Challenges and Rewards of DPC in Rural and Diverse Communities

Landon Roussel MD MBE & Jacqueline D. Harris, MD, MPH
Learning Objectives

• Learn practical methods for initiating a DPC with limited resources
• Engaging a rural community in alternative health care delivery models
• Explaining DPC to those at several socioeconomic levels
• Targeting and attracting specific patient populations in surrounding communities
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Challenges and Rewards of DPC in Rural

Landon Roussel MD MBE
Communitas Primary Care
Lutcher, LA
My background

• Undergrad--Rice University 2008
• Medical School--Cornell, NYC 2013
• Master’s in Bioethics--Leuven (Belgium), Nijmegen (Netherlands), Padua (Italy)
Why rural Louisiana?
My clinic
Challenge #1: Where to start?

• Budget
  – Expectations in a startup business
  – How to fund initial losses

• Location
  – Is there a need?
  – How much should I pay for real estate?
Challenge #2: How to get the word out?

Open House
For those who will be in Lutcher on the morning of November 3 (Thursday), Landon Roussel would love to see you at the ribbon cutting ceremony for his new primary care practice.
Office address is 10900 Highway 3125, Suite F.
More info available on the website:
http://www.communitasprimarycare.com

NEW DR HELD OPEN HOUSE
Grateful to all who came to the clinic for the grand opening, Dr. Landon Roussel, smiled with pride, and it was well earned.
Communitas Primary Care held a ribbon cutting ceremony at the new clinic located at 10900 LA Hwy 3125 and then Dr Roussel explained how his patients can be healthier together with personalized affordable direct primary care.... See More
Direct Primary Care Coming to St. James Parish

Dr. Landon Roussel can trace his family heritage to the 18th century right here in St. James Parish, the very place he will soon open his new office. This sole physician and founder of the practice, he is the grandson of Mr. Will Roussel, long-time community member of St. James Parish. Dr. Roussel traces his heritage to Jean Roussel, who first emigrated from France on La Profonde in 1720. While he grew up in Texas, he would always come back home to St. James Parish for Christmas and holidays to visit family.

Old Fashioned Medicine With A Modern Twist

By Pam Fobs
Contributing Writer

I want to restore the sense of community between the doctor and the community,” said Dr. Landon Roussel from his new office in Gramercy. “I want to build that again with our patients.”

Even the name of his practice, Community Primary Care, LLC, the Latin word for community, reflects that sentiment.

While his office has only been open for six months, Dr. Landon Roussel is no stranger to the area. The grandson of Will Roussel of Gramercy, he grew up in Texas. After high school, he obtained his bachelor’s degree in Biochemistry and Cell Biology and Human Studies at Rice University in Houston in 2005. He earned his master’s in Biotechnology in 2012 from the University of Palermo in Italy. Harvard University in the Netherlands, and University of Leuven in Belgium.

In 2013, he received a M.D. degree from Weill Cornell Medical College in New York. New York. He did his internship in internal medicine at St. John’s Hospital for Harvard Medical School, in Cambridge, Massachusetts.
Challenge #3: Growth
Networking groups/Chamber of Commerce

- Business networking groups--very loyal
  - If there isn’t on in your town, look to the nearest town
- Chamber of Commerce
  - Chamber events--have a presence
  - Get to know the people in the chamber
Face to face visits

• As many as possible
• Target people who are established in the community
  – Mayor, Parish President, Small business owners
  – Economic Development Board
Economic Development Board
Events

Cook at gumbo cook-off  
Sponsor crawfish boil  
Serve coffee for 5K
Local Groups

- Knights of Columbus
- Lions club
- Local Church
- --Don’t have to join--
Radio

• Get to know the hosts
• Organic always better (and more fun)
DPC Education

• One minute pitch
• Once they’re interested, keep talking
• 5 points of contact
What about insurance?

• Start with emphasizing low referral rates/avoiding ER/ and negotiated rates
• Have a go to health insurance person for small businesses
• Health sharing ministry hand-outs
Socioeconomically Disadvantaged

- Pricing affordably for the area
- Some just don’t make a good fit
- Get to the bottom of what the patient needs
Rewards

• Patient loyalty
• More flexibility in patient care
• Filling a definite need
Summary

• DPC in rural communities presents unique challenges
  – Growth may be slower
  – Socioeconomic population
  – Education

• The rewards are well worth the challenge
  – Patient loyalty
  – Flexibility in patient care
  – Filling a definite need
Quotes

• “Build and they will come”
  – Economic Development Board Member

• “Just stay solvent for long enough and you’ll make it”
  – Established dentist in the community
Challenges and Rewards of DPC in Socioeconomically Diverse Communities

Jacqueline D. Harris, MD, MPH
Cross Care Direct Family Medicine
My HERstory – WHO?

• B.S. in Biology – Paine College 1991
• MPH in Health Policy & Management – Emory University 1995
• Clerk & Dispatcher for US Postal Service 1997 – 2000
• Disability Adjudicator for SSA 2000 - 2002
• MD - Southern Illinois University SOM 2008
• Residency - Wake Forest SOM 2008 - 2011
• Employed Physician 2011 - 2015
WHAT & WHEN?

- Cross Care Direct opened (softly) late April 2016
- Official Grand Opening with FCOM ribbon cutting on September 1, 2016
WHERE? – Tyrone, Georgia
## WHY?

