ MARKET YOUR PRP SERVICES:

Educate your patients about PRP's benefits through in-office materials, social media, and newsletters. Highlight its applications in pain management, aesthetics, and hair restoration to attract interest.

THE EXCLUSIVE ENSO DOCTORS PRP KIT DISTRIBUTOR



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GET IN TOUCH AND GET STARTED TODAY!

From training to PRP kits to marketing, Patriot Medical can help you get started in all aspects of your PRP journey! **Patriot Medical** is the **EXCLUSIVE distributor** for Enso Doctors PRP kits, the brand Dr. Kyle Hampton and many other DPC doctors use and trust!



ENHANCING CARDIOVASCULAR DISEASE MANAGEMENT IN PRIMARY CARE



Cardiovascular disease (CVD) remains a leading cause of mortality and morbidity worldwide. As the gatekeepers of patient health, primary care physicians (PCPs) are on the front lines of identifying, managing, and mitigating cardiovascular risk factors. While traditional risk assessment tools like lipid panels and blood pressure monitoring are valuable, they often fall short in detecting subclinical atherosclerosis. This is where Carotid Intima-Media Thickness (CIMT) screening and having a 12-Lead EKG in your office can be game-changers.

CIMT EXPLAINED

Offering a non-invasive, reliable method to assess cardiovascular risk, CIMT screening empowers PCPs to identify at-risk patients earlier and implement targeted interventions to prevent adverse cardiovascular events.

CIMT screening uses high-resolution ultrasound to measure the thickness of the carotid artery's intima and media layers. Increased thickness in these layers is a well-documented marker of early atherosclerosis and an independent predictor of cardiovascular events,

including heart attack and stroke. Unlike traditional risk assessments that focus on population-based metrics (e.g., Framingham Risk Score), CIMT provides individualized insight into a patient's arterial health, offering a direct view of the impact of risk factors like hypertension, diabetes, smoking, and hyperlipidemia on their vascular system.

WHY PRIMARY CARE PHYSICIANS SHOULD ADOPT CIMT SCREENING

CIMT screening provides primary care physicians with a vital tool for early detection of subclinical atherosclerosis, **identifying vascular changes long before symptoms appear.** This capability enables PCPs to intervene earlier, reducing the likelihood of future cardiovascular events. Moreover, CIMT enhances traditional risk stratification methods, offering a personalized approach to assessing cardiovascular health. Not all patients with elevated cholesterol or hypertension face the same level of risk; CIMT allows for more precise identification of high-risk individuals who may benefit from targeted interventions.

Beyond its diagnostic value, CIMT serves as a motivational tool for patients. The visual representation of arterial health often inspires patients to commit to lifestyle changes and adhere to treatment plans, fostering better outcomes. Additionally, CIMT complements traditional cardiovascular assessments, such as lipid panels and blood pressure monitoring, rather than replacing them. This synergy improves the overall accuracy and efficacy of risk assessments. For high-risk patients, CIMT results can guide more aggressive preventive strategies, such as early initiation of statin therapy or intensified lifestyle interventions, aligning with the principles of precision medicine.

INTEGRATING CIMT SCREENING INTO YOUR PRACTICE

Integrating CIMT screening into your primary care practice starts with identifying the right patients. Ideal candidates include those with intermediate cardiovascular risk based on traditional assessments, individuals with a family history of premature cardiovascular disease, or patients with multiple risk factors. **CIMT is particularly valuable for patients who may be resistant to lifestyle or medication changes, as visual evidence of arterial changes can serve as a powerful motivator for action.**

To implement CIMT, partnering with diagnostic providers or mobile ultrasound services can streamline access to this technology. Many providers offer easy-to-use solutions that can be seamlessly integrated into your practice. Educating patients about the benefits of CIMT is another crucial step. Use simple, relatable language to explain how CIMT detects early signs of cardiovascular disease and aids in prevention.

Once results are obtained, incorporate them into actionable care plans. For example, patients with increased CIMT measurements can be guided toward specific lifestyle modifications, medication adjustments, or closer follow-up care. This integration of CIMT findings ensures that patients receive personalized care tailored to their unique risk profile, enhancing both their engagement and health outcomes.

TRANSFORMING CARDIOVASCULAR CARE THROUGH INNOVATION

Incorporating CIMT screening into primary care practice is more than just adding a diagnostic tool—it's a proactive step toward precision medicine in cardiovascular care. By detecting vascular changes early, PCPs can better stratify risk, tailor interventions, and ultimately reduce the burden of cardiovascular disease in their patient populations. In a field where prevention is paramount, CIMT screening offers a powerful way to enhance outcomes, empower patients, and elevate the standard of care in primary care settings. Embrace this innovation and lead the charge in combating the silent epidemic of cardiovascular disease.

Start screening for CIMT in your Direct Care Practice.
LEARN HOW TODAY!



Vasolabs.com



How the CIMT Screening Works

1

Non-Invasive & Quick

The procedure is painless, requires no preparation, and takes about 10–15 minutes.

2

Cost-Effective

Compared to advanced imaging techniques like CT coronary angiography, CIMT is more accessible and cost-effective for routine clinical use.

3

Evidence-Based

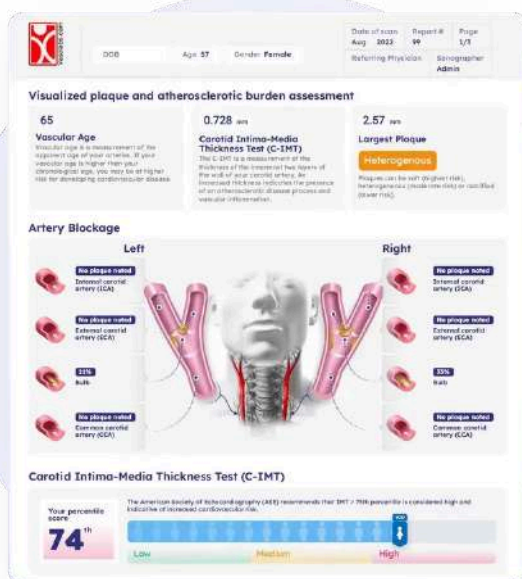
Studies have consistently shown that increased CIMT correlates with heightened cardiovascular risk. For example, the American Heart Association (AHA) and the American College of Cardiology (ACC) recognize CIMT as a useful tool for risk stratification in appropriate populations.



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Let Us Help You Build a Cardiovascular Program for Your Direct Care Practice. Send us your images or we will send you a technician. **No matter location, we come to YOU.**



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We are here to support you with a complete Cardiovascular Disease (CVD) Management program. From concept to completion, we have created a simple step-by-step process to support you and your team to identify, educate, schedule, monitor and track your patients.

"With Vasolabs, we can grow our CVD management program incrementally and have had great success along the way."

— Chris, CFO



Vasolabs.com

WHEN THE 12-LEAD EKG MAKES A DIFFERENCE

When it comes to delivering high-level preventive care, having a 12-lead EKG in your clinic offers unparalleled value. Unlike single-lead wearables or 6-lead portable devices, a 12-lead EKG provides superior quality and accuracy, enabling you to detect and document cardiac issues earlier. This level of precision not only helps you identify subtle abnormalities that other devices might miss but also ensures you're equipped with comprehensive data for timely referrals.

