

# Starting Your Own Practice in 45 minutes

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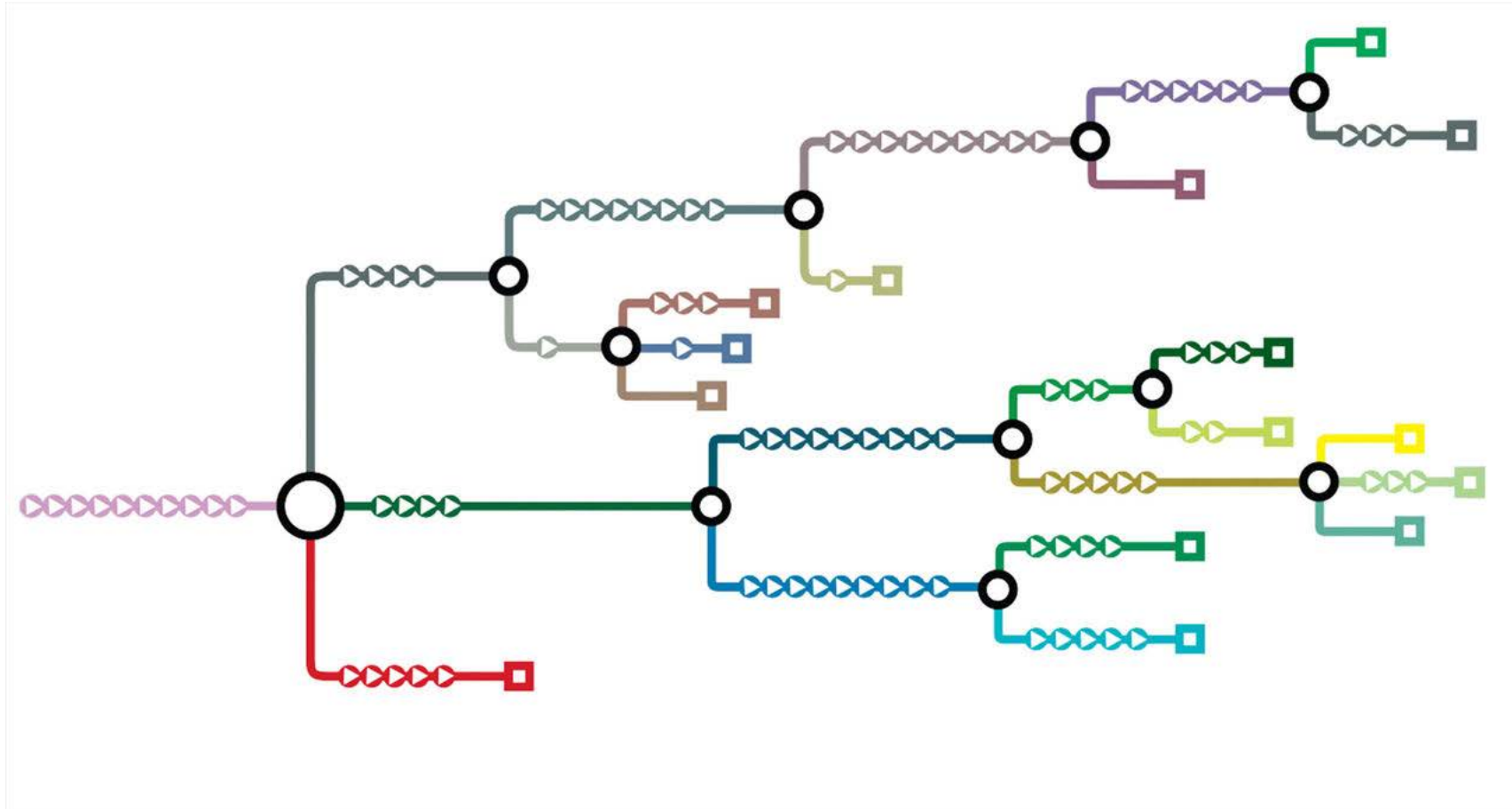
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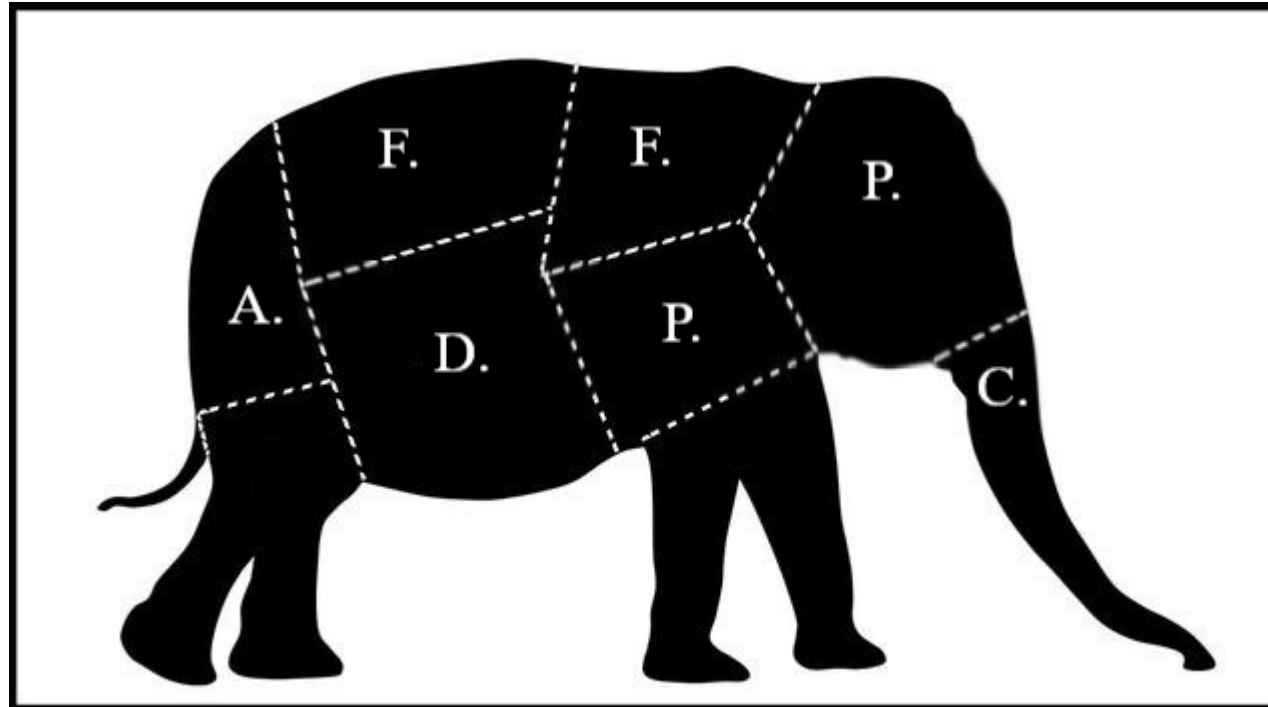
# Learning Objectives

