



Michigan Osteopathic Association Conference 2024

Direct Primary Care

Creating Value for Patients,
Doctors, and the Community

Paul Thomas, MD

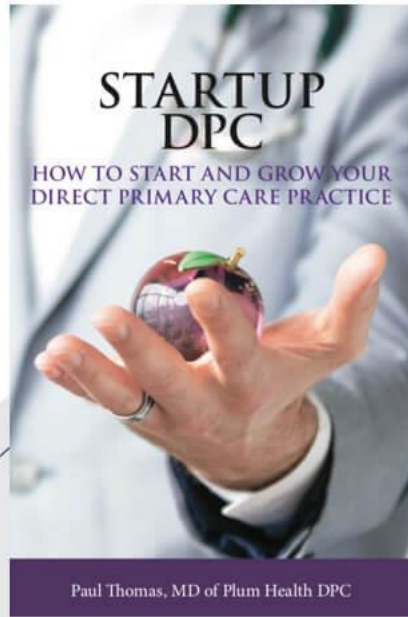


Paul Thomas, MD

- Family Medicine Physician
- Plum Health DPC in Detroit
- WSU SOM 2013
- Oakwood (Beaumont) Wayne 2016
- Paul@PlumHealthDPC.com
- Conflict of Interest: Owner of Plum Health DPC (a direct primary care clinic) and author of two books on direct primary care

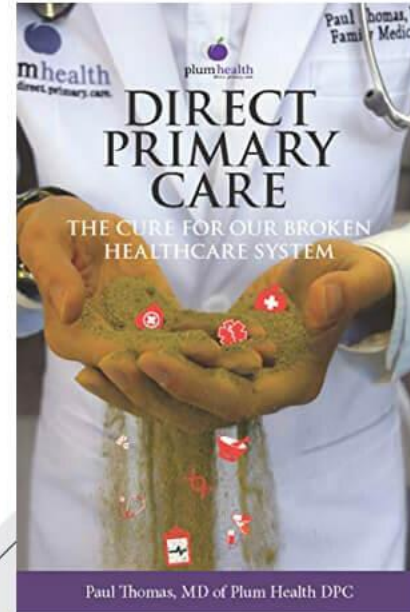


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Start Up DPC: How to Start and Grow Your Direct Primary Care Practice

PAUL THOMAS, MD



Direct Primary Care: The Cure for Our Broken Healthcare System

PAUL THOMAS, MD

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Learning Objectives



Recognize how and why some primary care physicians have transformed their practice into a Direct Primary Care (DPC) setting.




Examine data on who operates DPC practices, where they are, and the common characteristics found within these DPC practices.



Examine how a DPC practice operates and the typical schedule for a DPC physician.



List the steps to take in starting a successful DPC Practice.



Why some primary care physicians have transformed their practice to Direct Primary Care (DPC)

Current Challenges in Primary Care







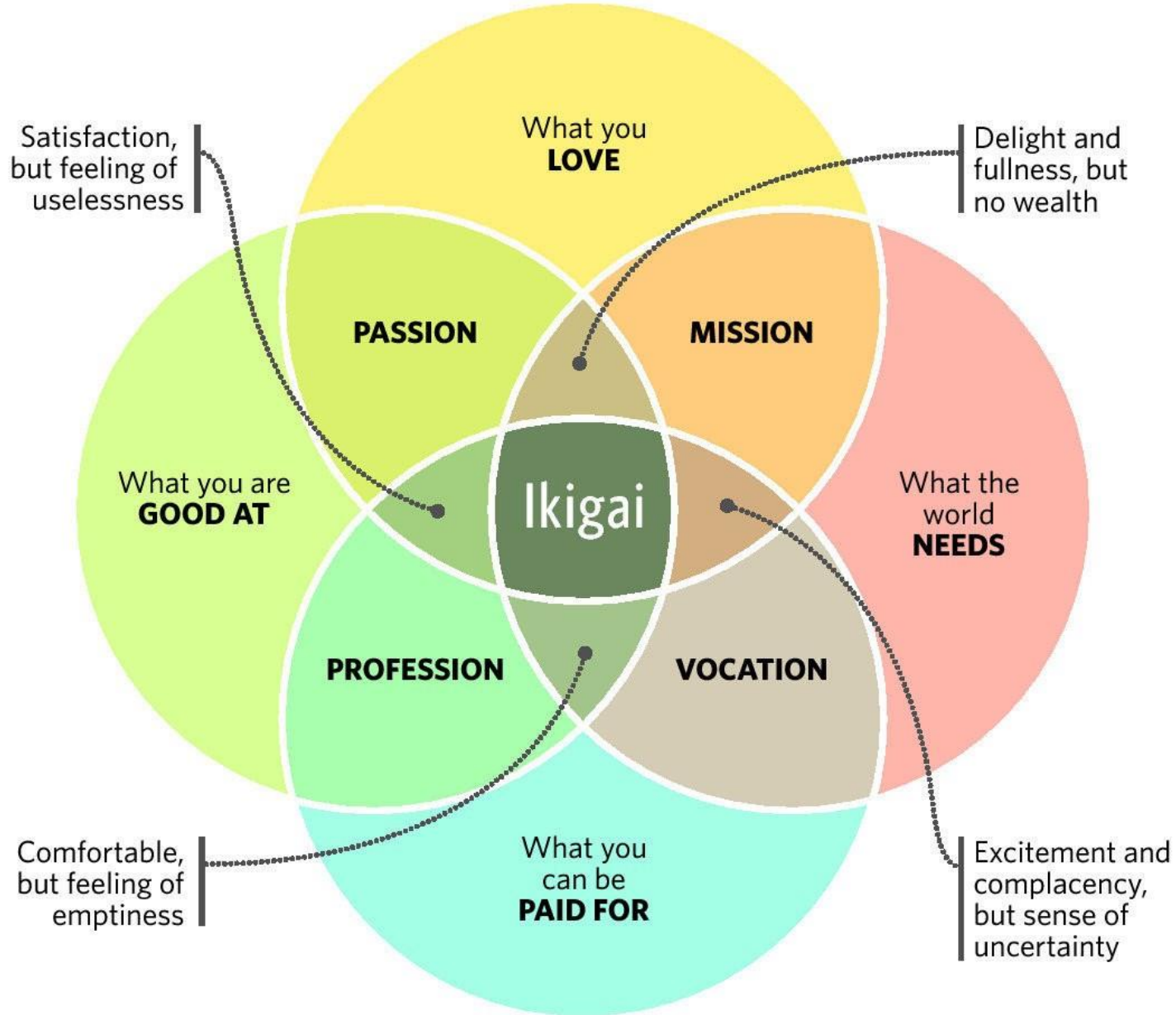
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RENCE



Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



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SOURCE: dreamstime

TORONTO STAR GRAPHIC

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Those three things - autonomy, complexity, and a connection between effort and reward - are, most people will agree, the three qualities that work has to have if it is to be satisfying.

— *Malcolm Gladwell* —

DPC?

WHAT IS DIRECT PRIMARY CARE?



Defining Direct Primary Care



AFTER *the* **Good Doctor**

MONDAY 11PM





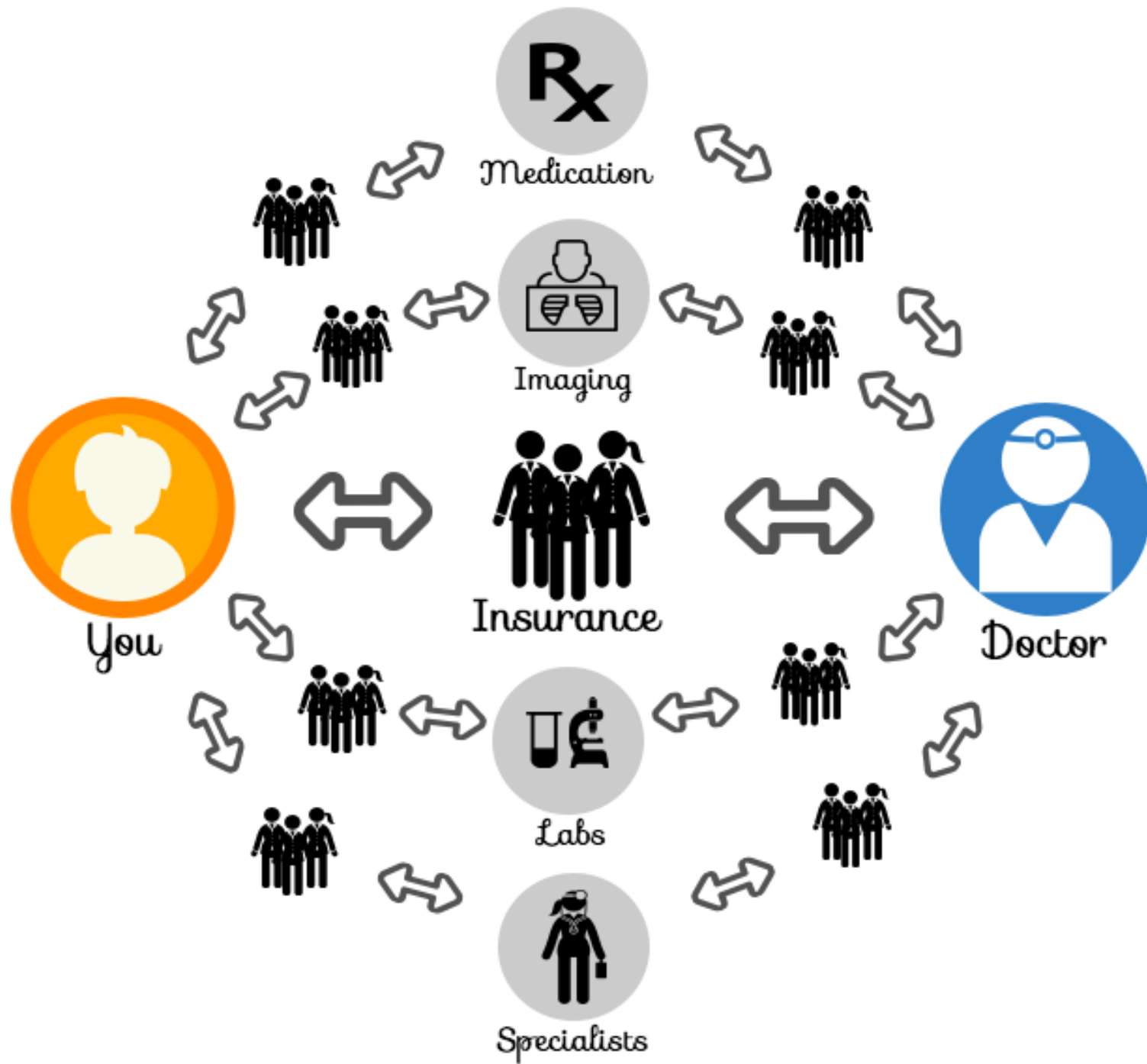
LOCAL

4

11:34 75°

B



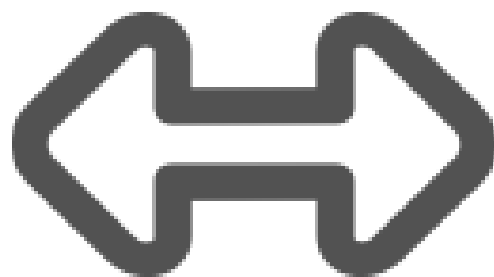


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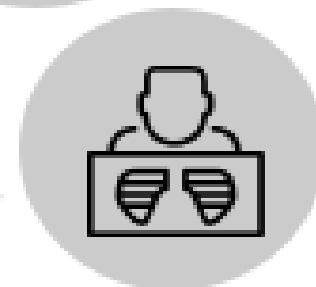
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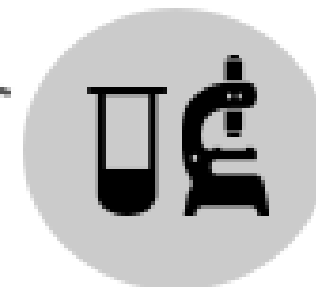
Doctor



