

DIRECT PRIMARY CARE Summit



2018

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AMERICAN ACADEMY OF
FAMILY PHYSICIANS



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EDUCATION CONSORTIUM, INC.



American College of
Osteopathic
Family Physicians

Working with Small Employers: Creating Healthy Employees and Happy Employers

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Submit your questions to: aafp3.cnf.io

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Learning Objectives

- Understand the role that DPC practices can play in helping small employers provide benefits to their employees.
- Identify different models and characteristics of partnerships between DPC practices and small employers.
- Determine strategies to attract and engage small employers to DPC practices.

Benefits of a DPC practice to employers

- Convenient primary care at a fixed cost
- Reduced employee absenteeism
- Perk to attract and retain employees
- Potential onsite events (e.g., flu clinic, biometric screenings)
- Address unique health care needs (e.g., DOT physicals, travel)
- Potential cost savings when also offering insurance benefits

Benefits of employers to DPC practices

- Bolus of patients to the practice
- Potential for additional patients (e.g., family members, friends)
- Increased brand recognition in the community
- Potential to fund practice enhancements

Strategies to engage employers

- Existing business contacts
- Local chamber of commerce
- Community events
- Current patients

Questions?

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Don't forget to evaluate
this session!

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