The difference is in the details. Single-lead wearables and 6-lead devices are limited in their scope and resolution, often falling short in capturing the full picture of cardiac health. With a 12-lead EKG, you can

assess multiple perspectives of the heart's electrical activity, allowing for a more nuanced evaluation of arrhythmias, ischemia, or conduction abnormalities. This ensures your patients receive the correct diagnoses faster, potentially avoiding preventable complications or delays in care.

Additionally, having a 12-lead EKG in your clinic strengthens the continuity of care you provide. By performing a thorough workup before referral, you not only facilitate quicker access to specialists but also present a clear, documented case that adds credibility to your clinical judgment. This can build trust with your patients, as they see firsthand the proactive measures you're taking to prioritize their health. Ultimately, this tool positions your practice as a leader in comprehensive, prevention-focused care.

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DIRECT PAY RADIOLOGY: WHAT IS IT AND WHY SHOULD YOU OFFER IT.



Direct pay radiology is a patient-centered approach to medical imaging that eliminates the involvement of insurance companies. Instead of navigating complex billing systems and waiting for insurance approvals, patients pay an upfront cash price for services such as MRIs, CT scans, X-rays, and more. This approach offers complete transparency—patients know exactly what they'll pay, with no hidden fees or surprise bills. The cost includes both the procedure and the radiologist's interpretation, simplifying the process and ensuring clarity for everyone involved. By removing the middleman, direct pay radiology allows patients to access high-quality imaging services promptly, often at significantly lower costs than those billed through insurance.

For physicians, integrating direct pay radiology into their practices can transform how they support their patients' healthcare needs. Traditional insurance-based imaging often comes with significant delays due to prior authorizations and approvals, which can hinder timely diagnoses and treatment. With direct pay radiology, these delays are eliminated, enabling patients to receive the imaging they need without waiting for an insurance company to decide if the service is covered. This approach empowers physicians to focus on delivering care rather than managing insurance logistics.

Moreover, direct pay radiology is cost-effective. Patients often pay far less than the inflated rates charged through



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Dr. Cristin Dickerson, MD
Founder & Direct Care Radiologist

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- ✓ **TRANSPARENT IMAGING WITHOUT THE SURPRISE BILLS.**

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insurance billing, helping them manage their healthcare expenses more effectively. This transparent model builds trust, as patients appreciate knowing the full cost upfront. Additionally, the high-quality imaging provided through direct pay networks ensures that physicians can rely on accurate results to guide treatment plans

By offering direct pay radiology options, physicians align themselves with a model that prioritizes patient autonomy, affordability, and efficiency. It's an excellent fit for Direct Primary Care practices and other patient-focused healthcare models, fostering better outcomes and satisfaction for patients, physicians and providers.

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engage
with
leads

get help
when
you
need it

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STRATEGIC COMMUNICATIONS
IMPACT EVENTS



BRIDGING THE GAP: HOW INNOVATIVE BENEFIT PLANS CAN EXPAND DIRECT PRIMARY CARE ACCESSIBILITY

The Direct Primary Care (DPC) movement has gained significant traction as a patient-centered, physician-driven alternative to traditional insurance-based healthcare. By eliminating the complexities of insurance reimbursements tied to RVUs and CPT codes, DPC allows doctors to focus on meaningful patient care. However, as the movement grows, a persistent challenge remains: how to make DPC more accessible to patients, particularly those in employer-sponsored plans or seeking affordable healthcare solutions.

THE ROLE OF INNOVATIVE BENEFIT SOLUTIONS

One promising avenue lies in integrating DPC into non-traditional benefits plans. These plans offer alternatives to conventional insurance by decoupling primary care from fee-for-service constraints. By partnering with third-party administrators (TPAs), health-sharing organizations, and forward-thinking

benefits providers, DPC clinics can deliver high-quality care while simplifying the financial landscape for both patients and employers.

Such plans often combine elements of health-sharing arrangements and ACA-compliant options, creating flexibility for individuals and employer groups. Patients gain access to affordable, comprehensive primary care through DPC memberships, while employers benefit from reduced healthcare costs and healthier workforces. This model challenges the status quo, demonstrating that "too good to be true" can indeed be real when designed with patient and physician needs in mind.

BREAKING BARRIERS FOR PHYSICIANS

For DPC physicians, managing benefits partnerships can feel overwhelming. The nuances of benefits plans, ACA compliance, and employee coverage requirements are far removed from the

FACT* THE DPC MODEL THRIVES WHEN PHYSICIANS AND PATIENTS BREAK FREE FROM THE CHAINS OF TRADITIONAL INSURANCE, ALLOWING TIME AND CARE TO TAKE CENTER STAGE INSTEAD OF BILLING CODES.



medical training most doctors receive. This is where partnerships with knowledgeable benefits providers become essential. Experts in the benefits space—armed with tools like integration platforms, sales support, and broker networks—bridge the gap between DPC clinics and employers. They not only educate employers about the value of DPC but also handle the logistical heavy lifting, allowing physicians to focus on patient care. By facilitating these connections, such partnerships empower DPC physicians to scale their practices sustainably without compromising their core mission.

BUILDING AWARENESS AND TRUST

Despite the opportunities, many employers and individuals remain skeptical of new models, often perceiving them as niche or untested. Overcoming this hesitancy requires robust education and awareness campaigns. By sharing success stories from both patients and clinics, DPC advocates can demystify the model and highlight its benefits. Efforts like DPC directories and public testimonials play a critical role here. Platforms showcasing verified DPC clinics and their trusted partners help connect physicians with the resources they need to thrive. They also provide a roadmap for patients and employers looking to transition to this innovative care model.

A COLLABORATIVE VISION

As the DPC movement continues to grow, collaboration among doctors, benefits providers, and supportive organizations is key to breaking barriers. By partnering with experts who understand the complexities of healthcare benefits, DPC clinics can reach new populations and redefine primary care accessibility.

The ultimate goal is clear: a healthcare system where patients receive excellent care without navigating a maze of billing codes, where doctors are liberated from administrative burdens, and where innovative partnerships drive widespread adoption. With every connection made and every barrier broken, DPC moves closer to being the accessible, patient-first solution it was always meant to be.



[This video from Clearwater Benefits shows the value of innovative health plan solutions.](#)





GET A COMBINED, TOTAL HEALTHCARE SOLUTION.

Clearwater Benefits helps DPCs find health benefits for their patients that compliment their DPC memberships. With our brokers at the table along with the DPC doctors, Clearwater Benefits delivers unmatched support by helping doctors create a customized marketing strategy to reach those individuals and businesses who want to have you as their DPC doctor.



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**Make your
DPC marketing
journey
a breeze**

**FROM LEAD NURTURING TO NEW PATIENTS, A
SOLID MARKETING & COMMUNICATION
STRATEGY CAN HELP YOU HAVE
THE DPC OF YOUR DREAMS.**

Mastering the Art of **PATIENT ENROLLMENT**



As private physicians are increasingly embracing membership-based models to deliver personalized, high-quality care. These models promise transformative benefits for both patients and physicians. However, success in this innovative approach hinges on one critical skill: patient enrollment.

Unlike traditional healthcare, where patients often choose physicians based on insurance networks, membership medicine introduces a new dynamic. It challenges practices to prioritize the patient experience long before their first visit. This journey—essentially a refined sales process—begins well before the patient steps into your office. If you're new to or struggling with the art of enrollment, consider this: sales in membership medicine is an ongoing, relational process, not a one-time transaction. By refining your approach, you can achieve far greater outcomes while fostering lasting connections.

