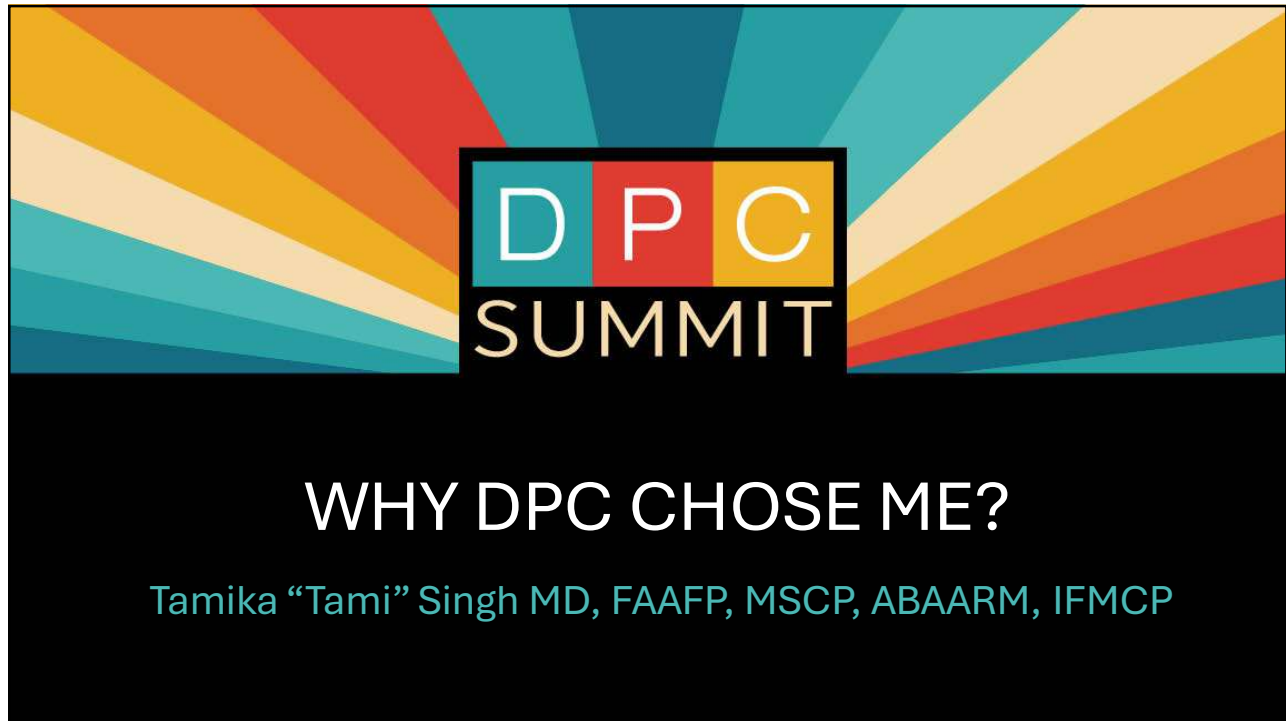




1

- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "Why DPC Chose Me"
- ▶ OR just point your phone's camera at the QR code to join directly



2

Activity Disclaimer

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Disclosure Statement

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Learning Objectives

1. Describe how patient-centered, relationship-based care aligns with the core principles of the Direct Primary Care (DPC) model and supports high-quality family medicine.
2. Explain the benefits of the DPC model for both patients and physicians, including its impact on care delivery, professional satisfaction, and practice sustainability.
3. Apply lessons from a real-world DPC practice experience to identify actionable strategies for translating personal values and professional goals into a viable DPC practice model.



5



My DPC Story...



- September 2010 – joined a multispecialty practice
- June 2017 - DPC Summit DC – quit my job
- August 2017 – established Aspire Health LLC – Plantation, Florida
- November 2017 - Keys to office



6

WHY DPC

Traditional Primary Care	Direct Primary Care
Insurance-driven	Patient-driven
15 – 20 minute visits	30 – 120 minute visits
20–30+ patients/day	10-12 in office/tele patients/day
Limited access	Same/next-day appointments
Phone trees & portals	Direct text, phone & email access
Fee-for-service	Monthly membership
Focus on volume	Focus on relationships
Reactive care	Preventive & proactive care
Physician burnout	Physician autonomy & satisfaction



7

Marketing Yourself Before Marketing Your Practice

- Know your why.
- Perfect your 60-second elevator pitch.
- Build your personal brand before your practice's brand.
- Ask for reviews before you leave your current practice.
- Be visible in your community.
- Network with intention.
- Every conversation is an opportunity.
- People refer people they know, like, and trust.
- Relationships are your best marketing strategy.



8

Aspire HEALTH

From 0 to 600

New Model, Old-Fashioned Medicine
The direct primary care movement is small but mighty, and gaining momentum.

Do You Want to Learn How to Lower Your Healthcare Cost?

aspirehealthcenter

aspire HEALTH
"Aspire To Better Health with Direct Primary Care."

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Aspire HEALTH

November 2017 – December 2023

My family

Med student with a young patient

Reiki and Yoga room - later became med students room

Unlimited Doctor Visits
No Copays
No Deductibles

Aspire To Better Health with Direct Primary Care

Medical
Wellness
Holistic Health
Yoga & Reiki

Convenient
• Access to your physician via phone, text, email or video conference
• Same day or next day appointments
• Services in medical and home

Quality
• Small practice size for personal care
• Expanded office visits as convenient

Affordable
• Less than \$100 monthly membership
• Transparent pricing
• Discounted rates on lab, med, & imaging

(954) 958-4468
www.aspirehealthcenter.com
4101 NW 30th Street, Suite 101, Fort Lauderdale, FL 33309

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• Taka Shiroki Family Medicine, P.C.
• Taka Shiroki Surgery Center, LLC
• CNA Medical Center
• Vantage Edge for insurance
• Vantage Medical Center
• Global Fitness International

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December 2023 - Present



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Patient Stories

- R – was eligible to enroll for Medicare at 65 but refused to enroll because I was not opted out of Medicare - he has been with me for 8 years and I just opted out this year.
- S – Menometrorrhagia - multiple fibroids - hemoglobin of 6 –
- B – Bed bound – did home visits



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Practical Takeaways

- **WHY** – know your why
- **START** – before ready, small, low overhead
- **CONNECT** - Build relationships
- **BUILD** – your personal brand
- **SERVE** - Invest in your community
- **LEARN** - Find your people – DPC Alliance/Mentors
- **ASK** – patient reviews early and often
- **ENJOY THE JOURNEY!!**



13



Fill in the blank

- Who better than to market yourself than _____
- If you seen one DPC you have seen _____
- Keep your overhead _____
- Know your _____
- Slow growth is still _____



14

Live Content Slide

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

Social Q&A for Why DPC Chose Me



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QUESTIONS?

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