Medication



Imaging



Labs

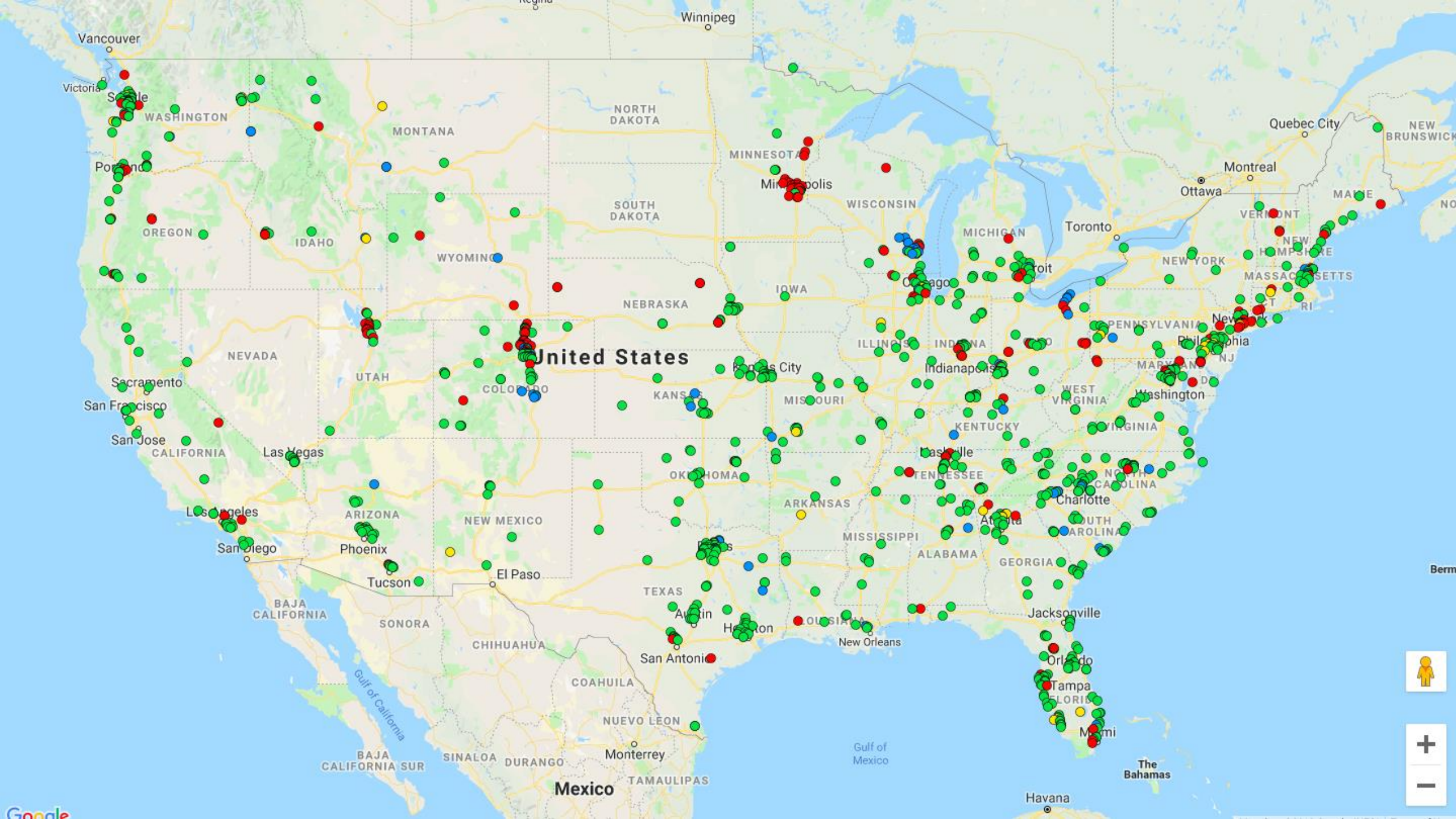


Remote
Specialist
Consults

Examine data on who operates DPC practices, where they are, and the common characteristics found within these DPC practices.

Direct Primary Care Doctors are Thriving Across the United States





Raquel Orlich, DO

Detroit, Michigan



Leslie Rabaut, DO

Detroit, Michigan



Matt Falkiewicz, MD

Grand Rapids, Michigan



Nick Blank, MD

Grand Rapids, Michigan



James Pinckney, MD

Dallas, Texas



Lorimar Oritz

Coamo, Puerto Rico



Colin Irish, DO

Marquette, Michigan



**Direct Primary Care is
“quite easy compared to
how practice used to be –
a lot more freedom, a lot
more autonomy.”**

**“If I ever have a problem
with management, I just
go look in the mirror.”**



Kirsten Lin, MD

Allison Park, PA



Delicia Haynes, MD

Daytona Beach, Florida



More DPC Docs We Know:



DATA BRIEF



2022 DIRECT PRIMARY CARE

Overview

This brief presents the key findings from the 2022 Direct Primary Care (DPC) Study. The primary purpose of this study was to better understand respondents' satisfaction, practice characteristics, and attitudes toward the DPC practice model.

Key Findings

DPC Practice Characteristics and patient Panel

- Most of the respondents described their DPC practices as a full DPC (90%), which is higher than previous years (84% in 2019 and 80% in 2018).
- A small percentage of DPC practices (8%) still incorporate a fee-for-service billing to a third-party which is typically a separate panel. This number of 8% has dropped significantly from 14% in 2019.
- The average current patient panel size is 413 patients.

- The vast majority of DPC practices have implemented a patient communication platform (80%) and EMR (75%).
- Three-fourths of DPC patients (74%) have access to their electronic health records via the patient portal.

Employer Engagement

- Two-thirds of DPC practices (65%) participate in signed or formal employer-based contracts.
- Most contracts offer the same bundle of services (73%) while one-fourth (26%) customize their contracts based on the employers' needs.
- Two in 10 (21%) employers require data as part of the contract, which is down from 32% in 2019.

Perceptions of DPC

- Nearly nine in 10 (87%) indicated that utilization rates of preventative care will increase as a result of practicing as a DPC in comparison to FFS



The average current patient panel size is 413 patients.

Patient ages:

68% of patients
are between
ages 19 to 64

15% are under
18 years old

17% of patients
are older than
65

The primary driver of opening a DPC practice was the potential to provide better care (96%).



Two Biggest Concerns

- capital/cash flow (59%)
- membership recruitment (54%)



Included Services (part of the membership)

- same day appointments (99%)
- phone/text/consults(99%)
- and telemedicine (99%)



Physician Satisfaction

- 54% of DPC Doctors enjoy their work and have no symptoms of burnout
- 14% of non-DPC Doctors enjoy their work and have no symptoms of burnout



Working with Employer Groups

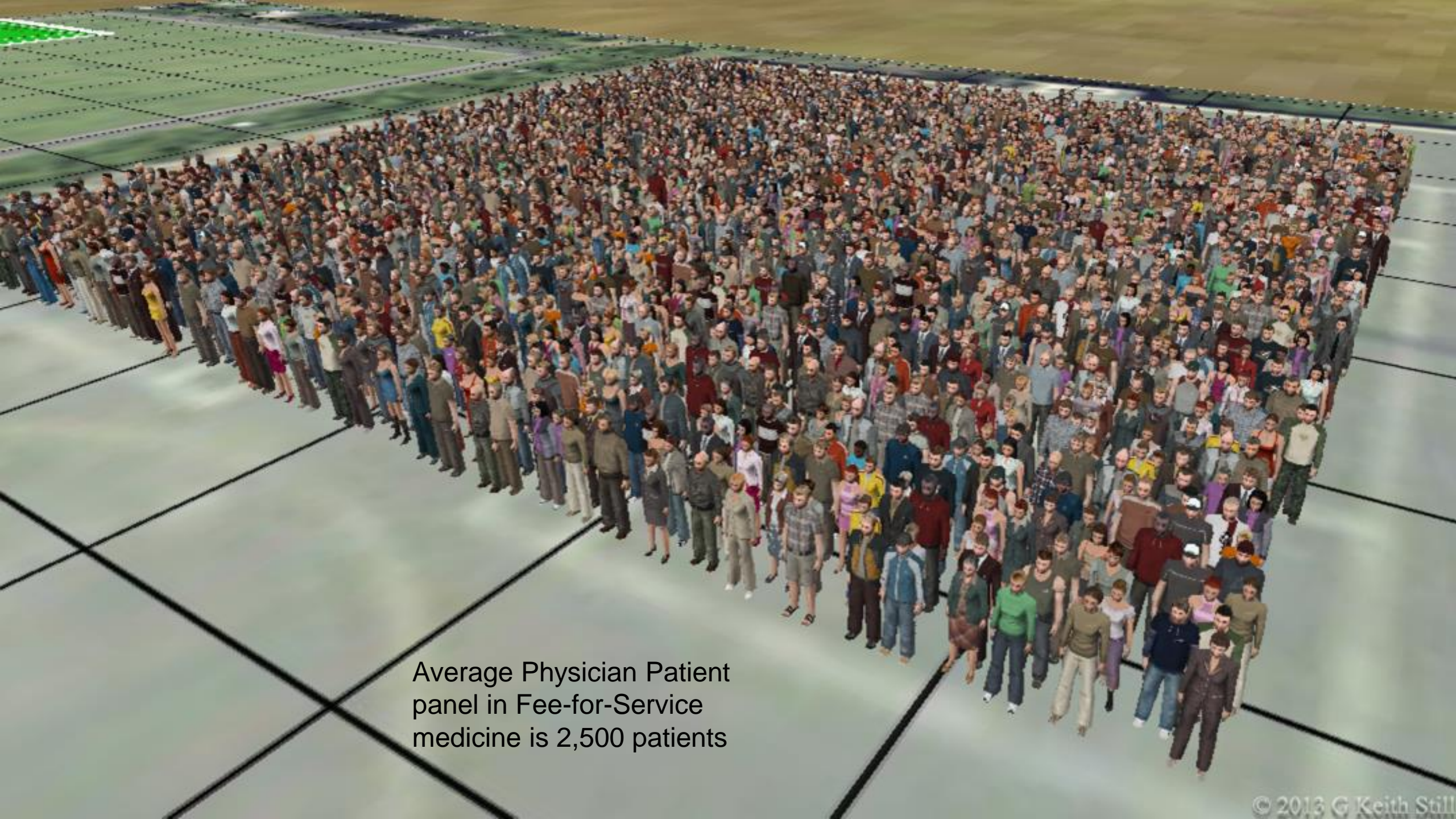
- 65% of DPC practices participate in signed or formal employer-based contracts.
- Most contracts offer the same bundle of services (73%) while one-fourth (26%) customize their contracts based on the employers; needs.