BREAKING DOWN THE ENROLLMENT JOURNEY

Think of patient enrollment as an art form. It requires intention, practice, and a commitment to excellence. This process involves several key stages: attracting interest, creating awareness, nurturing

trust, presenting value, and finally, securing commitment. Let's dive into each step.

1. ATTRACTING INTEREST: DEFINING YOUR IDEAL PATIENT

The journey begins with knowing your ideal patient. While primary care can serve a broad audience, identifying the specific types of patients you enjoy working with is crucial.

- **Define Your Patient Avatar:** Who are they? What are their health priorities? Where do they spend their time, both online and offline?
- **Focused Marketing Efforts:** Align your marketing strategies to resonate with this group. From website content to social media outreach, tailor your message to attract those who will benefit most from your care.

79%

**OF MARKETING LEADS NEVER CONVERT INTO SALES.
LACK OF LEAD NURTURING IS THE COMMON CAUSE
OF THIS POOR PERFORMANCE.
(SOURCE: [MARKETINGSHERPA BLOG](#))**

2. CREATING AWARENESS: REACHING YOUR AUDIENCE

Once you've defined your ideal patient, the next step is to ensure they know about your unique care model.

- **Use Multiple Channels:** Leverage social media, local events, community outreach, and your practice's website to spread the word.
- **Meet Them Where They Are:** Whether it's through Instagram posts or health talks at community centers, ensure your messaging is accessible and compelling.

3. NURTURING RELATIONSHIPS: BUILDING TRUST

Jumping straight into logistics without first fostering trust can alienate potential patients. Instead, focus on meaningful connections.

- **Active Listening:** Ask thoughtful questions and truly listen. Patients often reveal their concerns, and your attentive response can demonstrate how your practice is the solution.
- **Personalized Communication:** Engage through emails, calls, or in-person meetings that address their specific needs.
- **Educational Content:** Share health tips, success stories, and insights that position you as a trusted advisor.
- **Patient Events:** Host workshops or info sessions where potential patients can experience your care philosophy firsthand.

4. PRESENTING VALUE: ALIGNING YOUR PRACTICE WITH PATIENT GOALS

When patients are ready, it's time to present the tangible benefits of your membership model.

- **Meet-and-Greet Consultations:** Offer complimentary sessions to discuss their health goals and how your (cont.)

- practice supports them. Use this opportunity to align your solutions with their needs.
- **Transparent Pricing:** Clearly outline the cost and benefits of membership. Transparency fosters trust and helps patients understand the value of their investment.
- **Highlight Benefits:** Emphasize features like same-day appointments, direct communication with you, wellness plans, and discounted labs and pharmacy services.

5. SECURING COMMITMENT: ENROLLING PATIENTS WITH EASE

The final stage is converting interest into action. Streamline the enrollment process to ensure it's seamless and stress-free.

- **Digital Applications:** Use platforms like **practOS** to simplify membership enrollment. Patients can sign up online or during an in-person meeting.
- **Review Terms:** Walk patients through billing terms and cancellation policies to avoid confusion.
- **First Appointment:** Schedule their initial visit immediately after enrollment to solidify the relationship and start their care journey on the right foot.

6. ENROLLMENT AS AN ONGOING JOURNEY


Patient enrollment in a membership-based model isn't just about filling your practice. It's about cultivating relationships that promote better health outcomes and a deeper connection between you and your patients.

By mastering this journey, you're not just securing patients—you're building a sustainable, thriving practice that aligns with your vision for personalized care. Embrace the art of enrollment, and watch your DREAM practice flourish.



UNLOCK THE FULL POTENTIAL OF YOUR PRACTICE

Let's get real for a second—when was the last time your practice's sales process didn't feel like a chaotic circus? Juggling patient care, new leads, and admin work is basically a recipe for burnout.

Here's where  **practOS** comes to the rescue. Think of it as the personal assistant you've always wanted but never knew existed. It's more than a CRM; it's the all-in-one toolkit to streamline your practice, helping you generate leads on autopilot and convert them into paying members without breaking a sweat.

Stop wasting time on systems that don't work, and let us show you how to practice smarter, not harder.

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Capture leads using our landing pages, surveys, forms, calendars, inbound phone system & more!

NURTURE

Automatically message leads via voicemail, SMS, emails, FB Messenger & more!

CLOSE

Use our built in tools to collect payments, schedule appointments, and track analytics!

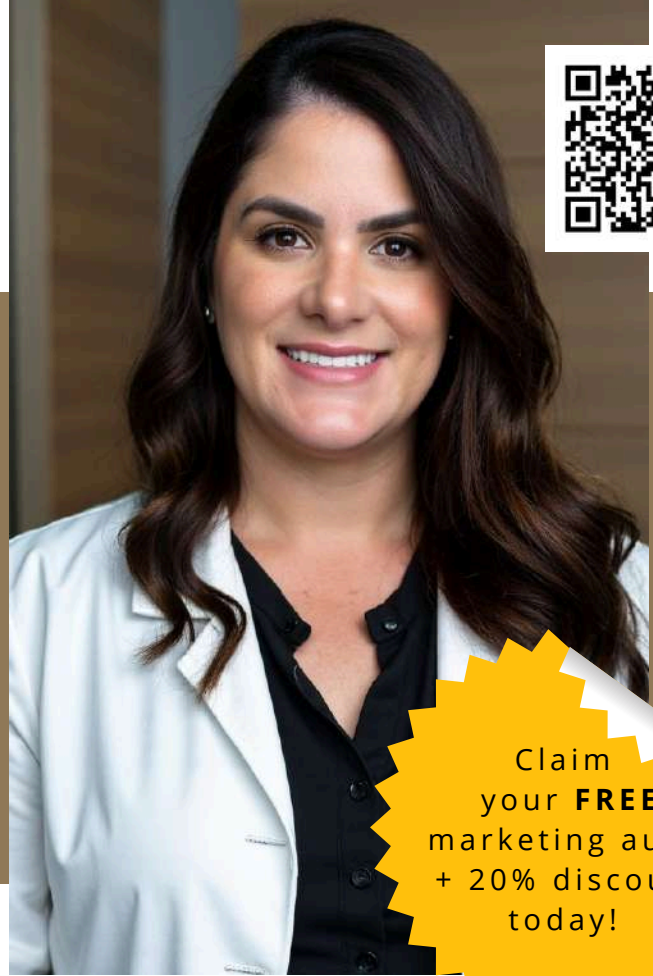
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About Us

You've taken the bold step to embrace a model that puts patients first. Now that you've aligned your practice with your values, it's time to align your marketing with your goals. At AlignedMD, we understand that trust is everything in healthcare. Founded by a former dentist with over 15 years of experience, we specialize in helping DPC doctors build authentic connections with their patients. From social media and content creation to branding and patient engagement, everything we do is focused on fostering relationships that last. With AlignedMD, you can grow your practice confidently, knowing your marketing reflects the care and integrity your patients already trust.

Highlights



Social Media Management

Create, schedule, and optimize content to grow your online presence and connect with patients.



Content Creation

Blogs, videos, and branding materials to educate and inspire your audience while showcasing your expertise.