- Identify the financial basics of starting a new DPC practice.
- Understand the regulatory basics of starting a new DPC practice.

# Choose Your Own Adventure



# Eating The Elephant



# Are You Ready?

“The question isn’t who is going to let me; it’s who is going to stop me.”

- Ayn Rand

# The First Step...

- [Starting a brand new clinic](#)
- [Converting an existing practice](#)



# Location, Location, Location

- Office
  - Buy
  - Rent
  - Build
- Takes the longest so start it early

# Location, Location, Location

- 44 states allow physicians to dispense medications
- 40 states make dispensing easy
- 27 states have DPC friendly laws
- Client Bill Labs

# To Buy or To Build....that is the question

- Your Website
  - First impressions matter
  - DIY
  - \$ or \$\$\$
- Your LOGO
  - Personality
  - Branding
  - Unique for You

# A Rose by Any Other Name

- Naemchk.com to confirm available names
  - For website domains
  - For social media
- Purchase Domain
  - godaddy.com
  - dnom.com
  - domains.google.com
- Social Media
  - Facebook
  - Twitter
  - LinkedIn

# Good Artists Borrow...

- Home / About Us & Our Team / Benefits / Our Fees / FAQ / Join / Contact us
- Get afaf
- Study other DPC sites but make sure you have your own “voice” in your website
- Post privacy Policy on your website
- Post your notice of privacy policies
- Link your social media accounts

# Old Practice...New Idea

- #1 Opportunity – Existing Patients
- Short! Less than 1 page total
- A Series of 3 Intro Letters
- Discounts?
  - Early Enrollments
  - Existing Patients
- Keep it positive
  - Start With Why

# Old Practice...New Idea

- Town Halls...Town Crier
- Show them the Money
  - Savings = Sales
- Educate, Train, Motivate Staff
- Change is hard...
  - Patients
  - Employees
  - Physicians

## Compare the Cost

OFFICE VISIT CHARGES	Madsen Medical Direct Care	Standard Insurance / Self Pay
Office Visit Charge 99214	INCLUDED	\$120
Office Visit Charge 99213	INCLUDED	\$75
Office Visit Charge 99204	INCLUDED	\$165
Office Visit Charge 99203	INCLUDED	\$105
EKG	INCLUDED	\$60
Halter Monitor	INCLUDED	\$350
Cryo-therapy: warts	INCLUDED	\$80
Cryo-therapy: sun damage	INCLUDED	\$80
Laceration Suture	INCLUDED	\$125
Skin Biopsy	INCLUDED	\$120
Excision of Skin Neoplasm	INCLUDED	\$600
Spirometry	INCLUDED	\$80
Tympanogram	INCLUDED	\$30
Bone Density	INCLUDED	\$150
Arterial Flow Study	INCLUDED	\$150
Removal Skin Tags	INCLUDED	\$85
Allergy Injection	INCLUDED	\$20
Bronchospasm Evaluation	INCLUDED	\$110
Joint Injections / Aspirations	INCLUDED	\$120
Finger Stick Glucose	INCLUDED	\$12
TB Skin Test	INCLUDED	\$18
Urinalysis	INCLUDED	\$12
Ear Wax Removal	INCLUDED	\$60
Aorta Scan	INCLUDED	\$120
Bladder Scan	INCLUDED	\$25