Examine how a DPC practice operates and the typical schedule for a DPC physician.



**How many
patients do
you have?**



Average Physician Patient
panel in Fee-for-Service
medicine is 2,500 patients



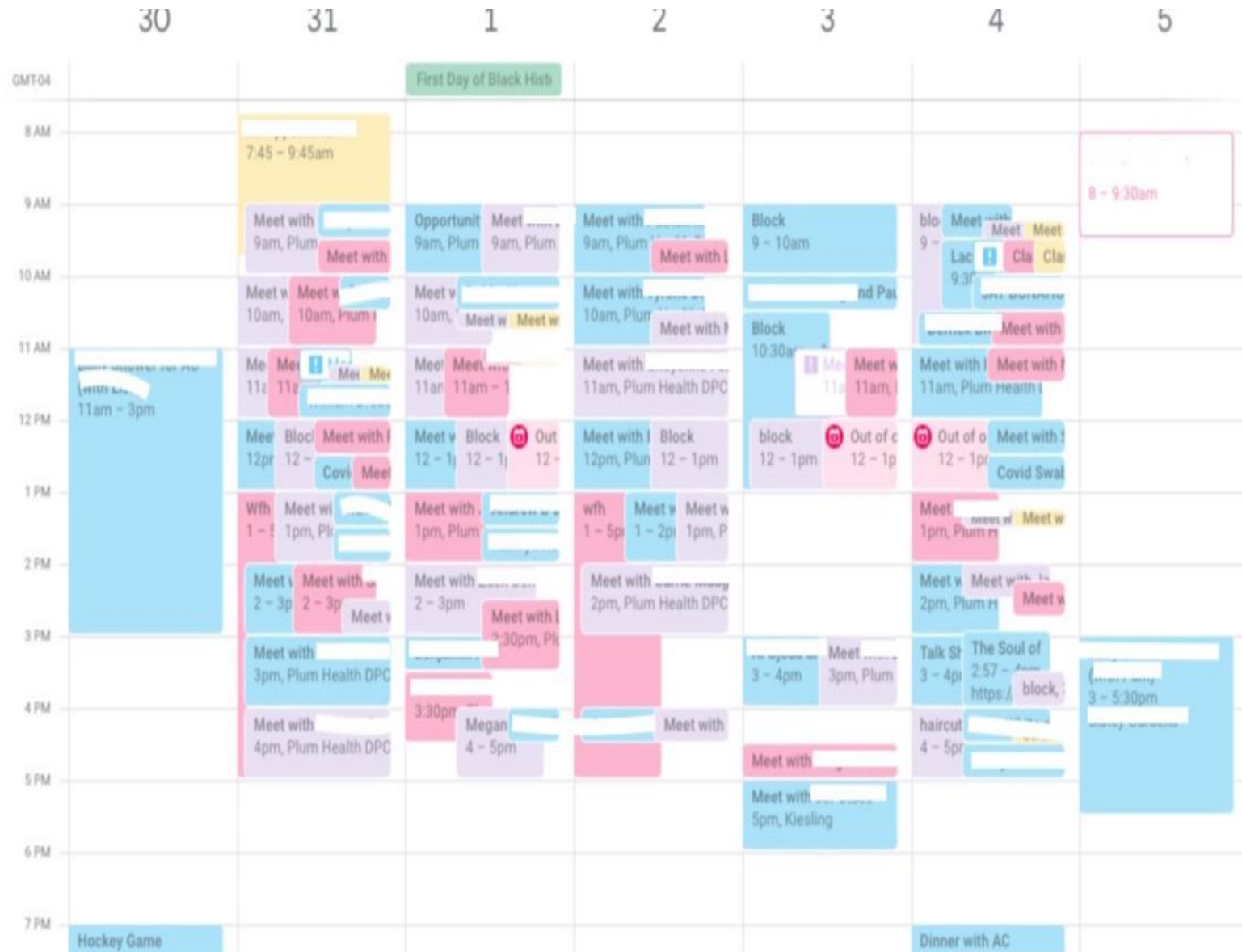
Average Physician Patient
panel in DPC is 500 patients
(625 people depicted)



**What's your
typical
schedule?**

Typical Schedule for a DPC Doctor

- 500 Patients in the Panel
- Average of 1% of patient panel visits the office per day
- This equates to about 5 in-office visits per day
- Or 5 hours of face-to-face time with patients
- And 3 hours of admin time for texts, emails, phone calls, etc...





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Patient Encounters (survey data)



MOST PATIENT ENCOUNTERS
ARE VIA PHONE OR TEXT (41
PER WEEK)



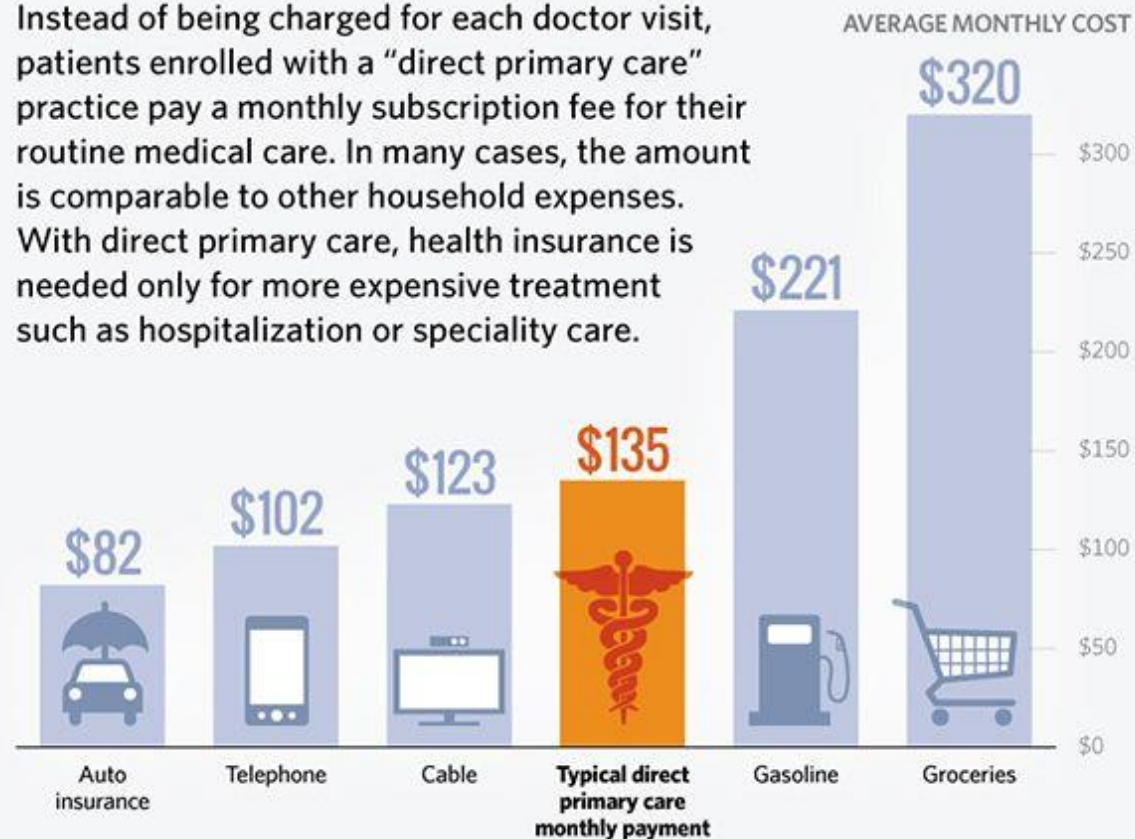
PATIENTS ARE ALSO SEEN IN
THE OFFICE SETTING (27 PER
VISITS WEEK)



**How much
does a
membership
cost?**

Routine medical care for a monthly fee

Instead of being charged for each doctor visit, patients enrolled with a “direct primary care” practice pay a monthly subscription fee for their routine medical care. In many cases, the amount is comparable to other household expenses. With direct primary care, health insurance is needed only for more expensive treatment such as hospitalization or speciality care.



HOW MUCH DO PRACTICES CHARGE?

- 62% of direct primary care practices charge patients \$135 or less per month
- 83% charge \$180 or less per month



Sources: U.S. Census Bureau and ConciergeMedicineToday.com.

(S)DailySignal.com

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Pricing

Monthly Plans at Direct Primary Care

\$25/mo

• 0 – 19 years old *

• Growth and development

• Illness prevention

• Sick visits & [More](#)

\$50/mo

• 20 – 50 years old

• Health and wellness

• Prevention of chronic illness

• Discount medications, labs &

\$75/mo

51+ years old

• Health and wellness

• Chronic disease management

• Cancer prevention & [More](#)

Affordable and effective, our monthly plans are priced to maximize your benefit while minimizing the strain on your wallet. That's something most fee-for-service institutions can't say.

\$75

SINGLE MEMBER

\$140

MEMBER + SPOUSE
OR CHILD*

\$200

FAMILY*

*Children must be under 25 years old. Family constitutes member + spouse & children.

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Individual Plan ⇒ Base Pricing

» 0-19 y/o ⇒ \$40/month

» 20-39 y/o ⇒ \$60/month

» 40-65 y/o ⇒ \$75/month

» 65+ y/o ⇒ \$85/month

» For nursing home and home-bound patients,
please call for details

Pricing by Age

Ages 0-18

\$15

Monthly

Ages 19-49

\$50

Monthly

Ages 50-64

\$70

Monthly

Ages 65+

\$80

Monthly

Health Savings Account (HSA) and Flexible Spending Account (FSA) are accepted.

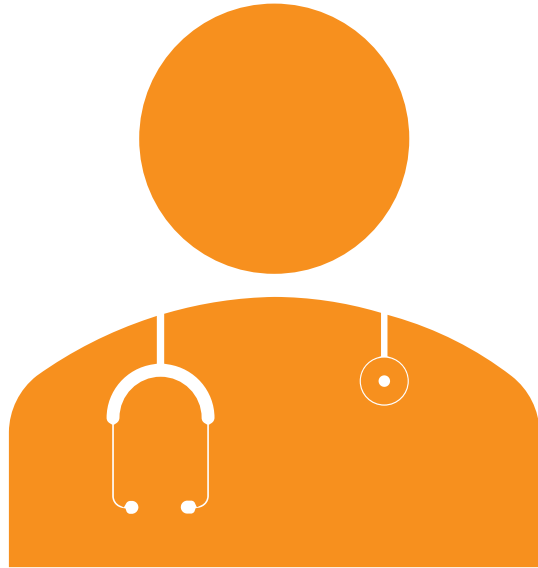
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Pricing Structure (survey data)

- Monthly membership fees were in the range of \$20 to \$49 for children and \$50 to \$100 for adults (65 years or younger).
- Monthly membership fees for families were \$100 or higher.
- 59% of DPC Docs charge an enrollment fee
- 7% of DPC Docs charge per visit fee.