Tailored Strategies

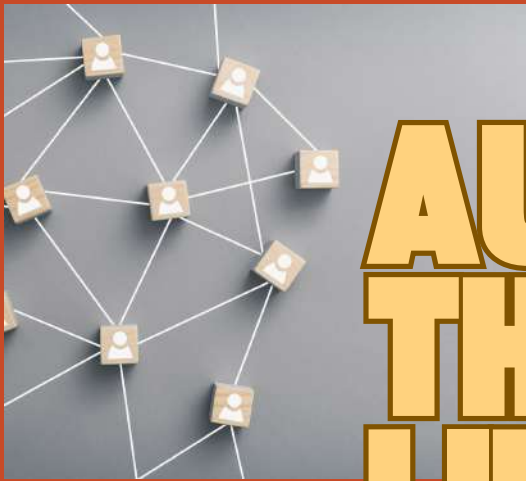
Customized plans designed for DPC doctors to align with your practice's unique values and goals.



Cost-Effective Solutions

Plans starting at **\$250/month** to help you build strong patient relationships without breaking the bank.

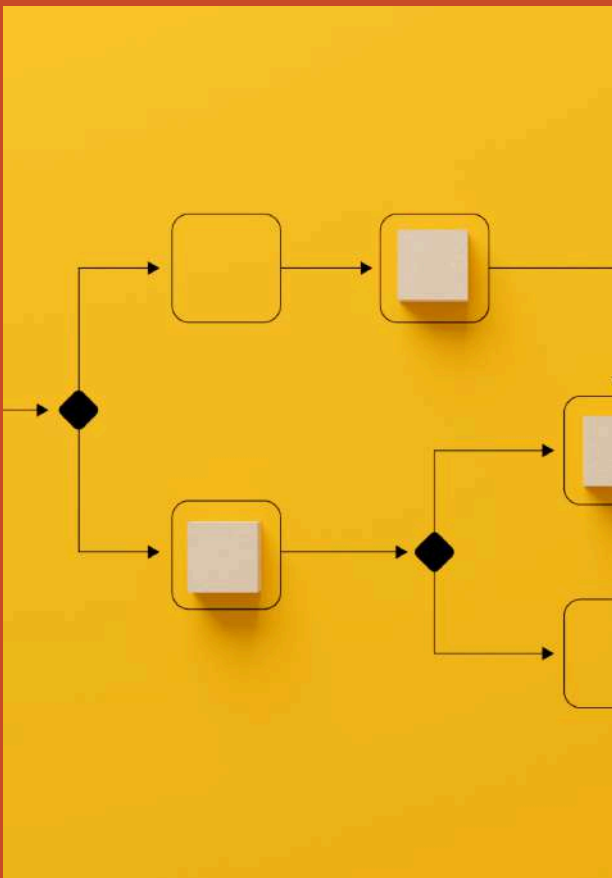
Ready to get started? Contact us today for a **FREE proposal** and let's grow your practice together.



AUTOMATIONS THAT FEEL LIKE MAGIC

Let's face it—being in healthcare often feels like juggling flaming swords while riding a unicycle. Between appointments, admin tasks, and patient communication, your time is stretched thinner than a hospital gown. But here's the good news: automation can swoop in like a superhero to save the day, helping you streamline patient communication while keeping your sanity intact.

Whether it's sending appointment reminders, celebrating patient milestones (hello, birthday texts!), or replying to late-night inquiries without actually working late, automation is your new best friend. And the best part? You can maintain healthy boundaries while still making patients feel cared for.



Scheduled Messaging: The Illusion of Always Being “On”

Want to reply to that patient text at 10 PM but also love your Netflix-and-chill time? Automation lets you schedule messages so they appear to be sent during business hours, even if you're crafting them in your pajamas.

- **Reminders That Work for You:** Automate appointment nudges for everything from mammograms to follow-ups. Bonus points for freeing your team from reminder duty.
- **Birthday Cheer:** A personalized “Happy Birthday!” text goes a long way to make patients smile. Queue it up and let automation do the work.
- **Guilt-Free Replies:** Set it up so your “I’ll get back to you soon!” response looks like it was sent first thing in the morning, even if you were already snoozing.

Texting Rules to Keep Your Cool

Texting is the wild west of communication—some patients love it, others act like it’s a scam call. Here’s how to tame the chaos:

- **Let Them Choose:** Not everyone’s a text person. Give patients an opt-in option for text communication, and let them decide how they want to hear from you.
- **Keep It Simple:** Use texting for quick things like appointment reminders or “Your results are ready” messages. For complex stuff, stick to calls or portals.
- **Set Boundaries:** Be upfront about your “office hours” for texts. Something like, “I text during business hours, but after 5 PM, I switch to being human again!” sets clear expectations.



Texting Without the Awkwardness

A few golden rules for texting patients without feeling like you’re walking a tightrope:

- **Be Friendly but Professional:** “Hey John, just a reminder about your appointment tomorrow at 3 PM!” is warm and effective. “Yo, don’t forget your doc date!”... maybe not so much.
- **No Sensitive Info:** Texts aren’t always the best place for lab results or anything you wouldn’t yell across a crowded room. Save that for your secure portal.
- **Encourage Conversation:** Include a simple way for patients to respond if needed, like “Reply CONFIRM to save your spot!”



TOP TIPS ON PICKING YOUR AUTOMATION SIDEKICKS

1. EMR BESTIES

Look for an EMR that integrates with your automation so everything syncs up like peanut butter and jelly. Patients get seamless updates, and you get spotless records without lifting a finger.

2. AI-POWERED PERSONALIZATION

Use AI to sprinkle in that personal touch—like addressing patients by name, referencing their last appointment, or giving friendly nudges about their health goals. It’s like having a mini-you that works 24/7.

3. SELF-SERVICE FOR THE WIN

Let patients handle small tasks on their own, like rescheduling appointments or asking FAQs through a chatbot or portal. They’ll love the convenience, and you’ll love the extra time.



CUE THE NETFLIX!

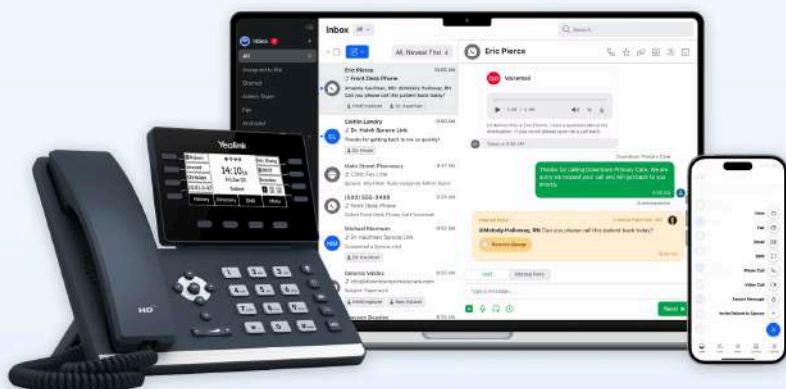
Automating patient communication doesn't mean losing your human touch. In fact, it's the opposite—it frees you to focus on what really matters while still making your patients feel seen and valued.

So go ahead, schedule those midnight texts, set some boundaries, and let automation handle the heavy lifting. Your patients will appreciate the thoughtful, timely care, and you'll finally have time for yourself. Because let's be honest—life's too short to spend your evenings typing "Don't forget your flu shot!" when Netflix is calling.



Where healthcare communication counts.

