

A background image of a curling rink with several dark grey curling stones on the ice. One stone in the foreground has a reddish-brown handle, while others in the background have green and blue handles. The scene is dimly lit, with a soft glow on the ice surface.

HOW TO GROW YOUR DIRECT PRIMARY CARE (DPC) BUSINESS: PRACTICING OPTIONALITY

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THE BLACK SWAN



The Impact of the
HIGHLY IMPROBABLE

Nassim Nicholas Taleb

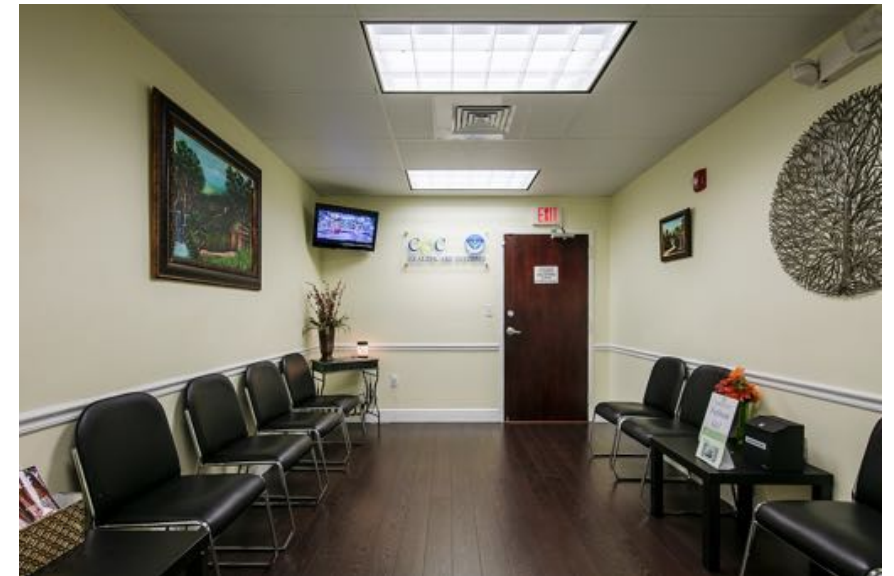
Narrated by David Chandler

MINDSET:

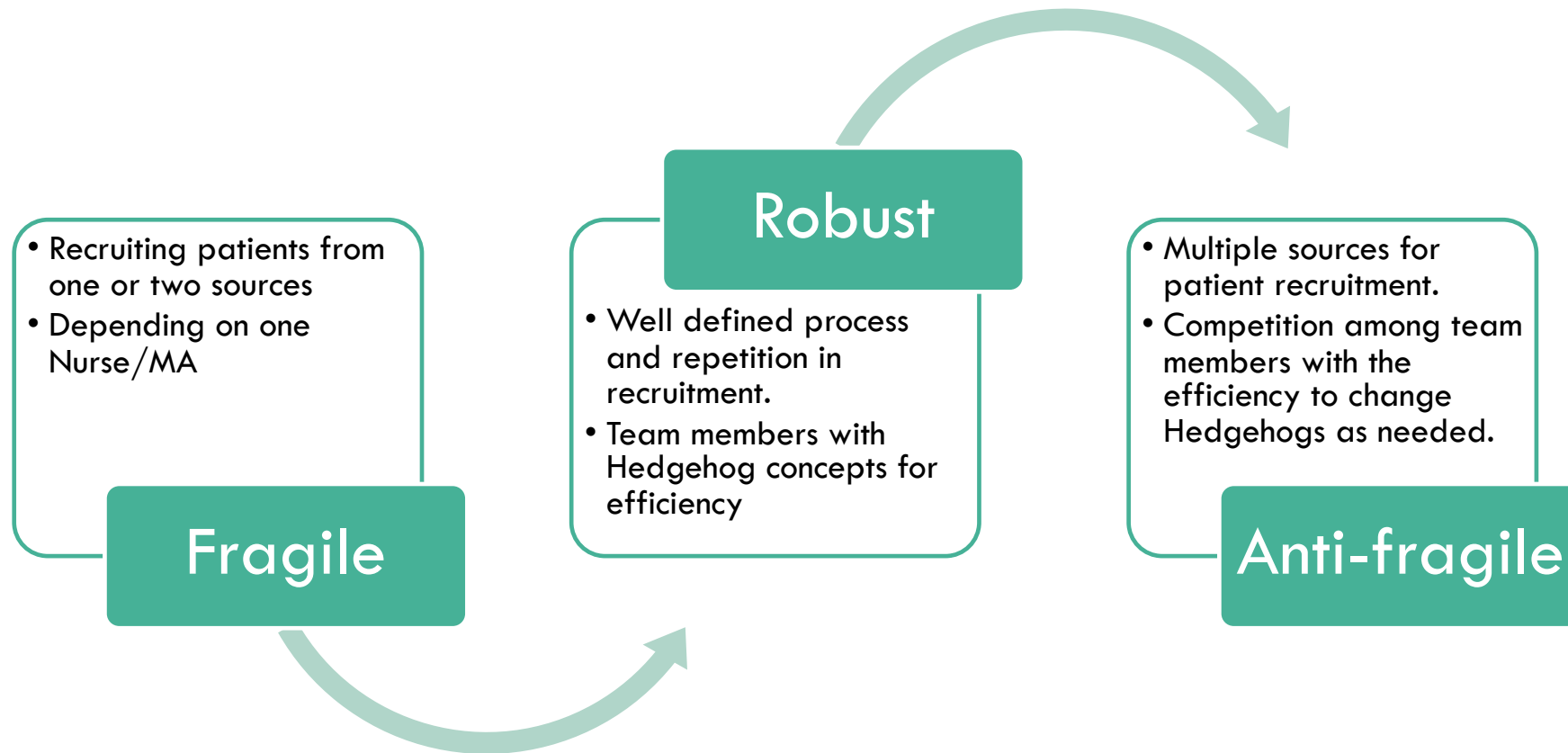
- Making Predictions and overly confident does not work!
- Believe that all Major events, good or bad are possible.
- Don't be a Turkey!