<table>
<thead>
<tr>
<th></th>
<th>Tyrone</th>
<th>Fairburn</th>
<th>Fayetteville</th>
<th>Palmetto</th>
<th>P’tree City</th>
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<tr>
<td>Population</td>
<td>7,194</td>
<td>13,967</td>
<td>16,990</td>
<td>4,733</td>
<td>35,240</td>
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<tr>
<td>Race/Ethnicity</td>
<td>62.3% White 23.9% Black 9.8% Hispanic</td>
<td>70.4% Black 15.2% Hispanic 12.1% White</td>
<td>52.5% White 34.8% Black 5.4% Asian</td>
<td>40.2% Black 29.0% Hispanic 27.3% White</td>
<td>75.7% White 8.1% Black 7.3% Hispanic</td>
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<td>MH Income in 2015</td>
<td>$82,500</td>
<td>$41,841</td>
<td>$63,931</td>
<td>$41,489</td>
<td>$85,420</td>
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<tr>
<td>Below Poverty Level</td>
<td>11.8%</td>
<td>12.5%</td>
<td>10.7%</td>
<td>24.6%</td>
<td>7.5%</td>
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<tr>
<td>Median Age</td>
<td>40.7 y/o</td>
<td>33.0 y/o</td>
<td>41.7 y/o</td>
<td>32.8 y/o</td>
<td>41.3 y/o</td>
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Strategies that Appealed

• Market your services based on the audience
• Invest heavily in the local community
• Network with other small business owners & potential gate openers
• Maintain active social media accounts
• Offer multiple membership plans
Market Your Services Based on Your Audience

- Traditional Advertising - $$
- Subtle Advertising – 
- Old Fashioned Word of Mouth
- Digital Word of Mouth
Market Your Services Based on Your Audience

How Do You Describe Your Practice?

Uninsured
High Deductible or High Copay

Financially Secure
Exceptionally Good Insurance

Inexpensive
Affordable
Cost-effective
Discounted
Market Your Services Based on Your Audience

How Do You Describe Your Practice?

- Uninsured
  - High Deductible or High Copay
- Financially Secure
  - Exceptionally Good Insurance
  - Extended Services
  - After Hours Access
  - VIP
  - Exclusive Members Benefits
Market Your Services Based on Your Audience

- Uninsured
  - High Deductible or
  - High Copay
- Financially Secure
  - Exceptionally
  - Good Insurance
- 24/7 Provider
  - Access
- Comprehensive
  - Office Visits
- Transparency
- Exceptional
  - Service
- Customized
  - Physical
- Care with
  - Convenience
- Convenience
Invest **Heavily** in the Local Community

- Volunteer Opportunities
- Health Fairs
- City & County Events
- Church Outreach
- Speaking at Local Schools
- Student Shadows
Invest **Heavily** in the Local Community
Invest **Heavily** in the Local Community
Invest **Heavily** in the Local Community
Invest **Heavily** in the Local Community
Network with other Small Business Owners

• Chamber of Commerce
• Business Networking Groups
• Social Networking Groups
• Charity Events
• Identify & Reach Out to Gate Openers
Network with other Small Business Owners
Network with other Small Business Owners
Maintain An Active Electronic Presence

- Facebook
- Instagram
- Twitter
- LinkedIn
- Website
- Weekly Blog
Maintain An Active Electronic Presence

Cross Care’s Social Media Activity

- Facebook: 39%
- Webpage: 28%
- Wkly Blog: 14%
- Instagram: 5%
- LinkedIn: 5%
- Other: 4%

Legend:
- Facebook
- Webpage
- Wkly Blog
- Instagram
- LinkedIn
- Other
Maintain An Active Electronic Presence
<table>
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<tr>
<th>Service</th>
<th>$39/month</th>
<th>$69/month</th>
<th>$99/month</th>
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<tbody>
<tr>
<td>Urgent Care &amp; Chronic Care Visits</td>
<td>Y ($20 per visit fee)</td>
<td>Y ($10 per visit fee)</td>
<td>Y (no visit fee)</td>
</tr>
<tr>
<td>24/7 Access</td>
<td>N</td>
<td>Y</td>
<td>Y (TM 3/yr)</td>
</tr>
<tr>
<td>Annual Physical</td>
<td>Y (added fee)</td>
<td>Y</td>
<td>Y (enhanced)</td>
</tr>
<tr>
<td>Basic Labs</td>
<td>Y (at cost)</td>
<td>Y (once/yr)</td>
<td>Y (annual + up to 2/visit)</td>
</tr>
<tr>
<td>In-House Rx</td>
<td>Y (added fee)</td>
<td>Y (added fee)</td>
<td>Y</td>
</tr>
<tr>
<td>House Calls</td>
<td>N</td>
<td>N</td>
<td>2 per year</td>
</tr>
<tr>
<td>Mind - Body Wellness Pkg</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
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Rewards of Running a DPC in a Socioeconomically Diverse Community

- Challenging
- Win-Win for Patients (regardless of their financial status)
- Win-Win for Physicians
In Review...

• Get to know those in your surrounding communities
• Cater your marketing message to your budget and to the target audience
• GET involved. BE involved. STAY involved.
• Be flexible; adjust your focus as needed
• Enjoy the ride!
IF YOUR DREAMS DON'T SCARE YOU
THEY'RE NOT BIG ENOUGH
Questions?

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Submit your questions to: aafp.cnf.io