"Spruce is a great all-in-one solution for your communication. It makes your life easier and improves patient satisfaction." - Dr. Boyer of Trailhead Clinics



Transform your workflows with a **HIPAA-grade**, cloud-based communication platform that seamlessly integrates a **robust business phone system** with **texting, faxing, and telemedicine**.

Optimize care collaboration, streamline patient interactions, and ensure accountability — all while **delivering improved clinical and business outcomes**, with a solution **tailored for healthcare** efficiency.



Phone



2-Way Texting



Fax



After Hours Call Routing



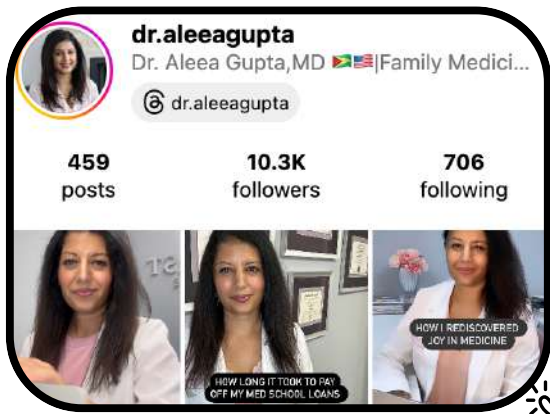
Team Collaboration



Workflow Automation



[See a demo to learn more!](#)
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Dr. Aleea Gupta: Changing the Social Media Landscape

“

DR. GUPTA ON WHY SHE CHOSE DIRECT PRIMARY CARE

When I discovered Direct Primary Care, I knew it was the model I had been hoping to find. I immediately realized that it would allow me to offer my patients the highest quality, most affordable, and most accessible services possible.

I can take care of the entire patient, one visit at a time, without fear of running up a huge bill. With this model, I can prevent illnesses and address them when they arise, since there are no limits on how often my patients can see me.



Social Media Marketing Tips from Dr. Gupta

- **Personal Touch Matters:** Use your voice in social media posts. Highlight your availability for calls or meet-and-greets, emphasizing the personal connection your practice offers.
- **Adaptable Messaging:** Tailor content to resonate with varied audiences, from door-to-door meetings to executives to the uninsured, showcasing how DPC solves their specific pain points.
- **Showcase Word of Mouth:** Celebrate testimonials and referrals on your platforms to build trust and credibility.
- **Educate with Clarity:** Post simple explanations of DPC, using patient-friendly language to attract curious newcomers.



MEET THE NETWORK

CHECK OUT THIS ISSUE'S FEATURED DPC DIRECTORY MEMBERS!
YOU'LL FIND MEMBERS IN CATEGORIES INCLUDING:
CONSULTING & SUPPORT, EDUCATION & RESOURCES, MEDICAL
SUPPLIES & EQUIPMENT AND TECHNOLOGY & SAAS.

DPC COURSES

Breaking the Mold: ADHD Care *In DPC*

Dr. Clodagh Ryan delivers personalized ADHD care, guiding patients and families through diagnosis, treatment, and long-term management with compassion and expertise. **In 2025, she'll launch her ADHD course for DPC doctors**, covering ADHD screening, follow-ups, how to deliver seamless integration into a DPC practice and more.! Designed to empower physicians, this course is a game-changer for expanding DPC services. Secure your spot on her waiting list!

READ MORE

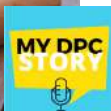


The Business Side of DPC: PRICING YOUR MEMBERSHIPS

Lauren's course provides essential strategies for pricing Direct Primary Care (DPC) memberships, ensuring both profitability and patient satisfaction. 20+ years into helping private practices grow, Lauren guides you in finding the right pricing model based on your practice's needs and local market. She teaches you how to:

- Set competitive membership fees
- Offer flexible pricing to attract more patients
- Communicate pricing clearly to build trust

READ MORE



CONSULTING & SUPPORT SERVICES

MEDICAVA: Having been immersed in the business of medicine for over 20 years, we can deliver on our promise to help you grow. From practice management to tech stack certifications, we have the skills and experience to help you systematize and scale your practice.

D2P MEDICUS: Created by Dr. Grace Torres-Hodges, D2P Medicus business consulting services to independent private medical practices. We help transition to a direct specialty care practice model in order to enhance the delivery of clinical care, improve financial stability and increase performance. Our goal is to help physicians improve their quality of life by increasing profitability while maintaining and respecting the doctor-patient relationship.

DPC FRONTIER: The go to legal source for DPC founded by Dr. Phil Eskew, MBA,JD, DO featuring state regulatory updates and the national listing of DPC practices: The DPC Mapper.



Photo credit

Dr. Grace Torres-Hodges
Podiatrist of D2P Medicus



DON CREATIVE GROUP: A creative boutique agency is a specialized marketing agency that focuses on delivering personalized, high-impact strategies. Unlike larger agencies, we offer a hands-on approach, tailoring every aspect of your brand's messaging to stand out in a crowded market. Whether it's branding, design, or content creation, our solutions help you connect with your audience in a way that feels fresh and unique.

NICOL HEALTH LAW: Nicol Health Law assists healthcare providers and emerging and established healthcare-related businesses with all aspects of representation — from practice and business establishment, to on-going legal transactional assistance, to HIPAA and regulatory compliance, — and everything in between. Kathrine Nicol has been representing the business interests of small and large healthcare providers and entities for over 20 years. She represents clients the way she would want her sister, friends, or herself, to be represented. Kathrine takes the time to listen – whether this involves reviewing an individual provider employment agreement or assisting business investors with starting a management services organization, Kathrine Nicol, JD is here to help navigate the complex arena of healthcare laws.

TERRA HEALTH COACHING: Terra Health aims to empower our mentees to adopt a lifestyle that promotes health and sustainability. Our MISSION is to help Terra users take ownership of their lifestyles through education, integration and motivation in order to change unhealthy behavior. Our health coaches are the agents of the behavioral change that we foster in our mentees.

DREAM JOY CONSULTING: Having a medical accountant is like having a trusted partner who already understands your line of work. You save time and energy knowing we can start to address the problems right away. We'll take care of the tedious tasks of working with your medical practices financial data so that you can focus on what you do best—helping people. We are your financial superhero, swooping in to save the day!

BENEFIT PARTNERS DIRECT: If you're alarmed by the high costs of health insurance but would like to do SOMETHING for your people, consider that most of their health care needs will be for routine, urgent, and emergency care services. We can help you provide excellent benefits for these services at a surprisingly low cost. Let's talk about how we can help lower costs when in those difficult situations where people need medical attention, but aren't sure where to turn or what to do.

KYNEXIONS: We curate powerful experiences... that drive the new healthcare economy. Through our expertise in event management, digital marketing, business development, and community building, we empower healthcare organizations to innovate, connect, and thrive.

Healthcare leaders and organizations trust Kynexions to attract, engage, and retain their ideal clients and workforce. Our specialized domain expertise allows us to craft events and marketing strategies that deliver measurable results.

CLEARWATER BENEFITS: Helping individuals and businesses find the best healthcare plan. We understand pairing those with DPC memberships combines for an elevated health experience. We offer both Health Share and Major Medical plans that wrap around your clinic's services!