AGENDA:

- First, change your mindset: Expectations are for fools
- Second, Move your DPC practice from a fragile state towards a more robust state. Make it Anti-fragile
- Creating a diverse portfolio for patient referral
- Inserting competition throughout your operations
- On how not to be a turkey!



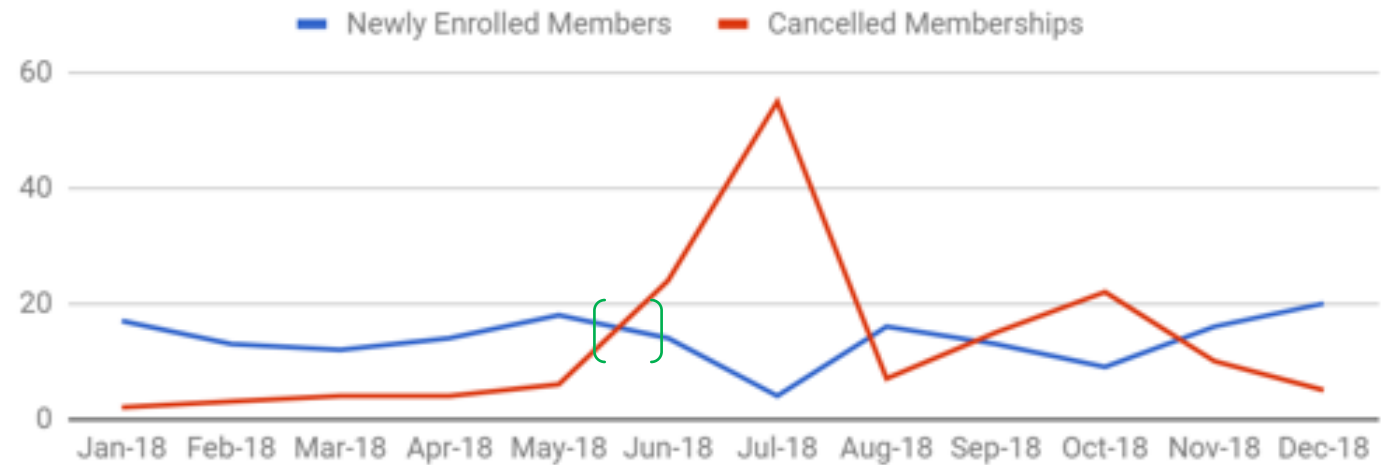
MOVING FROM FRAGILITY AND SKIPPING ROBUSTNESS AND BECOMING ANTIFRAGILE



FRAGILE STATE

- Recruitment was depending on hospital follow ups and my referrals alone.
- No active engagements in the community.
- One disgruntled employees and poor working relationships

