Resurgent HEALTH

CLINICAL PRACTICE & HEALTHCARE DELIVERY

Direct Primary Care

Restoring the Physician-Patient Relationship Through Direct Practice Models

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PRESENTER BACKGROUND

My Clinical Journey to Direct Primary Care

Resurgent HEALTH

2013	2016 – 2020	2020 – MAY 2023	MAY 2023	JUNE 2024
Full-Scope FM	**Residency Leadership**	**Full-Time Outpatient**	**Independent Clinic**	**Resurgent Health**
Post-residency clinical practice in Fargo.	Sanford APD & clinical resident teaching.	Returned full-time in health system.	Transitioned to small private practice.	Opened North Dakota's first DPC clinic in Fargo.

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CORE DEFINITION

TheDirect Primary Care Paradigm

COMPARATIVE MODEL

Direct Primary Care vs. Traditional Care



Direct Membership Agreement
Recurring flat fee covering comprehensive primary consultations.

Zero Third-Party Billing
No insurance claims, copays, or prior authorizations for routine care.

Enhanced Care Continuity
Dedicated physician access via in-person visits, text, or call.

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CURRENT LANDSCAPE

Structural Flaws in Fee-for-Service (FFS)

Rushed Appointments
Average 10-15 minute visits.

Billing Complexity
Complex coding overhead.

Physician Burnout
High-volume panel exhaustion.

Opaque Pricing
Unpredictable surprise billing.

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SYSTEMIC OVERHEAD

Administrative Burden in Primary Care

FINANCIAL IMPACT

40%

Revenue Consumed by Insurance Billing
Nearly half of total primary care practice revenue is directly absorbed by billing overhead, coding complexity, and claims processing.

TIME ALLOCATION

2 : 1

EHR Entry vs. Direct Patient Care
Physicians spend two hours on electronic health record entry and paperwork for every single hour spent delivering direct care to patients.

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OPERATING ARCHITECTURE

The 4 Pillars of a DPC Practice

01 **Flat Retainer**
Affordable, predictable monthly fee.
Eliminates complex insurance copays, deductibles, and hidden fee structures.

02 **Extended Visits**
30 to 60 minute consultations.
Removes time pressure, enabling comprehensive and proactive patient care.

03 **Direct Access**
Same-day phone and text access.
Direct communication line between patients and their primary clinician.

04 **Transparent Pricing**
GPO wholesale lab work & procedures.
Pre-negotiated wholesale costs passed directly to patients with no markup.

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Panel Size and Clinical Time Allocation

FEE-FOR-SERVICE

2,500+ PATIENTS

Patient Panel Size Per Physician

10–15 Minutes
Average time spent per visit

20–30 Visits
Clinic visits required per day

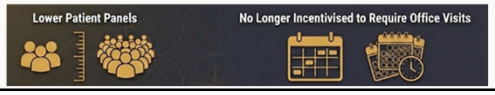
DIRECT PRIMARY CARE

300–600 PATIENTS

Patient Panel Size Per Physician

30–60 Minutes
Average time spent per visit

5–10 Visits
Clinic visits required per day



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SOLUTION ALIGNMENT

How DPC Resolves Core System Flaws

01

Proactive Prevention

Comprehensive lifestyle and chronic care.

PREVENTIVE CARE MODEL

02

Transparent Costing

Pre-negotiated wholesale diagnostics.

WHOLESALE PRICING

03

Zero Billing Friction

Direct clinician compensation.

DIRECT RELATIONSHIP

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COMPARATIVE ANALYSIS

Head-to-Head: DPC vs. Fee-for-Service

FEE-FOR-SERVICE (FFS)

Payment Model
Billed per test and visit
Clinical Incentives
Volume and procedural billing
Visit Duration
7–15 minutes average
Admin Overhead
Heavy claim coding burden

DIRECT PRIMARY CARE (DPC)

Payment Model
Flat monthly membership
Clinical Incentives
Health maintenance and access
Visit Duration
30–60 minutes average
Admin Overhead
Zero claim billing staff

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CLINICAL EFFICACY

Downstream Impact of Direct Care

54%

Fewer ER Visits

Same-day triage prevents unnecessary emergency room admissions.

EMERGENCY TRIAGE

25%

Fewer Hospitalizations

Aggressive outpatient management and proactive chronic disease control.

CHRONIC CARE CONTROL

85%

Generic Drug Savings

Direct in-clinic wholesale dispensing rates pass maximum savings to patients.