**How much do
doctors make
in the direct
primary care
model?**

For Direct Primary Care Practices

How to Set Your Prices

$$500 \text{ pts} \times \$60/\text{mo} = \$30,000$$

\$30,000 in Monthly Revenue
- \$10,000 in Overhead Costs

= \$20,000 monthly income

and you can change these variables!



$$500 \text{ pts} \times \$80/\text{mo} = \$40,000$$

\$40,000 in Monthly Revenue
- \$15,000 in Overhead Costs

= \$25,000 monthly income

?

?



**How much do
patients pay
for other
services?**



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plumhealthdpc Public Service Announcement:

Influenza A is circulating in our community, from school-aged children to older adults, folks are getting the Flu A strain. Symptoms include:

- headache
- fever
- fatigue
- body aches
- nausea/vomiting
- loose stool/diarrhea

You can get Flu Tested - we have rapid Influenza A and B antigen testing at our Plum Health DPC office. If you test positive and you test early enough (within 72 hours) you can start Oseltamivir (Tamiflu) for symptom management. This is an anti-viral medication that lowers the viral load, reducing symptoms and your potential to infect others.

If you want to prevent getting the Flu altogether, you can get the Influenza Vaccine (Flu Shot) and it comes in many varieties from different manufacturers, like Fluarix, Fluzone, Afluria, and FluLaval.

You can also wear a mask in public areas, wash your hands

[View insights](#)

[Boost post](#)



Liked by **kanakattackari** and **80 others**



[plumhealthdpc](#) 🌟🌟🌟 LEGO 🧱 in the ear 🧠🌟🌟🌟

Last night around 8:30 pm, a concerned mother called about a LEGO in the ear 🧠 of her young child

I met them at the office at 8:55 pm and removed this unknown object at 9:00 pm - thankfully, there was no damage or perforation of the tympanic membrane (ear drum 🧠)

I know that we saved them a lot of worry, a lot of time, and a lot of money by preventing an urgent care (and likely an emergency department) visit 😊🕒💰

I love being a direct primary care doctor 🧠

(P.S. what is this object?)

As always, shared with permission

#PlumHealth #plumhealthdpc #directprimarycare #familymedicine #healthcare #detroit

23w

[View insights](#)

[Boost post](#)



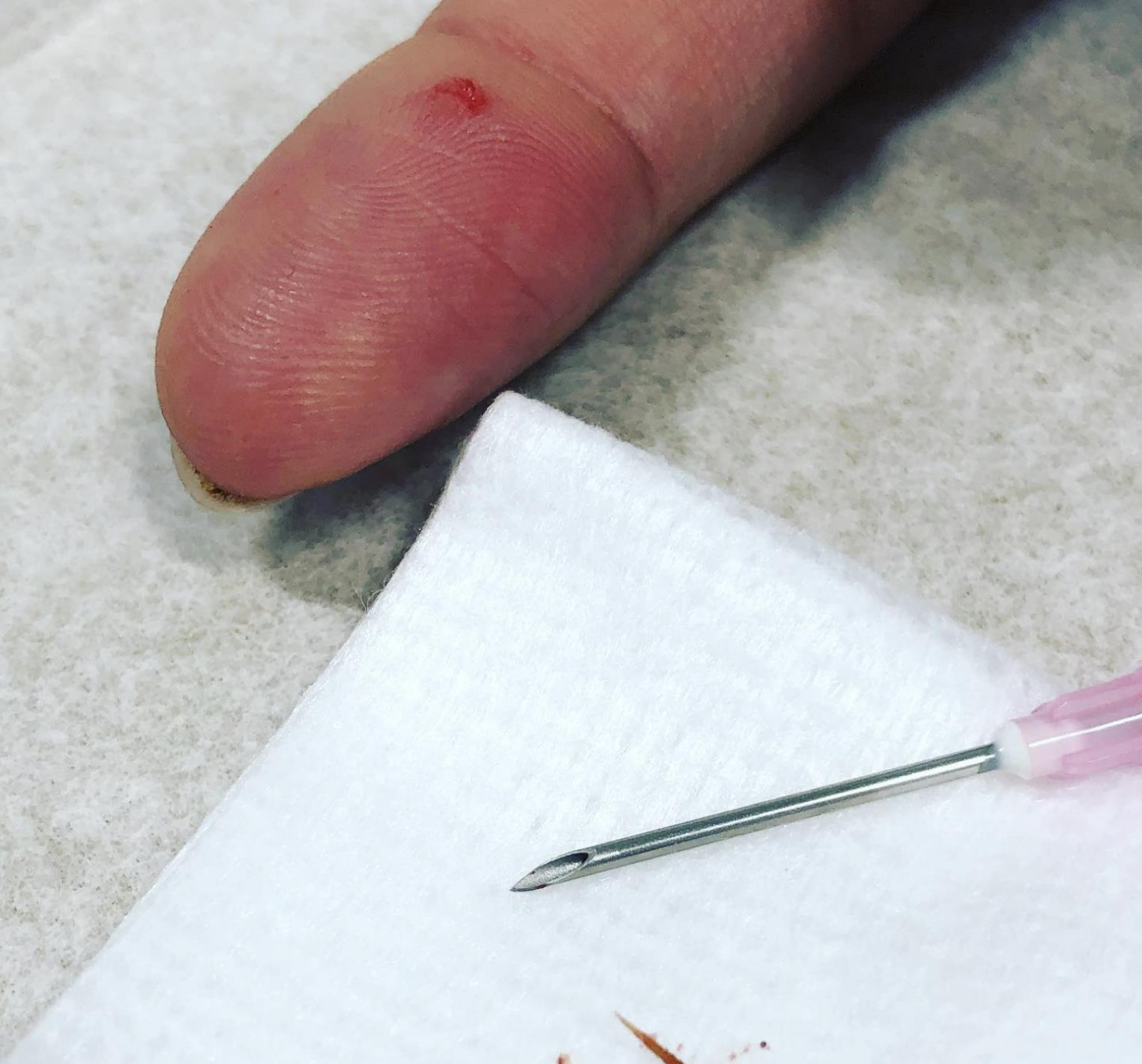
Liked by [kanakattackari](#) and 30 others

January 4



Add a comment...

Post



plumhealthdpc
Plum Health DPC



plumhealthdpc Splinter removal on a Friday afternoon 🎯

One of our patients caught a wood fragment while cleaning the coffee ☕ table

It took a few minutes and a little discomfort to get this one out
✅

#plumhealth #directprimarycare #familymedicine #detroit

23w



caustin03 So satisfying!! 🙌 lol

23w Reply



[View insights](#)

[Boost post](#)



Liked by **christomas.mortgage** and 14 others

January 6



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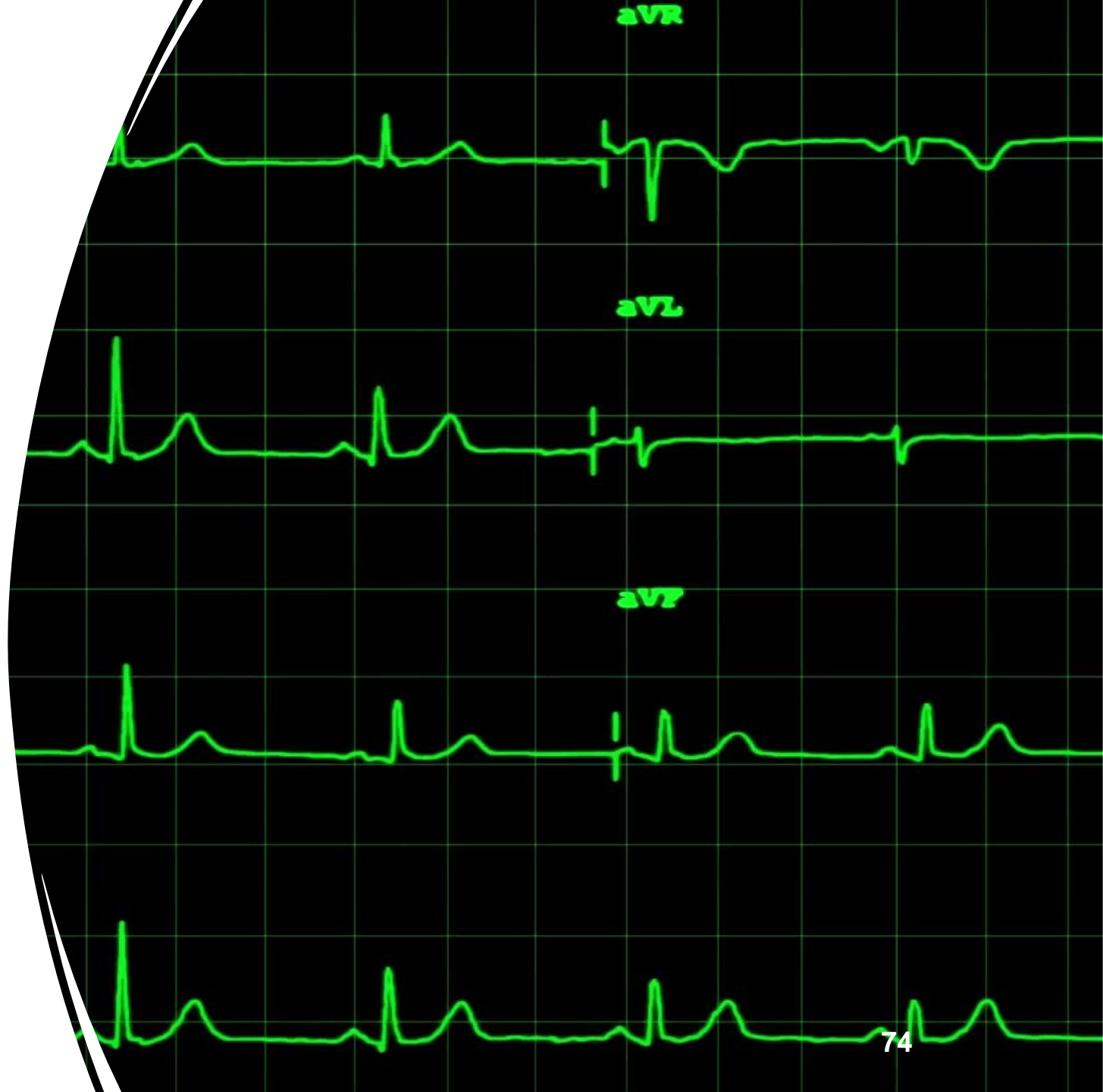
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The three most popular procedures provided in DPC practices are

- EKG (88%)
- biopsy and excisions (75%)
- cryotherapy (73%)



**HEALTH
INSURANCE**

**HEALTH
CARE**



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THINK

VALUE

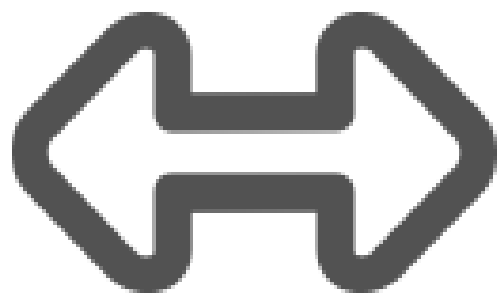
NOT VOLUME

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You



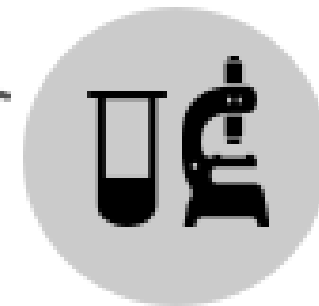
Doctor



Medication



Imaging



Labs



Remote
Specialist
Consults





Question: How much does a comprehensive metabolic panel cost at your hospital system?