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EDUCATION & RESOURCES

WEIGHT CARE CONSULTING: Carolynn Francavilla Brown, MD, FOMA, D-ABOM is Board Certified in Family Medicine and a Diplomate of the American Board of Obesity Medicine. She is the owner and founder of Green Mountain Partners for Health in Lakewood, Colorado where she practices family and obesity medicine. She runs the Colorado Weight Care program where she focuses on treating weight to improve and prevent medical problems. Dr. Francavilla has also spoken at national conferences on obesity topics including: treatment of PCOS and obesity, obesity and breastfeeding, obesity and pregnancy and postpartum, and obesity advocacy issues. She is currently on the Obesity Medicine Association Board, and has been the Chair of the OMA Advocacy Committee from 2014-2021. She is dedicated to helping as many clinicians as possible treat obesity!

CUSTOM BENEFITS: A nationally recognized employee benefits advisor, Cristy Gupton has endeavored to solve healthcare challenges for employers in the Carolinas since 1998. Cristy has been named twice to **Employee Benefits Advisor Magazine's Top 20 Women in Benefits Advising** list. In 2018's list, Cristy and her team were highlighted as leaders who didn't back down in the face of the opioid crisis. Cristy boldly uncovered where employers were left exposed by their health insurance carriers and outlined a path to closing those gaps with more intelligent and transparent healthcare spending initiatives.

Cristy is a contributor to BenefitsPro Magazine, Physician's Outlook Magazine and frequently writes engaging and provocative dialogue on social media that grabs the attention of the thousands of business leaders who follow her. A frequent speaker at national conferences, her presentations are sought after for the thought leadership and transparency into the healthcare industrial complex that so many struggle with.

DR TEA NGUYEN: Dr. Tea Nguyen, DPM, proudly serves Santa Cruz and Monterey Counties and the surrounding communities. She offers podiatric medical and surgical care to patients for any number of foot and ankle conditions. Dr. Tea has been in practice since 2016. Her specialties include: Minimally Invasive Foot and Ankle Surgery, Diabetic Foot Care, and Wound Healing. At Pacific Point Podiatry, Dr. Tea is committed to being at the forefront of offering cutting-edge care to her foot and ankle patients. She strives to find long-term solutions, combining revolutionary non-invasive technology and innovations in healthcare that can offer her patients minimally invasive alternative treatment options. Dr. Tea works tirelessly to restore her patients' health, with as little disruption as possible, to bring them to a point where they are back on their feet and enjoying life again.

DR. JULIE GUNTHER: Dr. Julie founded sparkMD in 2014 with a vision of straight forward, cost-transparent, face-to-face, friendly medical care. She has become a national force for healthcare transformation and physician advocacy.

Dr. Julie is a broadly trained family physician who loves teaching, people and using her hands. She has extensive procedural training consistent with full-scope family medicine and in 2018 began her aesthetics training including neurotoxin, filler, lasers and much more. She has found that aesthetics brings patients joy and allows her to use her medical expertise and creative eye to deliver outstanding outcomes.

During her training, Dr. Julie found that striking a balance between time, investment, her own need for hands-on learning to augment her already extensive family doctor skills was a tricky deliverable. As such she has launched Wildfire Aesthetics training, a home for physicians...well trained physicians...who want to add to what they already do so well with focused, intensive training in medical aesthetics, injecting and business.

A-S MEDICATION SOLUTIONS: A-S Medication Solutions, formerly Allscripts Medication Services Group (founded in 1988) is the industry leader in providing complete, end-to-end turnkey, on-site medication dispensing solutions. We have not only developed and produced the most efficient, easy to use, web-based dispensing system, but have also bolstered our production and quality assurance functions to guarantee the fastest, on-time delivery in the industry. We have enhanced our services to include the highest quality AA/AB-rated brands, generics, compounds, injectables and OTC prepackaged medications.



Photo credit

Dr. Tea Nguyen of Pacific Point Podiatry



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MEDICAL SUPPLIES & EQUIPMENT

PATRIOT MEDICAL:

At Patriot Medical Services, we're a Kansas-based medical supply company built on a foundation of service and unwavering dedication. We understand the critical role reliable medical supplies play in healthcare delivery, and we're committed to providing our customers with the best possible solutions. For DPC Doctors looking to incorporate Platelet-Rich Plasma (PRP) and Platelet-Rich Fibrin (PRF) into their DPC, Patriot Medical offers courses to learn what you need and helps you with marketing your PRP and PRF services.

MEDFLY: Welcome to MedFly, a medical supply company dedicated to providing hospitals, clinics, and laboratories with high-quality medical equipment and supplies at an exceptional value.

Whether you're seeking examination beds, cabinets, pipette tips, or other essential medical products, we make it easy to purchase the equipment and supplies you need to best serve your patients.

ANDA MEDS: For over 20 years, AndaMEDS has focused on our commitment to be a trustworthy, reliable and knowledgeable resource to our customers and vendors. At AndaMEDS we understand the complex environment of a physician's practice and their role in fulfilling the critical needs of each patient, which is why we are dedicated to providing our customers the support needed so they can focus on what matters most. Established in 1995, AndaMEDS is a division of Anda Inc., one of the leading pharmaceutical distributors within the United States. AndaMEDS started by providing a niche distribution service with next-day delivery on medical supplies and generic pharmaceuticals to independent physician practices. Over the years, we expanded our product offering to help our customers reduce inventory expenses and save time by centralizing purchases through AndaMEDS.

FULLSCRIPT:

Since 2011, Fullscript's helped providers practice whole person medicine, an approach to healthcare rooted in prevention, centered around wellness, and essential for disease management.

We're enabling the movement from episodic care to integrated care with the patient at the center and we won't stop until it does. Passionate about preventative medicine, Fullscript emphasizes being proactive in health, not just reacting to symptoms. Fullscript enhances patient outcomes, lessens healthcare system burdens, and promotes whole person health including a platform where clinicians can order and make recommendations for clinically effective supplements.

NORTHWIND PHARMACEUTICALS:

We integrate drug distribution logistics, home delivery pharmacy services, advanced analytics, and chronic disease management programs, we create a Nexus of Care™ that effectively influences healthcare costs and outcomes. Our proprietary software, RxSteward™, provides real-time data and clinically-centered analytics, enabling employers and healthcare providers to make informed decisions that enhance patient care and reduce expenses. Through initiatives like Clinical Blueprints™, we address chronic conditions by removing barriers to medication access and engaging patients in their health journeys.

OLYMPIA PHARMACY: Olympia Pharmaceuticals is a state of the art, FDA 503B pharmaceutical outsourcing facility and 503A pharmacy providing access to high-quality age management and nutritional medications across the US. Our growing line of anti-aging therapy products includes sterile injectables, non-sterile, lyophilized, and office use compounded medications for practice enhancement. Specialties include: IV Nutrition, Erectile Dysfunction, Age Management, Men's Health, Women's Health, Weight Loss, Vein Care, Sexual Health and Dermatology. Learn more about why you should choose Olympia Pharmacy for your unique compounding needs.

MANIFESTRx:

Welcome to ManifestRx, where we are dedicated to transforming the way prescription care is accessed and experienced. As a pharmacist-created and run organization, our mission is to provide a simple, seamless, and frictionless prescription experience for patients, employers, associations, healthcare providers, and organizations alike.

EMPOWER PHARMACY:

Our state-of-the-art facilities use advanced technology and equipment to produce high-quality, custom medications at scale through our 503A pharmacy and 503B outsourcing facility. From men's health, women's health, longevity, IV therapy, hormone replacement to weight management learn more about Empower today.