TOTAL DIRECT CARE	TOTAL CHARGES
<input type="text"/>	<input type="text"/>


 Learn more about our new Direct Care model at [www.MadsenMed.com](http://www.MadsenMed.com)  
 CALL US 740-947-8602 STOP BY 13800 St Rt 23, Waverly, Ohio LEARN MORE MadsenMed.com

# Medicare?

- [Opt in](#)
- [Opt out](#)



# Opt-ing out

- 4 Opportunities during the Year
- CAN charge Medicare patients a membership
- CAN maintain ordering and prescribing status through your Pecos #
- <http://www.oandp.com/pecos/>

# Opt-ing In

- Can NOT charge Medicare patients a membership
- Maintain Moonlighting Options
  - Hospitalist
  - Nursing Home

# Define Success

- Desired Salary
- Estimated Overhead
  - Pro Tip: + 20-30% for wiggle room
- Estimated Panel Size
  - Geriatrics 400
  - Primary Care 600
  - Pediatrics 800+
- Salary + Overhead + 30% = \$/yr
- Divided by 12 = \$/mo
- Divided by Panel size = Avg Fee

# The Only Good Lawyer...

Is a DPC lawyer

# The Only Good Lawyer...

- Luanne Leeds
  - [leedslua@gmail.com](mailto:leedslua@gmail.com)
  - 785.354.0727
- Local lawyer
- DIY
- [www.dpcfrontier.com](http://www.dpcfrontier.com)

# He Who Has the Money

Pays the taxes

# Taxes: the most expensive thing you'll ever do

- Find An Expert (for DPC)
  - Reid Hash
  - 785.272.4484
  - R.hash@ssccpas.com
- Chose Software:
  - QuickBooks
  - FreshBooks
  - Xero

# I'm a Doctor Jim – Not an Accountant

- Ask A Specialist
  - Accountant or Attorney
- LLC
- PLLC
- S Corp
- C Corp



# Down to Business

- Confirm certification
  - State Medical Board
  - City / County License
- Apply for Federal Tax ID
- Small Business Workshop
  - Local College
  - Chamber of Commerce

# The Price is Right ... Or is it?

- Match the Price to the Value
- Age Based
- Service Based
- Corporate Discounts?
- Family Discounts?
- Similar Practices

# To Dispense or Not to Dispense

That is this slides question - Shakespeare

# Rx = Savings

- Cost + 10%
- Greatest Value Add
- Regulations Vary by State
- Great Stories = Great Marketing

# Staffing

# Staff

- No Staff
- Part Time
- Full Time
- Spouse
- Training
  - MA \$33k/yr
  - LPN \$45k/yr
  - RN \$60k/yr

# Getting Out Of The Game

- May need to give a 60/90/120-day notice required
  - Don't let this be a setback
  - Outlined in your contract and every INS can be different
- Notify current patients with 1 or 2 letters
- Don't be afraid to call your insurance company.
  - Flat out ask how to cancel your contract and where to send the letter for an official documentation
  - Certified mail = Peace of mind
- If you're employed, your contract might be with the employer.
  - DOUBLE CHECK
  - Then check again!

# Pathology

- Cole Diagnostics
- Quest / Labcorp
- CPL
- Local options



# Who You Gonna Call?

- 1-2 month set up
  - Phone #s
    - 1 per staff member
  - Fax #s
    - 1 per office

# Good Marketing is Good Story Telling

- Always Start With Why
- Flyers – Keep them Simple & Cheap
- Your Community – Chamber, Rotary, Lions, BNI
- People WANT to hear about DPC – its Interesting
- Public Speaking
- Social Media – Facebook is #1
  - Slow & Steady
  - It Takes Time

# Pre-Enrollment



# Free is Good

- Start requesting samples 1 month prior to launch
- <https://www.novomedlink.com> – free to register and insulin and supplied every month.
- <http://mercksamplecenter.com> - steroid inhalers and more
- <http://www.archpatientassistance.com/> for patient assistance on IUDs
- <https://www.mysamplecloset.com> (amitiza, trintellix, uloric, dexilant / baxdela / amrix)
- <https://www.gsksource.com/pharma/content/gsk/source/us/en.html>

# Required Reading

- **The Official Guide to Starting Your Own Direct Primary Care Practice**
- **The Direct Primary Care Doctor's Daily Motivational Journal**
- The Manual of Policies and Procedures for DPC
  - <https://dpcmanual.com/>
- Opting Out of Medicare: A guide for physicians
  - <https://aapsonline.org/>



# Join The Resistance

- AAFP – Direct Primary Care Interest Group
  - President Dr. Tom White
- Direct Primary Care Alliance
  - President Dr. Ryan Neuhofel
- Doctors 4 Patient Care Foundation
  - President Dr. Lee Gross
- Local DPC Chapters



**STAY HUNGRY  
STAY FOOLISH**

# Questions?

Download the quiz &  
answers

[www.menti.com](http://www.menti.com)

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