- A. \$500
- B. \$250
- C. \$150
- D. \$100
- E. \$50
- F. \$5
- G. \$1

Top 5 common tests

| | Price | Test Code |
|--|--------------|------------------|
| Comprehensive Metabolic Panel | \$6 | 10231 |
| Complete Blood Count (CBC) with differential | \$4 | 6399 |
| Lipid Panel (HDL, LDL, Triglycerides) | \$6 | 608, 334, 896 |
| Thyroid Stimulating Hormone (TSH) | \$6 | 0899 |
| Hemoglobin A1c (test for diabetes) | \$6 | 0496 |

Sexually Transmitted Infection Testing

| | Price | Test Code |
|--|--------------|------------------|
| HIV 1 and 2, Fourth Generation, w/ reflex | \$10 | 91431 |
| RPR Monitor with reflex (Syphilis Testing) | \$4 | 0799 |
| Chlamydia and Gonorrhea Testing | \$23 | 11363 |
| Herpes Simplex Virus 1 and 2, IGG SP | \$16 | 6447 |
| Neisseria Gonorrhea Culture | \$48 | 0480 |

For comparison, a comprehensive metabolic panel (CMP) at a nearby hospital would cost a patient \$62

Estimate for Comprehensive metabolic panel



The information provided on this website is an estimate and is not a promise or guarantee of what you will be charged. Based on your unique medical condition and medical needs as determined by your physician, your charges will depend upon a variety of factors such as:

- The location you have the procedure/service
- The length of time spent in surgery or recovery
- The number of days spent in the hospital
- Specific equipment
- Supplies and medications required
- Additional tests required by your physician
- And/or any unusual special care or unexpected conditions or complications

Your actual bill may contain physician fees and/or hospital fees. Estimated physician fees address the cost of care you receive from physicians and other qualified health care professionals employed by Beaumont Health. If you received care from a physician or other qualified health care provider who is not employed by Beaumont, you may receive a separate bill for those services, which are not included in this estimate. Hospital fees address the cost of providing all other aspects of your care, such as nursing staff, supplies, medications, services provided by support staff, others who provide care during your visit, and any other additional expense which may be incurred during your visit. Estimates for professional labor and delivery services associated with CPT®s 59400, 59510 and 59610 do not include related hospital fees. All other estimates do not include related physician fees (e.g. office visit, surgeon, anesthesiologist, emergency room physician, radiologist, pathologist, consulting physicians or other qualified health care professionals). If you have insurance, your benefits will ultimately determine the amount you owe (including eligibility, approval(s) and authorization, deductibles, co-pay, co-insurance, and out-of-pocket maximums). To confirm eligibility, please contact your insurance provider.

You Pay

Reference #4895276

\$62

| | |
|------------|--------|
| Subtotal ⓘ | \$258 |
| Discount ⓘ | -\$196 |

Details

| | |
|------------------|-------------|
| Total Fees ⓘ | \$258 |
| Hospital Fees | \$258 |
| Discount (76%) ⓘ | -\$196 |
| You Pay ⓘ | \$62 |

Auto-Immune Testing/Inflammatory Markers

| | | |
|---|------|------|
| ANA with Reflex | \$50 | 0249 |
| Sedimentation Rate (Sed Rate Mod W) | \$8 | 0809 |
| Rheumatoid Factor | \$8 | 4418 |
| C-Reactive Protein (CRP) | \$6 | 4420 |
| Creatine Kinase (CK), Total | \$7 | 0374 |
| Epstein Barr Virus (EBV) Antibody Panel | \$37 | 6421 |
| Tissue Transglutaminase, IGA for Celiac's | \$67 | 8821 |
| Hepatitis B Surface antibody Qualitative | \$19 | 0499 |
| Hepatitis C Antibody with reflex HCV | \$15 | 8472 |
| Rubella Immune Marker | \$19 | 0802 |
| Measles Antibody IgG, EIA | \$85 | 0964 |
| Varicella Zoster Virus IgG Antibody | \$15 | 4439 |
| Mumps Virus IgG, EIA | \$45 | 8624 |

Hormone Testing

| | Price | Test Code |
|------------------------------------|--------------|------------------|
| Testosterone, Male, IA | \$30 | 0873 |
| Testosterone, Total, LC/MS | \$173 | 15983 |
| Cortisol, Total | \$39 | 0367 |
| Insulin | \$22 | 0561 |
| Follicle Stimulating Hormone (FSH) | \$8 | 0470 |
| Progesterone | \$30 | 0745 |
| Prolactin | \$30 | 0746 |
| Estradiol | \$38 | 4021 |

Vitamin Testing

| | Price | Test Code |
|-----------------------------|--------------|------------------|
| Vitamin D, 25-OH, Total, IA | \$17 | 17306 |
| Vitamin B12 | \$10 | 0927 |
| Folate, serum | \$17 | 0466 |

Which medications do I need to start my direct primary care practice?





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- Albuterol via nebulizer: \$0.12/treatment
- Amoxicillin 500 mg: \$0.07/pill, or \$0.98 for a 7 day course (14 pills)
- Atenolol 25 mg: \$0.02/pill, or \$0.60 for a 30 day supply
- Ciprofloxacin 500 mg: \$0.13/pill or \$2.60 for a 10 day course (20 pills)
- Cyclobenzaprine (Flexeril) 10 mg: \$0.03/pill or \$0.30 for a 10 day course
- Escitalopram (Lexapro): \$0.09/pill or \$2.60 for a 30 day supply
- Flu shot (influenza vaccine): \$15
- Flu test (rapid influenza test): \$14.85/test
- Glipizide 5 mg (Glucotrol): \$0.03/pill or \$0.90 for a 30 day supply
- Hepatitis A Vaccine: \$69.00/vaccination
- Ibuprofen (Advil): \$0.04/pill or \$1.20 for a 10 day supply (30 pills)
- Lisinopril 10 mg (Zestril): \$0.01/pill or \$0.30 for a 30 day supply (30 pills)
- Metformin 500 mg (Glucophage): \$0.01/pill or \$0.30 for a 30 day supply (30 pills)
- Omeprazole 20 mg (Prilosec): \$0.03/pill or \$0.30 for a 30 day supply (30 pills)
- Pregnancy test: \$1.20/test
- Rizatriptan 10 mg (Maxalt): \$1.12/pill or \$20.16 for an 18 tablet package
- Sildenafil 20 mg (Revatio or Viagra): \$0.27/pill or \$8.10 for a 30 day supply (30 pills)
- Simvastatin 20 mg (Zocor): \$0.02/pill or \$0.60 for a 30 day supply (30 pills)
- Trimethoprim/Sulfamethoxazole (Bactrim): \$0.14/pill or \$0.84 for a simple UTI treatment (6 pills) or \$2.80 for a skin infection (20 pills) or \$5.60 for a complicated skin infection (40 pills) when MRSA is suspected

MEDICATION**PHARMACY****PLUM HEALTH**

| | | |
|----------------------|----------------|---------------|
| PRILOSEC | \$17 | \$0.96 |
| ZOCOR | \$13 | \$0.57 |
| GLUCOPHAGE | \$13 | \$0.71 |
| PLAVIX | \$13 | \$1.92 |
| FLOMAX | \$62 | \$3.40 |
| BRILINTA | \$400 | \$166 |
| FINASTERIDE | \$15.40 | \$2.21 |
| LEVOTHYROXINE | \$33.67 | \$8.25 |

LOC 4

4

11:33 75°



Question: How much does a brain MRI cost at your hospital system?

- A. \$10,000
- B. \$5,000
- C. \$2,500
- D. \$1,000
- E. \$500
- F. \$350
- G. \$100

Specific MRI Procedures and National Cost Averages

| Procedure | Price Range |
|---|-------------------|
| Magnetic Resonance Imaging (General MRI) Cost Average | \$400 – \$5,700 |
| Brain MRI Cost Average | \$1,600 – \$8,400 |
| Neck MRI Cost Average | \$500 – \$11,800 |
| Chest MRI Cost Average | \$500 – \$7,900 |
| Breast MRI (One Breast) Cost Average | \$500 – \$10,300 |
| Breast MRI (Both Breasts) Cost Average | \$500 – \$6,900 |
| Abdominal MRI Cost Average | \$1,600 – \$7,600 |
| MRI Cervical Spine Cost Average | \$1,400 – \$7,600 |
| Pelvic MRI Cost Average | \$500 – \$7,900 |
| MRI Shoulder, Arm, Wrist, Hand (Upper Extremity) Cost Average | \$1,050 – \$7,000 |
| MRI Foot, Ankle, Leg, Hip (Lower Extremity) Cost Average | \$975 – \$6,300 |
| MRI of Head Cost Average | \$410 – \$6,100 |
| Cardiac MRI Cost Average | \$430 – \$6,500 |
| Bone MRI Cost Average | \$410 – \$2,100 |

For comparison, an MRI of the Brain without contrast at a nearby hospital in Metro Detroit would cost a patient \$932

Estimate for MRI brain stem without dye



The information provided on this website is an estimate and is not a promise or guarantee of what you will be charged. Based on your unique medical condition and medical needs as determined by your physician, your charges will depend upon a variety of factors such as:

- The location you have the procedure/service
- The length of time spent in surgery or recovery
- The number of days spent in the hospital
- Specific equipment
- Supplies and medications required
- Additional tests required by your physician
- And/or any unusual special care or unexpected conditions or complications

Your actual bill may contain physician fees and/or hospital fees. Estimated physician fees address the cost of care you receive from physicians and other qualified health care professionals employed by Beaumont Health. If you received care from a physician or other qualified health care provider who is not employed by Beaumont, you may receive a separate bill for those services, which are not included in this estimate. Hospital fees address the cost of providing all other aspects of your care, such as nursing staff, supplies, medications, services provided by support staff, others who provide care during your visit, and any other additional expense which may be incurred during your visit. Estimates for professional labor and delivery services associated with CPT®s 59400, 59510 and 59610 do not include related hospital fees. All other estimates do not include related physician fees (e.g. office visit, surgeon, anesthesiologist, emergency room physician, radiologist, pathologist, consulting physicians or other qualified health care professionals). If you have insurance, your benefits will ultimately determine the amount you owe (including eligibility, approval(s) and authorization, deductibles, co-pay, co-insurance, and out-of-pocket maximums). To confirm eligibility, please contact your insurance provider.