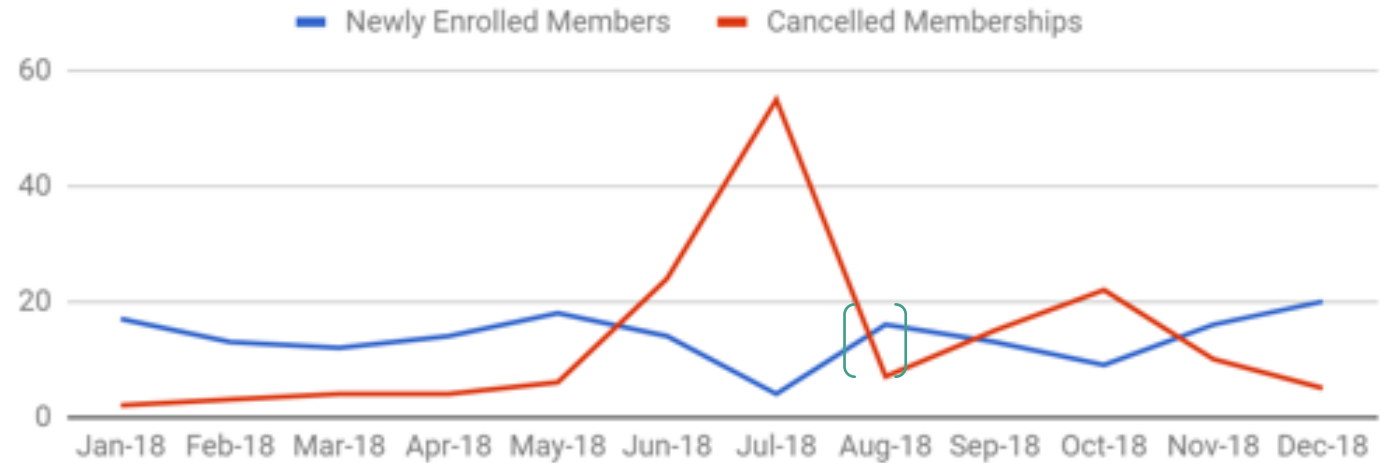
Newly Enrolled Members and Cancelled Memberships 2018



ROBUST STATE

- Hospital Follow up processes set up in office
- Team created their Hedgehog concept and increased efficiency
- Team created working relationships and communication

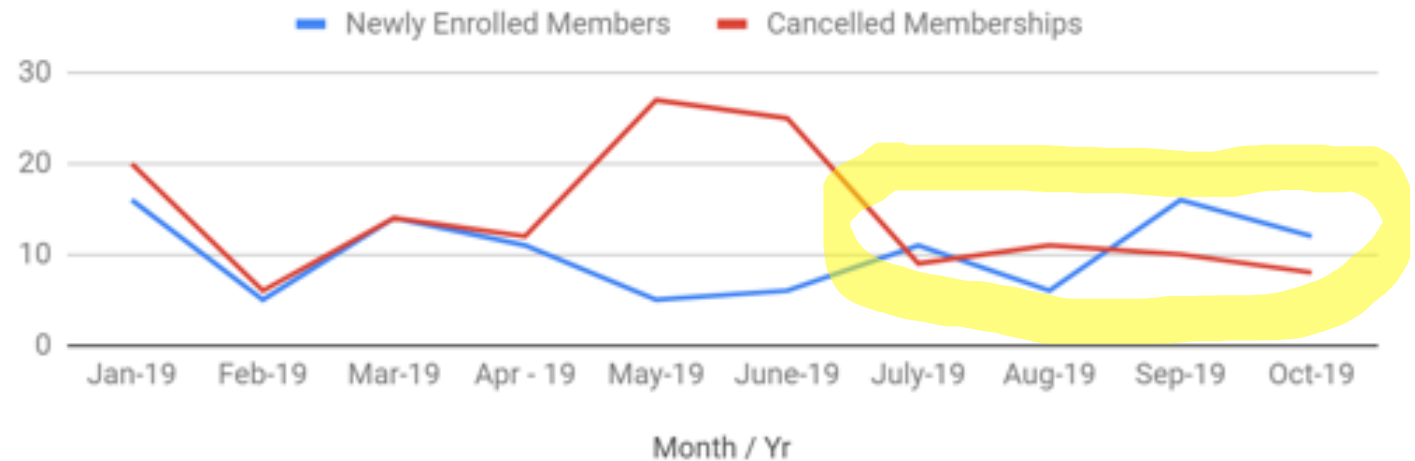
Newly Enrolled Members and Cancelled Memberships 2018