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TECHNOLOGY & SAAS

DPC SPOT: Check Website off your list, today! We make it easy to make a stellar website (IN 10 MINUTES!) for your DPC practice today so your online presence can represent the caliber of work you provide to your patients as soon as tomorrow.

DrChrono by EverHealth: At DrChrono by EverHealth, we believe that the practice of the future starts in the philosophy of the past – where personalized, dedicated, one-on-one care is paramount. Where screen-time is replaced by face-time. And where technology adapts to the provider, not the other way around.

The DrChrono by EverHealth EHR platform serves as the center of our integrated ecosystem for independent healthcare practices. Our goal is to deliver enhanced user experiences and cutting-edge features to continue Simplifying the Business of Healthcare for our valued customers

HINT: In 2013 Hint Health founders Zak Holdsworth (a Stanford MBA grad from New Zealand) and Graham Melcher (a computer science grad from UC Berkeley) got together and asked the question what would it take to fundamentally transform the US healthcare system from first principles, for the better. Zak wanted to help recreate the patient-centered experience he had received from his childhood family doctor, and Graham wanted to help create a better way for his family of physicians who were largely disappointed by the system.

They were seeking ideas that were not incremental improvements to the system but solutions that could address root cause problems, and could in theory do so at scale without compromise. In this journey they came to the conclusion that in order to achieve this, they would need to somehow both help restore the integrity of primary care, and eliminate the insurance fee-for-service infrastructure from routine care delivery and payment.

FOLD HEALTH: Fold’s solution is the first Platform designed for the future of primary care that enables collaborative care teams to operate at the top of their license through powerful clinical and operational automation so they can deepen and extend their ability to deliver proactive, person-centred, preventative care to radically improve outcomes. We believe that primary care is the cornerstone of a high-functioning, cost-effective healthcare system, and the necessary foundation to ensure everyone’s long-term health and wellbeing. Yet we continue to struggle to staff and support primary care with the tools needed to realize its core mission.

We created Fold Health to conceive a fundamentally different technology platform designed to empower primary in unique new ways – the first built to optimize outcomes versus transactions – that enables primary care to deliver person-centered care to every member of their practice community, not just those who present with symptoms.

SPRUCE: Spruce Health was founded in 2013 with a mission of helping to make quality healthcare more accessible. The Spruce product is a HIPAA-compliant solution for DPC practices designed from scratch for modern healthcare with both healthcare professionals and their patients in mind. We think it’s possible for doctors to have more reach and impact than ever before, while simultaneously improving the healthcare experience for their patients. We also think that modern healthcare professionals should be saved from burnout with tools designed to serve them and their workflows, even when on their phones outside the exam room.

HEALTHBOOK: HealthBook+ is a hassle-free health facilitation platform that helps providers and patients streamline the journey to better health. It provides actionable and easy-to-understand insights and health coaching, as well as frictionless access to immediate support and personalized care solutions based on each user’s individual needs, enabling them to take their Next Best Health Action™.

FRONTROW HEALTH: Our mission is to uplift the DTC health community. We want to power the consumer health movement to prevent disease for millions. Our brands have done the hard-work of developing world-class health products, and we’re here to deliver their ideal audience. With health brands are innovating like never before. Consumers are also hungrier for better ways to improve their health. Yet, there remains a supply and demand gap.

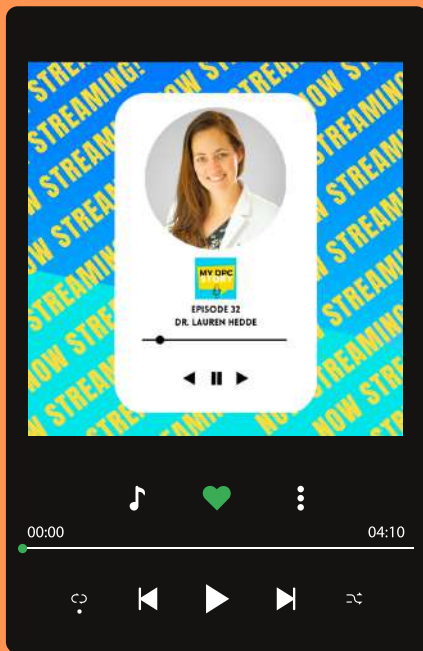
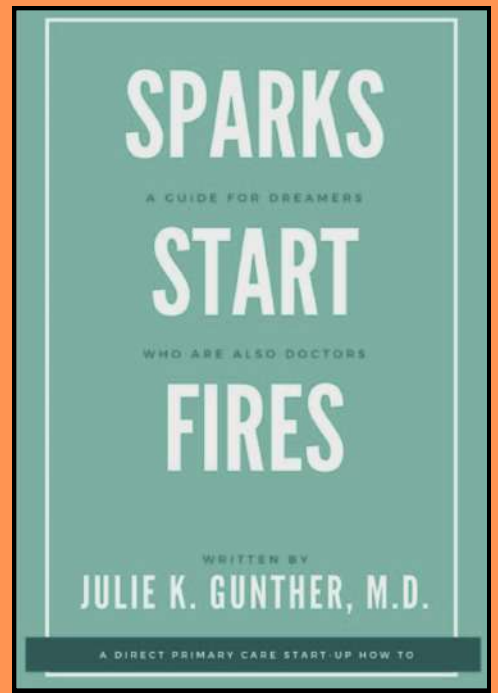
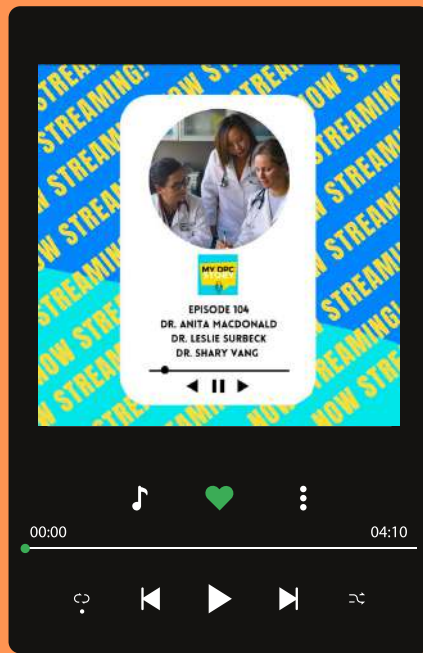
My experiment concluded that consumers have a hard time finding these innovative brands, they can’t afford to pay out-of-pocket at full price, and they’re ultimately not sure what to trust.

If we reduce these barriers, we can increase access to care. And as a result, these struggling brands can continue to afford innovating, which is a critical function of our healthcare ecosystem.