You Pay

Reference #4895338

\$932

| | |
|------------|----------|
| Subtotal ⓘ | \$3,884 |
| Discount ⓘ | -\$2,952 |

Details

| | |
|------------------|--------------|
| Total Fees ⓘ | \$3,884 |
| Hospital Fees | \$3,884 |
| Discount (76%) ⓘ | -\$2,952 |
| You Pay ⓘ | \$932 |

Diagnostic Testing, cont.

| Description | TOS Charge |
|--------------------------------------|------------|
| FOOT COMPLETE | \$33 |
| FOREARM 2 VIEWS | \$30 |
| FOREIGN BODY SCREENING EYE | \$32 |
| HAND MINIMUM 3 VIEWS | \$35 |
| HIP UNILATERAL 1 VIEW | \$34 |
| HIP UNILATERAL 2-3 VIEWS | \$47 |
| HIP UNILATERAL 4 VIEWS | \$59 |
| HIP BILATERAL 2 VIEWS | \$45 |
| HIP BILATERAL 3-4 VIEWS | \$56 |
| HUMERUS MINIMUM 2 VIEWS | \$33 |
| HYSTEOSALPINGOGRAPHY RAD S&I | \$222 |
| KNEE COMPLETE | \$45 |
| LUMBOSACRAL 2 OR 3 VIEWS | \$40 |
| LUMBOSACRAL 4 VIEWS | \$56 |
| LUMBOSACRAL COMPLETE W/ BENDING VIEW | \$71 |
| NASAL BONES | \$37 |
| PELVIS 1-2 VIEWS OR POSTURAL STU | \$36 |
| RIBS BILATERAL | \$43 |
| RIBS UNILATERAL 2 VIEWS | \$38 |
| RIBS UNIL W PA CHEST MIN 3 VIEWS | \$42 |
| SACROILIAC JOINTS | \$38 |
| SACRUM AND COCCYX | \$32 |
| SHOULDER COMPLETE | \$33 |
| SI JOINTS < 3 VIEWS | \$32 |
| SINUSES MIN 3 VIEWS | \$43 |
| SKULL MIN 4 VIEWS | \$52 |

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MRI

| | | |
|-----------------------------------|---------------|-------|
| MR ABD OR ADRENAL GLANDS W/WO CON | 74183 + A9585 | \$647 |
| MR ABD OR ADRENAL GLANDS WO CONT | 74181 | \$349 |
| MR BRAIN IAC OR PITUITARY W/WO CO | 70553 + A9585 | \$608 |
| MR BRAIN IAC OR PITUITARY WO CONT | 70551 | \$335 |
| MR CERVICAL WO CONTRAST | 72141 | \$326 |
| MR CERVICAL W/WO CONTRAST | 72156 + A9585 | \$612 |
| MR CHEST WO CONTRAST | 71550 | \$595 |
| MR LOW EXT WO CONTRAST* | 73718 | \$387 |
| MR LOW EXT W/WO CONTRAST* | 73720 + A9585 | \$646 |
| MR LOW JOINT WO CONTRAST* | 73721 | \$344 |
| MR LOW JOINT W/WO CONTRAST* | 73723 + A9585 | \$738 |
| MR LUMBAR WO CONTRAST | 72148 | \$327 |
| MR LUMBAR W/WO CONTRAST | 72158 + A9585 | \$611 |
| MR ORBIT/FACE/NECK W/WO CONTRAST | 70543 + A9585 | \$645 |
| MR PELVIS W/WO CONTRAST | 72197 + A9585 | \$646 |
| MR THORACIC WO CONTRAST | 72146 | \$326 |
| MR THORACIC W/WO CONTRAST | 72157 + A9585 | \$613 |
| MR UPPER EXT WO CONTRAST* | 73218 | \$530 |
| MR UPPER EXT W/WO * | 73220 + A9585 | \$779 |
| MR UPPER JNT WO CONTRAST* | 73221 | \$345 |
| MR UPPER JNT W/WO CONTRAST* | 73223 + A9585 | \$739 |
| MRA ABDOMEN | 74185 + A9585 | \$642 |
| MRA HEAD WO CONTRAST | 70544 | \$377 |

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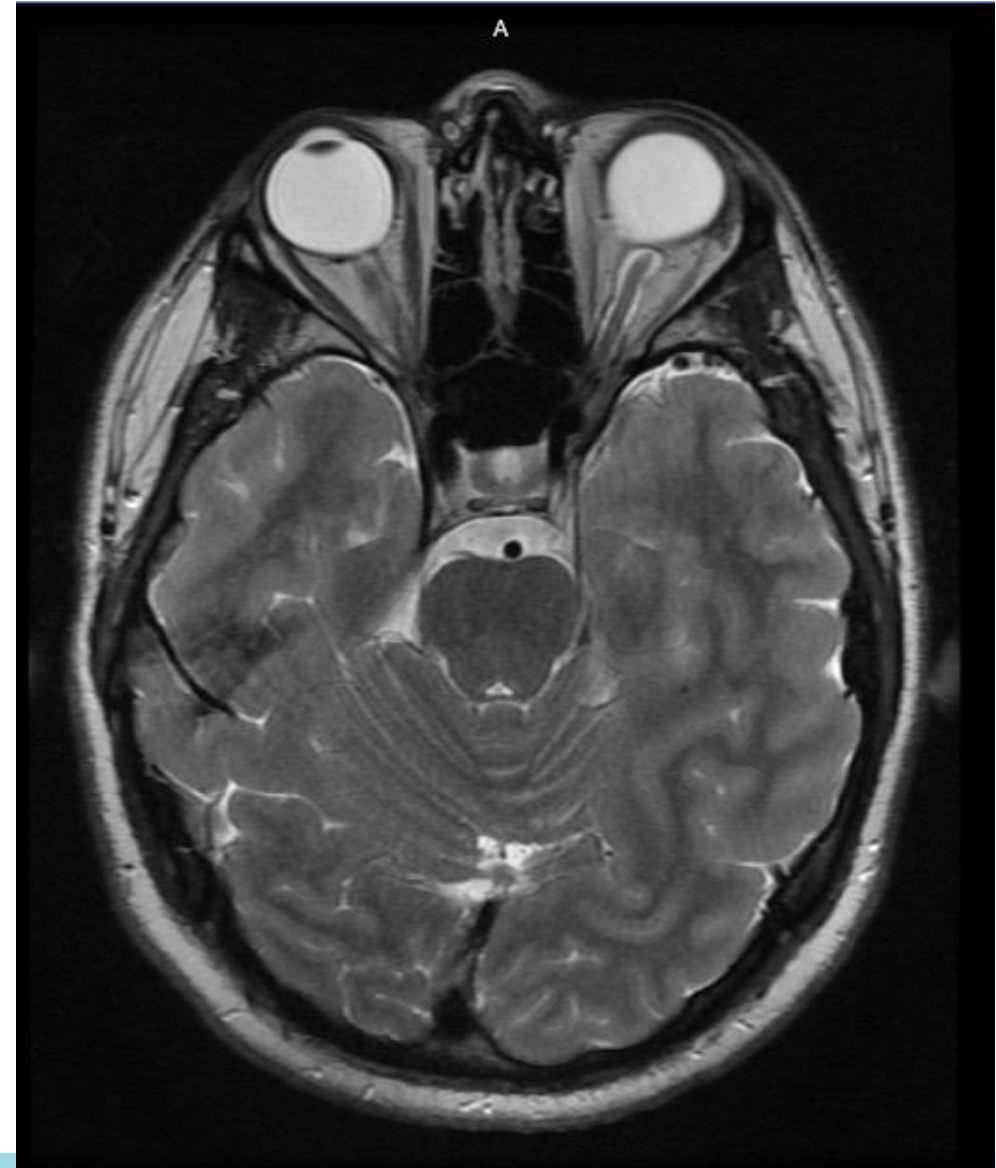
NATIONAL CONFERENCE

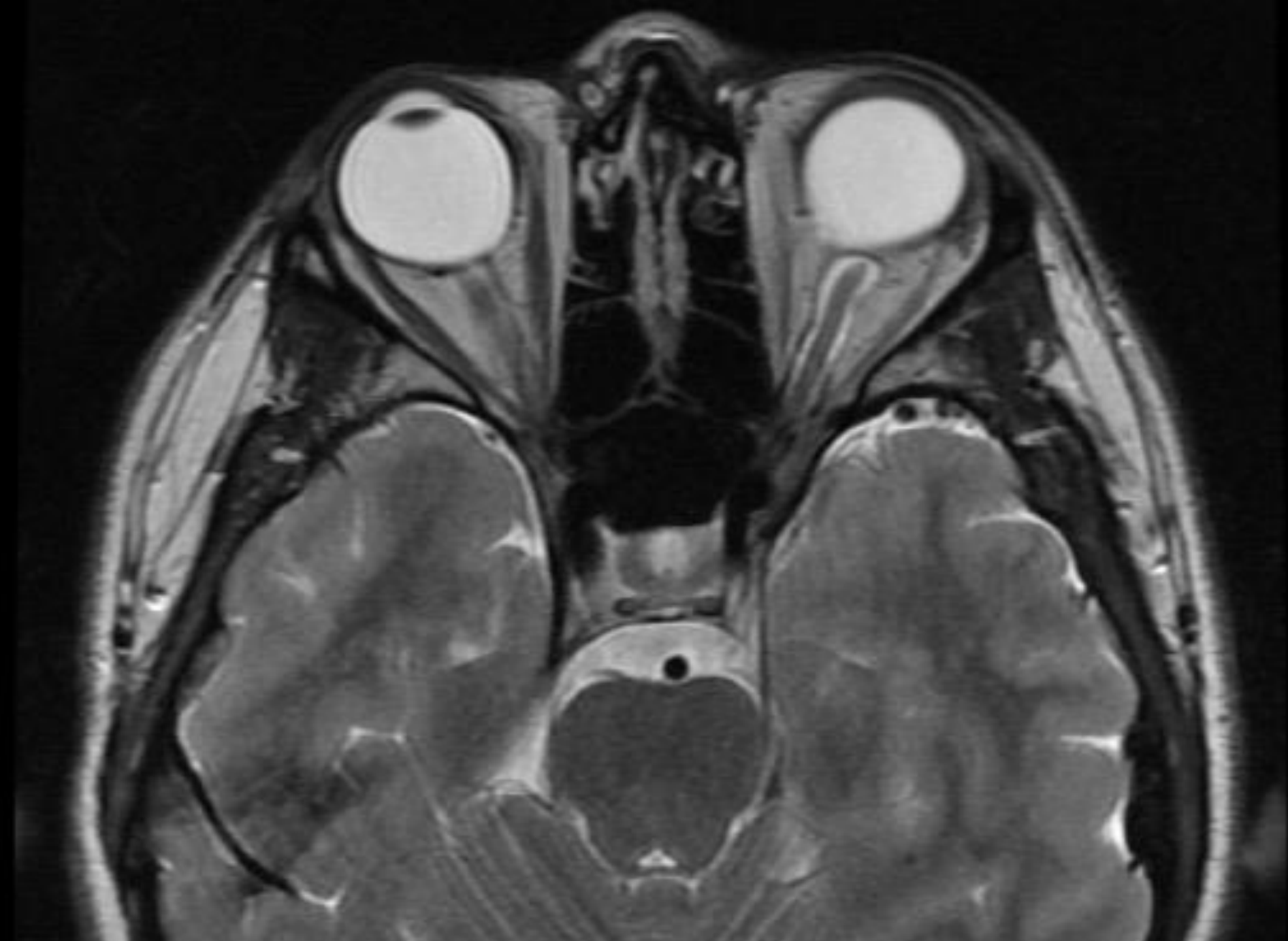


RubiconMD
Expert Insights. Better Care.