DIRECT DISPENSING

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TRANSPARENT ECONOMICS

Direct Lab Savings: Insurance vs. Wholesale DPC

Routine Diagnostic Panel	Hospital / Insurance Rate	DPC Wholesale Rate	Member Savings
CBC (Complete Blood Count)	$75 – $120	**$3 – $4**	~95%
CMP (Comprehensive Metabolic)	$90 – $180	**$5**	~95%
Lipid Panel (Cholesterol)	$80 – $150	**$6**	~94%
Vitamin D, 25-Hydroxy	$160 – $320	**$19**	~91%

ANNUAL CUMULATIVE

Total Annual Routine Panel $405 – $770 **$33 – $34** 92%+ Off

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BALANCED EVALUATION

Recognizing Model Trade-Offs & Cons

Scope Limitations

Not Insurance
Excludes surgery and hospitalization.

Specialist Fees
Secondary referrals require coverage.

Emergency Gaps
Trauma care outside practice scope.

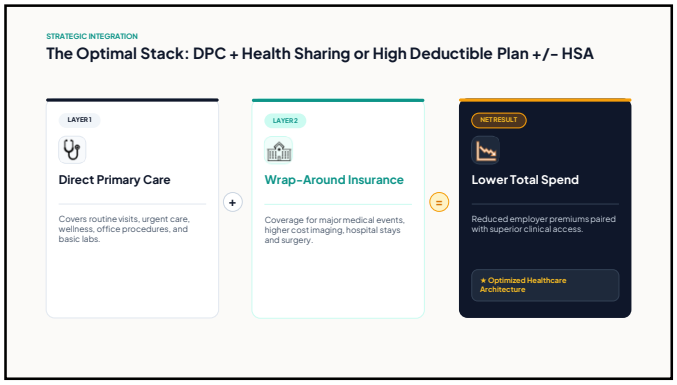
Structural Constraints

Deductible Exclusion
Fees rarely apply to deductibles.

HSA Complexity
Regulations and stipulations exist.

Low Utilizers
Perceived Cost barrier for healthy individuals.

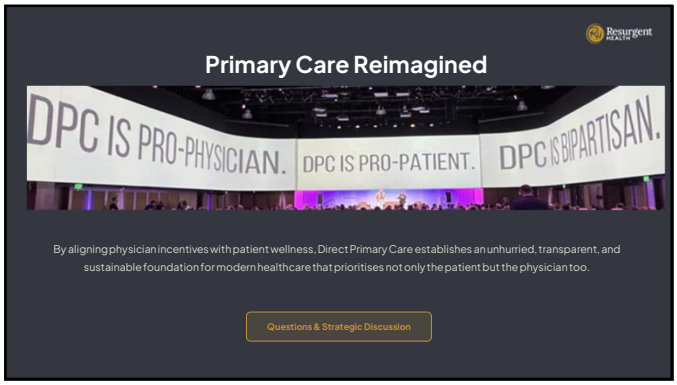
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STRATEGIC INTEGRATION
The Optimal Stack: DPC + Health Sharing or High Deductible Plan +/- HSA
LAYER 1
Direct Primary Care
Covers routine visits, urgent care, wellness, office procedures, and basic labs.
+
LAYER 2
Wrap-Around Insurance
Coverage for major medical events, higher cost imaging, hospital stays and surgery.
=
NET RESULT
Lower Total Spend
Reduced employer premiums paired with superior clinical access.
★ Optimized Healthcare Architecture

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PHYSICIAN WELLBEING
Why DPC: Restoring Autonomy & Joy in Medicine
Clinical Autonomy
Practice medicine on your own terms. Dictate appointment lengths, patient panel capacity, and clinical decisions free from third-party metrics.
Burnout Elimination
Step off the 25-patient-a-day hamster wheel. Zero pajama time spent completing billing codes, prior authorizations, or denial appeals.Get paid for all of that "non-billable" work!
Authentic Connections
Rediscover the original reason you went into medicine: meaningful, unhurried relationships and providing deep, continuous patient care.

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Resurgent
Primary Care Reimagined
DPC IS PRO-PHYSICIAN.
DPC IS PRO-PATIENT.
DPC IS BIPARTISAN.
By aligning physician incentives with patient wellness, Direct Primary Care establishes an unhurried, transparent, and sustainable foundation for modern healthcare that prioritises not only the patient but the physician too.
Questions & Strategic Discussion

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