



I'm a Doctor, Not a Salesman!
Getting People to Sign Up Without Sounding Salesy

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- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "I'm a Doctor, Not a Salesman! Strategies on Getting People to Sign Up Without Sounding Salesy"
- ▶ OR just point your phone's camera at the QR code to join directly



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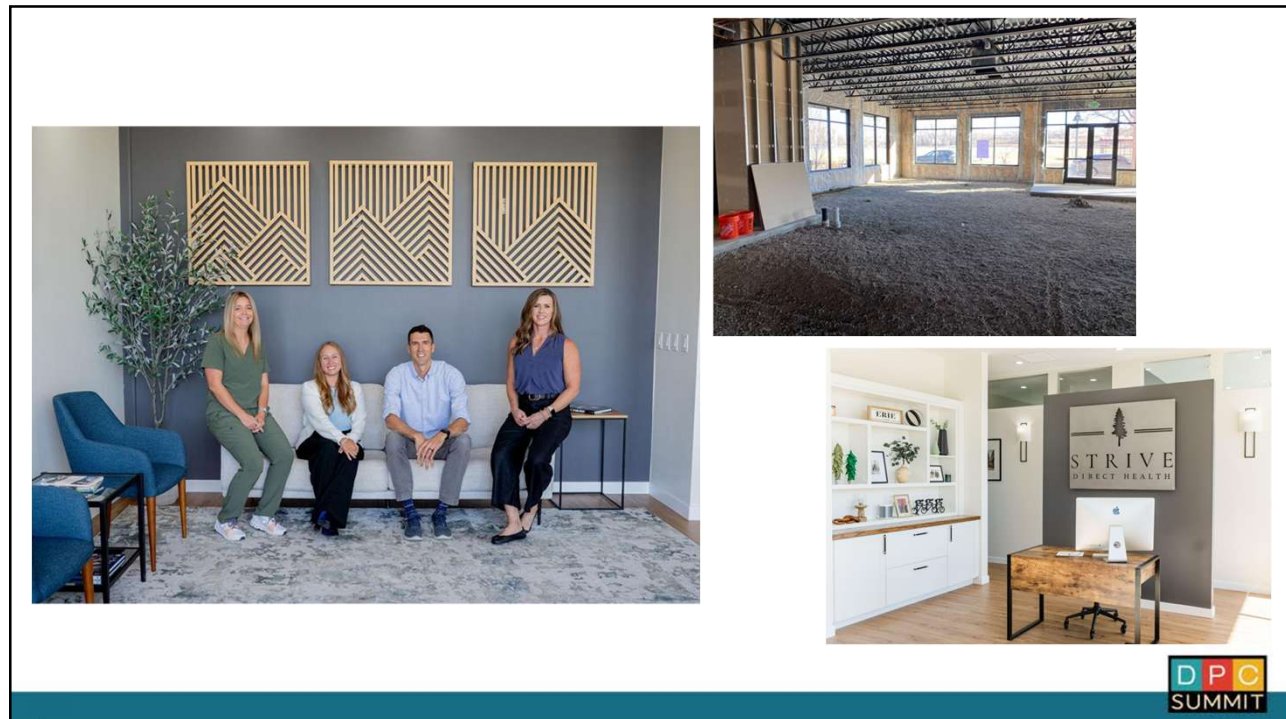
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Learning Objectives

1. Describe patient-centered **communication strategies** for explaining the value of Direct Primary Care (DPC) memberships in a transparent and educational manner.
2. Apply **trust-building approaches**—such as empathy, clear education, and transparency—to support informed decision-making and foster strong physician-patient **relationships**.
3. Adapt membership discussions to address individual patient needs, concerns, and values in a way that supports alignment with the DPC model and patient-centered care.



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Authentic Communication Strategies



- Take a good history. Med school basics!
 - Ask, **listen**, clarify, follow-up
- Mindset shift.
- Transactional (FFS) → relational (DPC).
- Show, don't tell.
- Practice makes ~~perfect~~ progress.




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Trust Building Techniques

- Physical exam. More med school basics!
 - aka read the room.
- “The little things are the big things.”
- Be intentional.
- Hero vs. Guide
- Niche down.
- Eliminate all friction points to entry.



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A Personalized Approach

- Blended pitch: your mouth vs their ears.
- Physician perspective vs. patient perspective
 - Same-day appts → peace of mind
 - Direct access → reassurance
 - Longer visits → feeling heard & understood
- Doctor-speak vs. Layman's terms
- Answer questions with questions.
- Be curious, listen, connect.
- A generational approach...

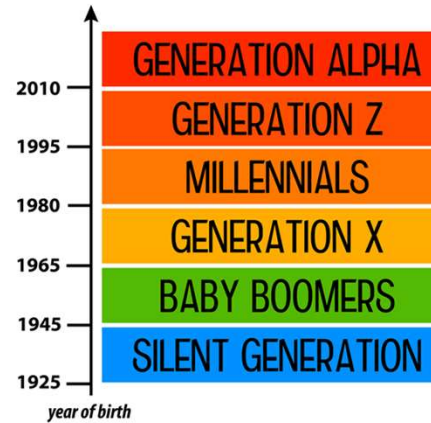


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A Note on Generations

- Ryan Bessmer's [talk](#) at Hint Summit 2025.

1. Baby Boomers (Born 1946–1964) - 61–79 years old
 - Loyal. Value Stability
2. Generation X (Born 1965–1980) - 45–60 years old
 - Independent - Sandwiched caregivers
3. Millennials (Born 1981–1996) - 29–44 years old
 - Tech Native, Value-Driven
4. Generation Z (Born 1997–2012) - 13–28 years old
 - Digital-First, Authenticity Seeking



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Remember:

- If it is to be, it is up to me.
- Practice makes ~~perfect~~ progress.
- The little things are the big things.
- Be intentional. Show, don't tell.
- Be the elevated primary care experience.
- Remove all friction to entry.
- Listen. Ask. Teach. Invite.
- Be comfortable being uncomfortable.
- Adapt to the generations.



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Bonus: Overcoming Common Objections

- “I already have insurance. Why would I pay for this as well?”
- “Do you take my insurance?”
- “I rarely go to the doctor, I’m really healthy.”
- “Why do even I need a primary care doc?”
- “Let me talk to the wife...”



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Live Content Slide

When playing as a slideshow, this slide will display live content

**Social Q&A for I'm a Doctor, Not a Salesman!
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Sounding Salesy'**



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THOUGHTS? QUESTIONS?

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