Worsening Headaches?

- 27-year-old male
- 2-month history of headaches
- No improvement with triptans
- They don't feel like his typical migraines (he gets a migraine once every 2 months)
- Marginal improvement with ibuprofen
- Marginal improvement with cyclobenzaprine
- Decided to get an MRI of the brain because of daily symptoms
- MRI is \$350 and completed within 1 week of ordering the test





#AAFP

RENCE

A

Idiopathic Intracranial Hypertension

Consult to Rubicon MD for IIH

Thank you for this consult. I agree with your plan for referral to ophthalmology for papilledema exam, and to neurology for LP and further management of his headaches. I would not recommend starting any medication for IIH at this time, as it may interfere with the diagnostic process.

FYI, diuretics such as Lasix/HCTZ are no longer used for treatment of IIH as they were found to be ineffective - if he does end up with a diagnosis of IIH, the first-line treatment is Diamox.

The only additional work-up that I would recommend you initiate while he is awaiting the ophtho/neuro evaluations is to send him back for an MRI with contrast - this is helpful to more thoroughly rule out other causes of intracranial hypertension such as dural inflammation and malignancies.

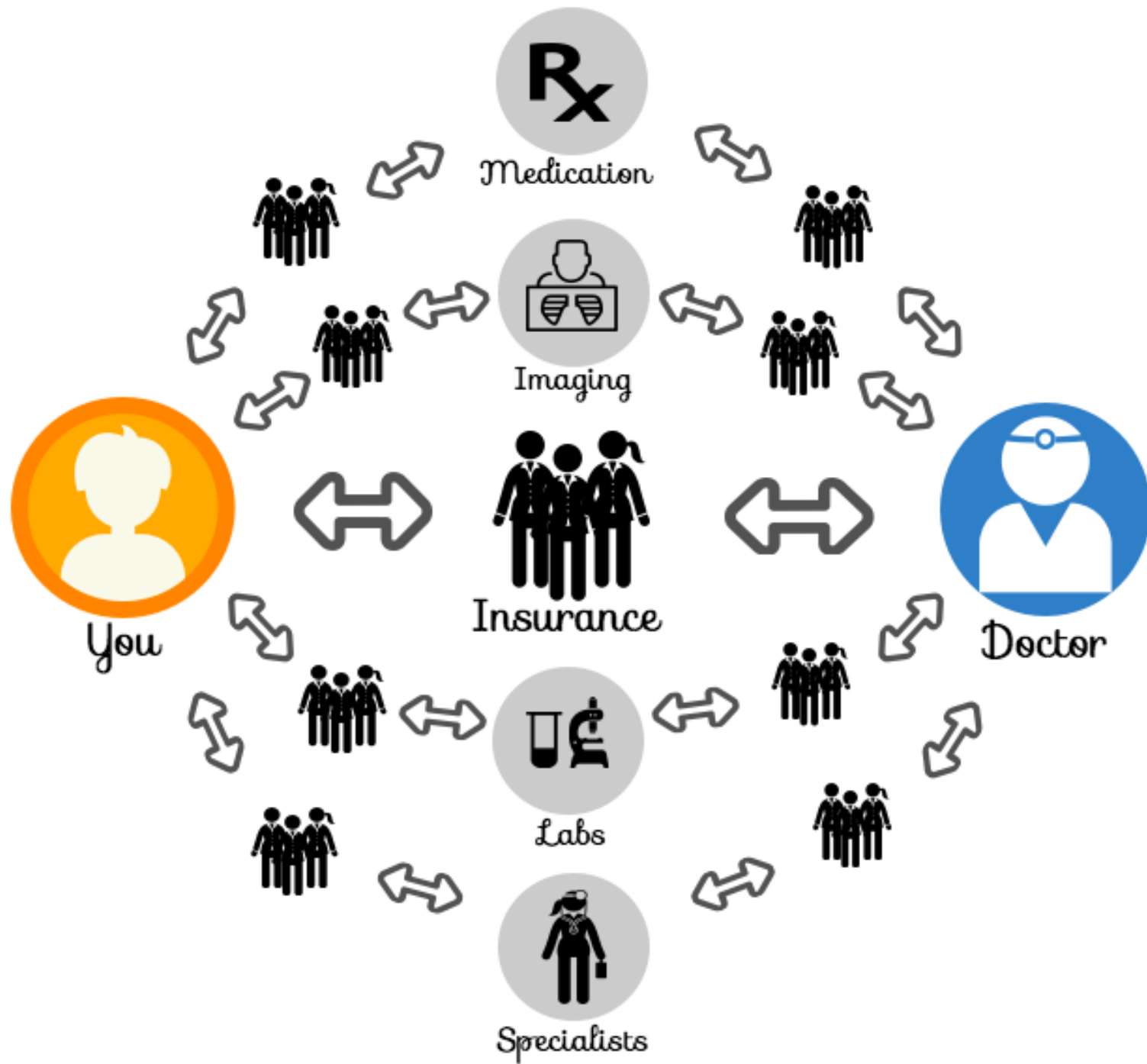


The Essence of Direct Primary Care



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Dispensables Dispensed 01/10/2019 11:04am

Email Drug Labels

Reprint Dispense Label

| Medication | Instruction/Diagnosis | Quantity | Days | Our Price | Pharma Price |
|--|---|-------------|------|-----------|--------------|
| LISINOPRIL 40mg/1 (generic for: Lisinopril) | Take 1 tablet by mouth each day High blood pressure | 90 tablets | 90 | \$2.70 | \$33.01 |
| SIMVASTATIN 20mg/1 | Take 1 tablet by mouth each night High Cholesterol | 90 tablets | 90 | \$4.50 | \$30.00 |
| METOPROLOL TARTRATE 100mg/1 | Take 1 tablet by mouth twice daily High Blood Pressure | 180 tablets | 90 | \$4.32 | \$33.00 |
| Tresiba (insulin degludec injection) 200U/mL - 1 SYRINGE, PLASTIC in 1 CARTON (0169-2550-97) > 3 mL in 1 SYRINGE, PLASTIC (generic for: Tresiba 200) | Inject 6 units nightly Diabetes Type 2 | 2 vials | 60 | \$0.00 | |
| NOVOLOG (INSULIN ASPART) 100[iU]/mL - 1 SYRINGE, PLASTIC in 1 CARTON (0169-6339-98) > 3 mL in 1 SYRINGE, PLASTIC (0169-6339-90) (generic for: NovoLog FlexPen) | Inject 10 units into abdomen with each meal on sliding scale Diabetes Type 2 | 2 vials | 60 | \$0.00 | |

Saved \$84.47 in this prescription

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1-23-19
1-24-19
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1-27-19
1-28-19
1-29-19
1-30-19
1-31-19

~~26-187~~ B L D
27- 149/124. III/
28 139/112 96/ D
30-135/99 L 127
31-^B135/114 L 95/ Feb-1 D
~~Feb B 1 169/163 L 130/ 6^B 147/ L-114~~
2-^B111/
3 156/ L D
4-^B145/ 121
5-^B136/ L 115/101



Empowerment

AAFP NATIONAL CONFERENCE

List the steps to take in starting a successful DPC Practice.

How to Start and Grow a Direct Primary Care Practice



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You DO NOT need an MBA to be successful as a DPC doctor.

If you're smart enough to finish medical school, gritty enough to complete residency, and compassionate enough to choose primary care, then you have ALL of the ingredients of a successful DPC doctor and business owner.

**The
Process
can take 3
months to
6 months**



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Go to a Direct Primary Care Conference



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Visit Successful DPC Doctors



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Write a Business Plan



Open a Bank Account

Dearborn
MONDAY, JULY 25, 2016
16:40

Please save this receipt until you have
verified your account statement.

Deposit

Account Number: XXXXXXXXXXXX
Amount: \$90.00

Teller Number:
Bank:
Branch:
Transaction #:



 Citizens Bank®

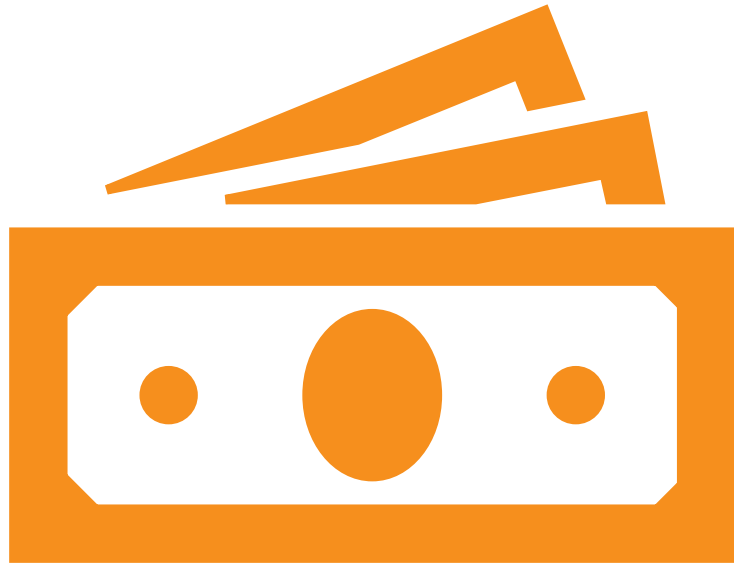
citizensbank.com



**Lease a
Space**







**Get
Funding!**



Quicken Loans
DETROIT
DEMO
DAY



PLUM HEALTH

PLUM HEALTH

Quicken Loans
DETROIT
DEMO
DAY



Other Ways To Raise Money

- Friends and Family
- Personal Savings
- Bank Loans
- Angel Investor
- Crowd Funding
- Physician's Loan



Create a Marketing Plan

- Social Media
- Blogs
- Search Engine Optimization
- Community Outreach
- Networking with Other Doctors
- Networking with Business Owners



DR. PAUL THOMAS
PLUM HEALTH CLINIC

WDIV

4

11:32 75°

Get a Headshot





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direct. primary. care.