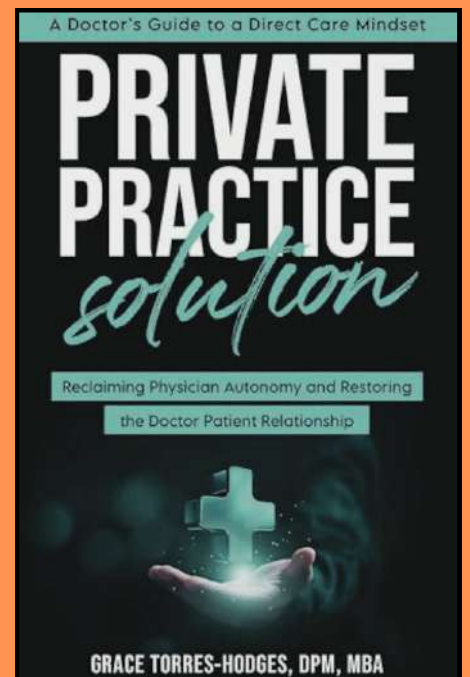
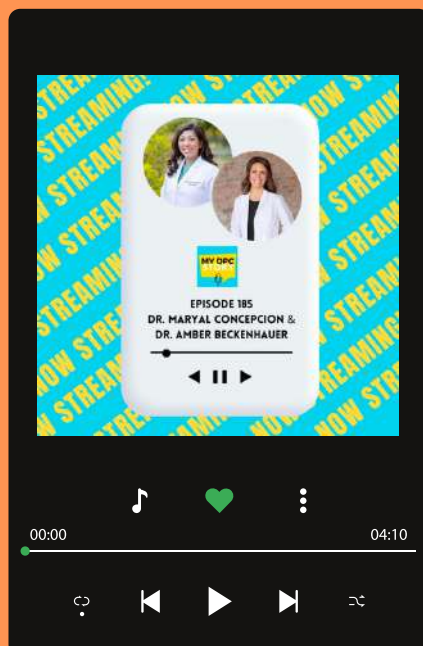
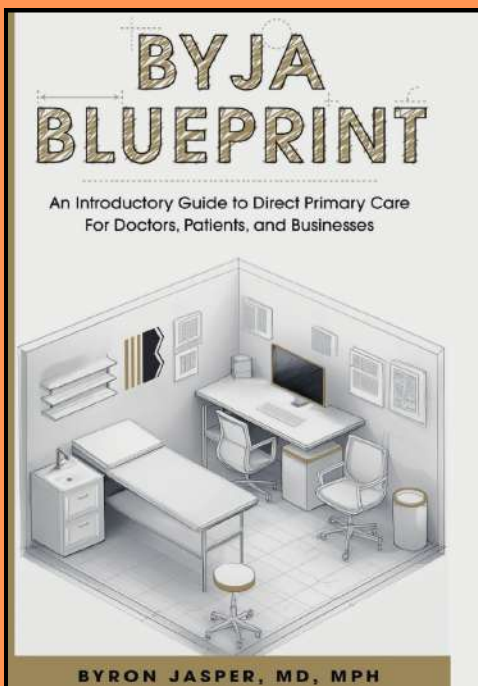
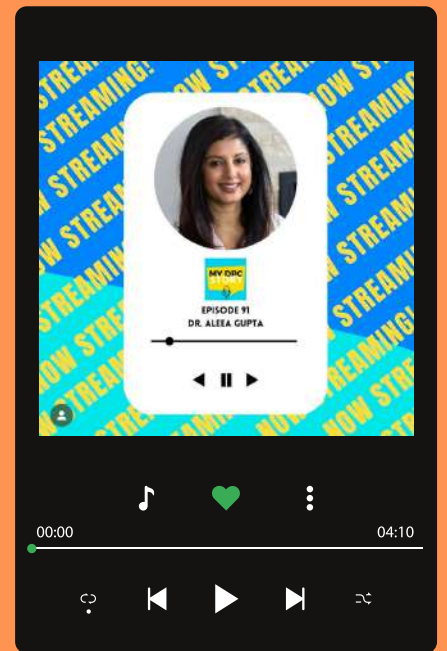
DOCK HEALTH: HIPAA-compliant task management and workflow automation Capture, assign, track and complete administrative tasks that get healthcare done.



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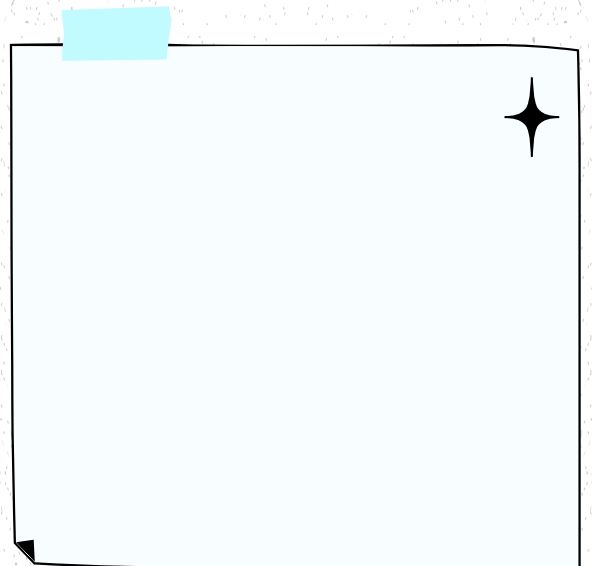
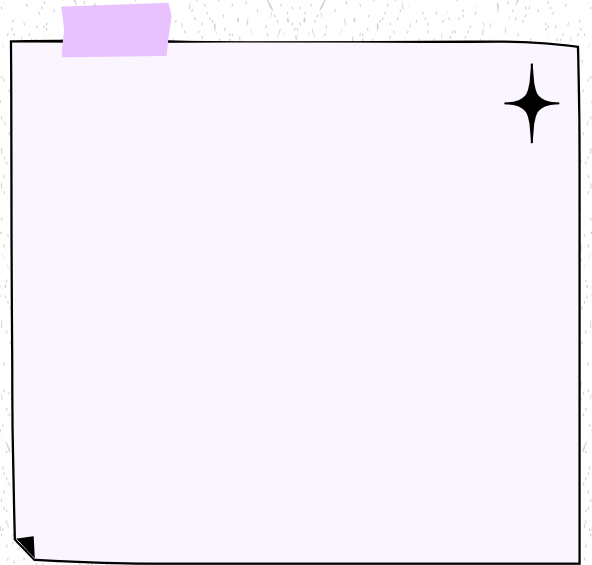
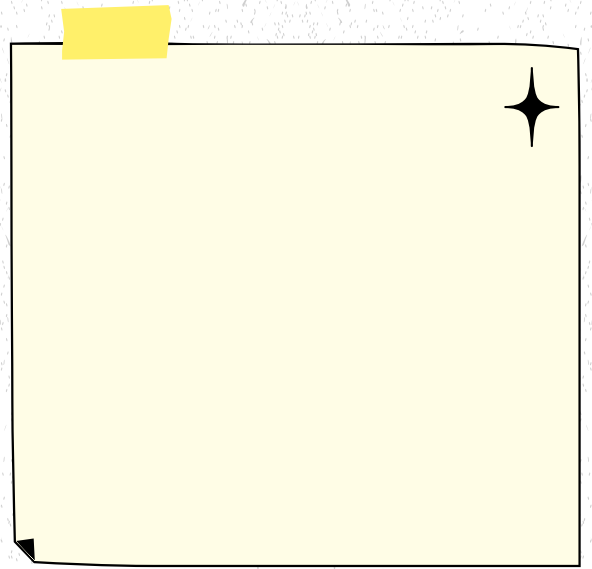


**DPC BOOKS
& PODCASTS**
CLICK TO READ OR LISTEN!



Notes :

A large rectangular area with a black border, containing 20 horizontal dotted lines for writing.



THE DPC DIRECTORY



GET LISTED TODAY

FIND WHAT YOU NEED FOR YOUR DPC JOURNEY

CONNECT
TODAY

GET
LISTED!

Who will you meet next?

The DPC Directory is a place to connect with others in the DPC ecosystem. From finding help with marketing, business management consulting and more, the DPC Directory is a place to find help, offer your own services and build a better future together!



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