ANTIFRAGILE

- Accepting that the future is unpredictable and increased the number of different patient recruitment sources
- Team is in action and compete among themselves.
- Communication and increase the number of service lines in the practice.

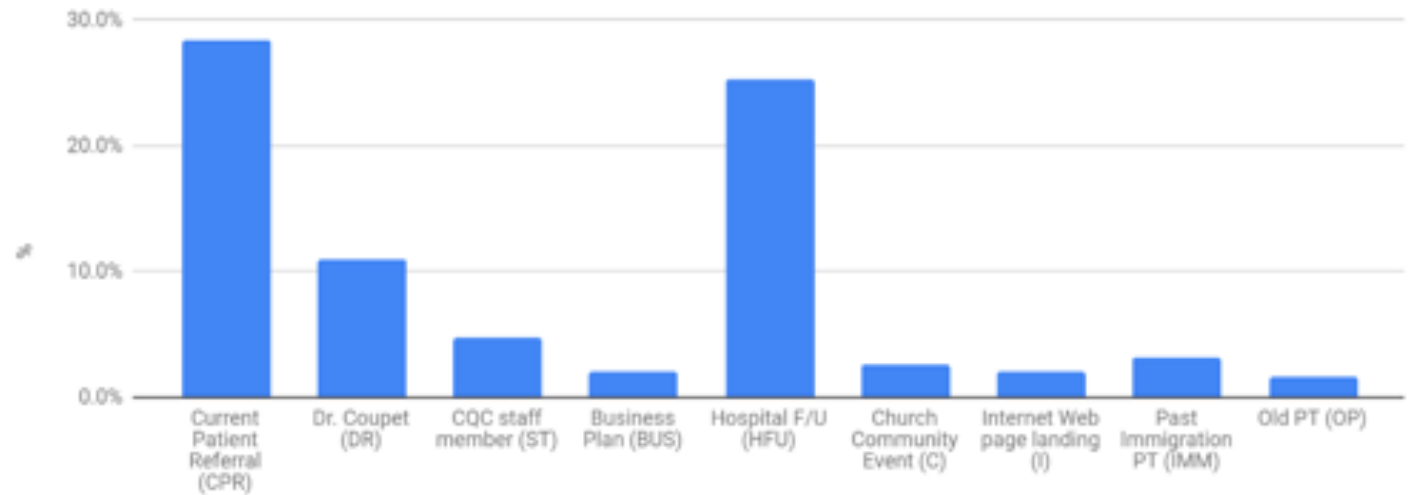
Newly Enrolled Members and Cancelled Memberships 2019



HOW TO CREATE A DIVERSE PATIENT REFERRAL

- Willingness to engage in your community
- Listening to the community you serve
- Creating more tailored options for the office.

Referral Sources



INSERTING COMPETITION WITHIN THE PRACTICE

Services	Employees	Recruitment
Medical Marijuana	MA students	Church presentations
Massage Therapist	NP Students	Social Media
Behavioral Health	Lean model	Community Events / Health fair
E-consults and onsite specialty services	Involvement in the recruitment Process. “Skin in the Game”	Patient referral



IN THIS CURRENT HEALTHCARE ARENA YOUR ONLY RESPONSIBILITY IS NOT TO BE A TURKEY!