Paul Thomas, MD
Family Medicine



Build Your Team

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PlumHealth

313 4

Mon

Fri

Me



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direct primary care

Raquel Orlich, D.O.
Paul Thomas, M.D.
Leslie Rabaut, D.O.



Dr. Leslie Rabaut, D.O.
Family Medicine

Paul Thomas, M.D.
Family Medicine

**Grow Your
Practice! And
Deliver
Excellent
Care and
Service!**



Practice Recommendations



Define your goals for patient care and how DPC can meet these goals



Connect with current DPC physicians to learn from their experiences



Work with a local DPC doctor – perhaps they will hire you!

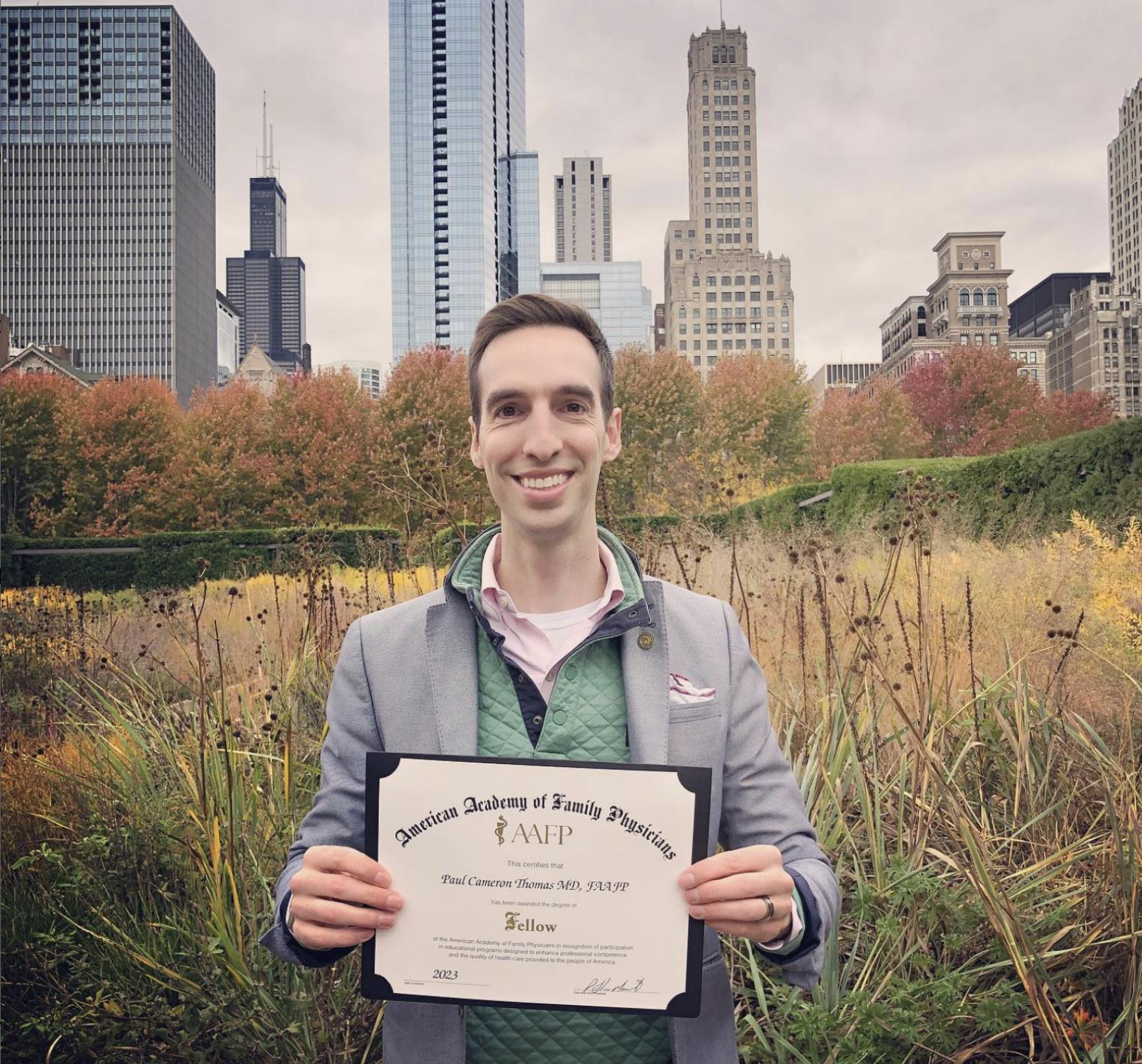


Conduct market research to understand the demand and competition in your area



Perform a needs assessment to tailor your practice to your specific community

**Thank you
Michigan
Osteopathic
Association!**



plumhealthdpc

Chicago, Illinois



plumhealthdpc I am proud to announce that I am a Fellow of the American Academy of Family Physicians 😊

I was officially inducted by the President of the AAFP this morning in Chicago 📍

More information on the AAFP Degree of Fellow:

Family Medicine Champions

The Degree of Fellow recognizes AAFP members who have distinguished themselves among their colleagues, as well as in their communities, by their service to family medicine, by their advancement of health care to the American people, and by their professional development through medical education and research.

Fellows of the AAFP are recognized as champions of family medicine.

They are the physicians who make family medicine the premier specialty in service to their community and profession.

From a personal perspective, being a Fellow signifies not only 'tenure' but additional work in your community within

[View insights](#)

[Boost post](#)



Liked by [kanakattackari](#) and 175 others

October 28, 2023



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direct. primary care.



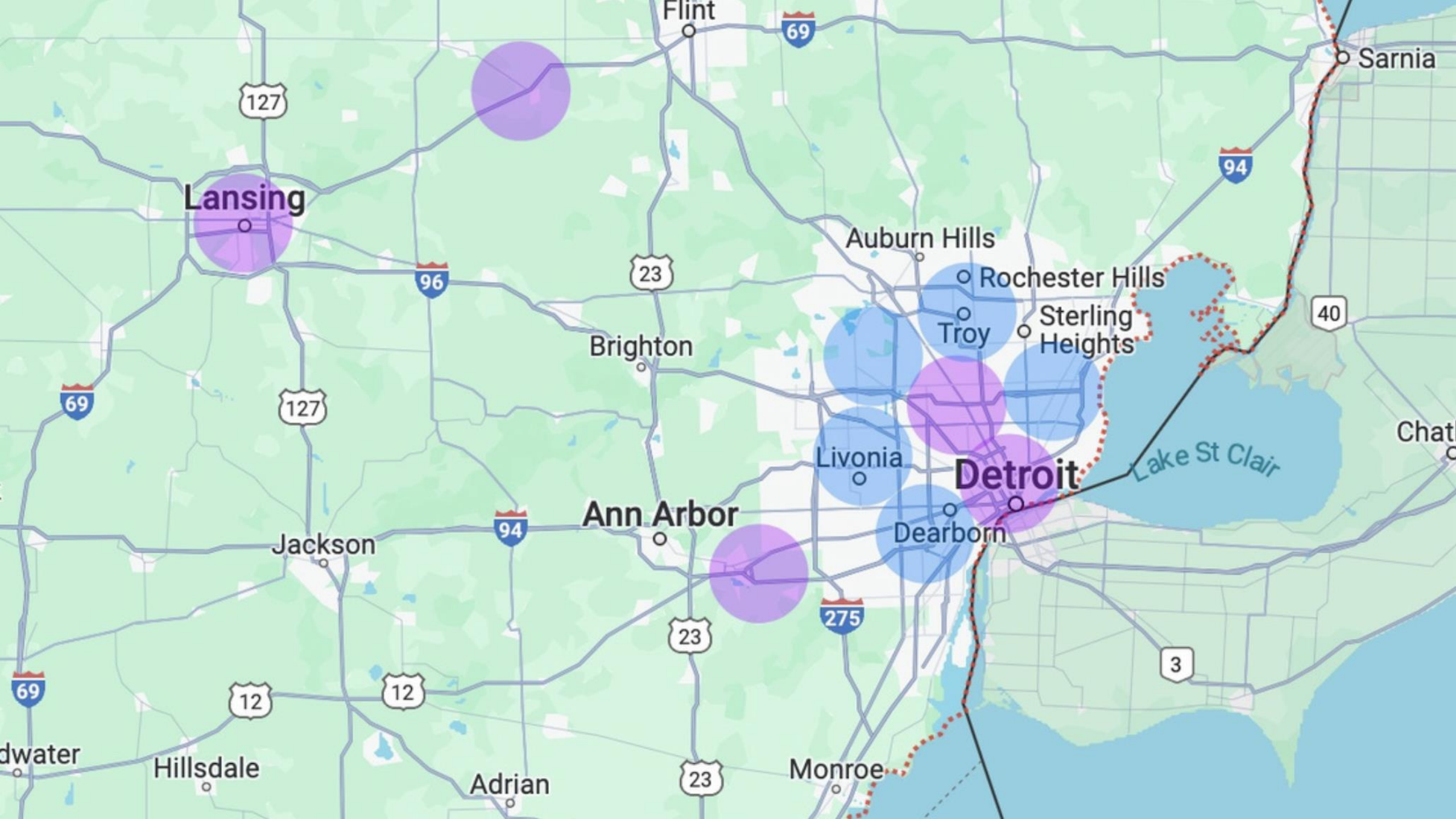


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SSETSEG | plumhealth
HEALTHCARE CENTER LANSING

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Paul Thomas is in Corktown.

September 26, 2023 · 🌐



One of my wonderful patients made me homemade vegan chili 🌶️ 🍅 🍌 🍄 and it was AMAZING

I'm grateful that I get to be a primary care physician 🩺

[#plumhealth](#) [#directprimarycare](#) [#familymedicine](#) [#detroit](#) [#healthcare](#)



Smoky Links, Lisa Evans-Thomas and 36 others

2 comments 1 share



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direct. primary. care.



Paul Thomas

August 10, 2023 · 🌐

Yesterday, one of our Plum Pack patients paid me in Kale and Tomatoes! 🍅

(Okay they pay their monthly membership fee to be a part of our **Plum Health DPC** clinic, but they also brought some kale and tomatoes and one jalapeño pepper from their neighborhood garden 🥬🌶️🍅)

Detroit is an amazing place, and it's really cool to see urban agriculture in bloom and coming to fruition at this time of year 🌞

Thank you to all of our neighborhood gardeners, growers, composters, bee keep...
See more

Edit

👍❤️ 60

4 💬 1 ➦

👍 Like 💬 Comment ➦ Share

Most relevant ▾



John Hofmann

love this Paul ❤️👍

29w Like Reply



Sylvia Ludington



Write a comment...

🗨️ 😊 📷 GIF 🗨️ ➦



Keep Up With Plum Health DPC



@PlumHealthDPC (hashtag #PlumHealth)



@PlumHealthDPC (hashtag #PlumHealth)



@PlumHealthDPC (hashtag #PlumHealth)

Audience Q&A