- Continue to “tinker” enough and continue active risk management.
 - Listen to your community and bring tailored service lines
 - Continue to look for ways to increase reach: New recruitment strategies etc.
- Don’t be an Expert!
 - Learn from failed options
 - Prepare for all worst outcomes
- Stay informed and continue to practice always
 - Serve and educate your respective communities
 - Engage in the dialogue locally and nationally about DPC

DPC ALLOWED ME THE FREEDOM TO MOVE FROM JUST ACTING
LOCALLY & THINKING GLOBALLY TO NOW WHERE MY ACTIONS HAVE
A GLOBAL REACH!

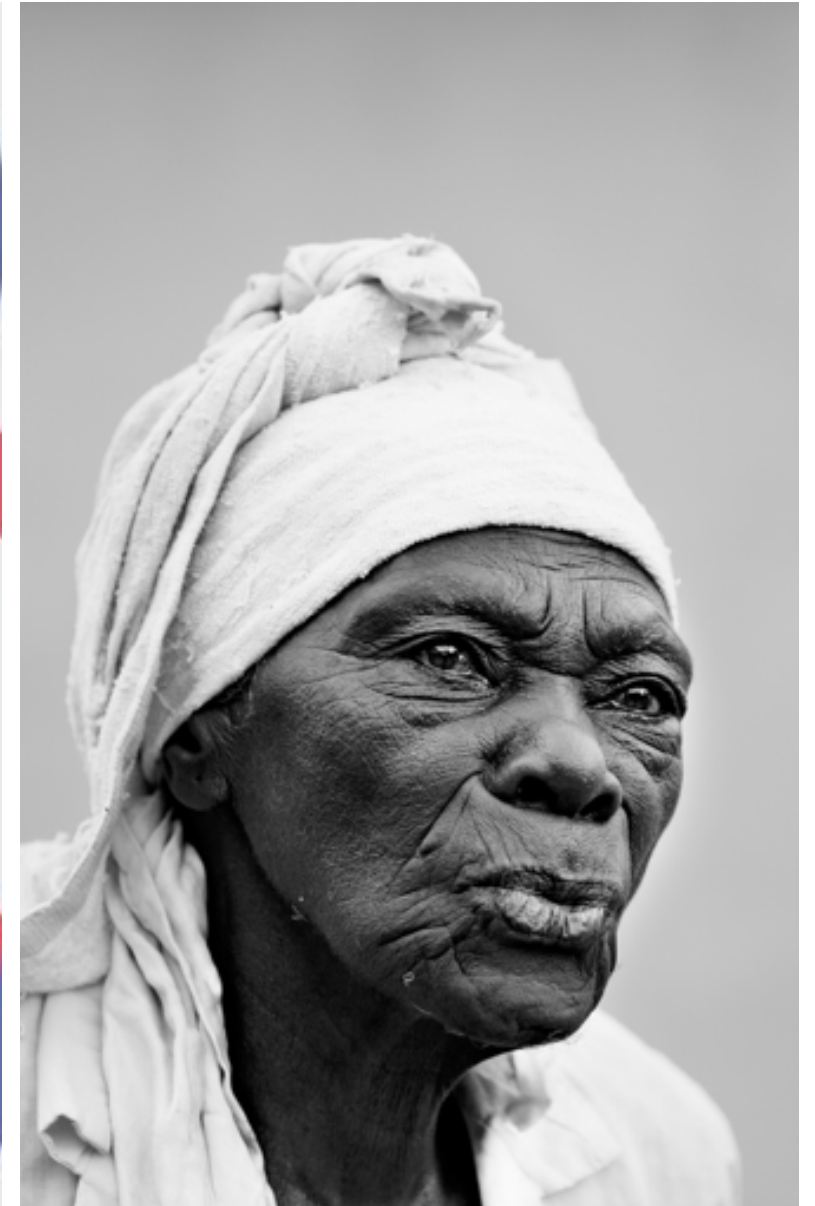


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DPC ALLOWS ME TO FOCUS ON WHAT MATTERS THE MOST

- Bringing access to quality primary care and chronic disease management to the people of Haiti.
- Providing emergency services to people traveling to Haiti.
- Improving Haiti's Human Developmental Index (HDI)





THANK YOU!