

Business. More Clearly.

Volume 4

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New Models of Primary Care

Direct, Onsite, Near-site ... and Walgreens.

by Mark Lacher

If you've heard one thing from us over the past few years, it's that our healthcare ecosystem needs significant changes – and that those changes should start with primary care. The current model of primary care - from consumer to payer to provider, is broken. Fortunately, emerging models of primary care offer a new vision of what is possible and where the industry is headed.

In this issue we look at three models that are remaking the primary care space - and making significant impacts on the quality and cost of healthcare for individuals and employers.

- Direct Primary Care (DPC)
- Onsite or Near-site Clinics
- Walgreens Primary Care Clinics

Direct Primary Care

This is the most “progressive” model in the marketplace and is the umbrella term used for an entire movement of primary care practitioners. These doctors are leaving the mainstream health systems behind and instead adopting a “direct to patient” model, where the patient (or their employer) pays a fixed monthly amount and in return receives full primary care services. Watch the video from Dr. Bricker for a good overview.



The average DPC practice has 345 patients ... compare that to your typical panel for a primary care physician, which is 2,500.

Dr. Eric Bricker

AHealthcareZ



[Watch the Video](#)



Onsite / Near-site Clinics

Usually reserved for the very largest employers, the trend of onsite or near-site primary care clinics (sometimes with occupational health attached) is growing for middle-market companies as well. There are a variety of examples and a host of new companies that are making this a reality for employers. One local / regional example is R-Health, and a more national player is WeCare. We encourage you to check both of them out below.



Care is Primary.®



Walgreens

Recently Walgreens made some noise when they announced a partnership with VillageMD to bring primary care to 800 or so of their pharmacy locations. Unlike CVS which is utilizing the “minute-clinic” approach, by partnering with VillageMD Walgreens is committing to a more advanced and holistic form of primary care. We expect the competition of large players in this marketplace to grow over the coming years as other giants like [Walmart](#) rollout their own primary care strategies to consumers.



“In the U.S., we spend \$4 trillion per year on healthcare, over 85 percent of that is tied to patients with chronic diseases. To improve our healthcare system and reverse the trajectory of health spending, we must meet the needs of all patients.”

Tim Barry, CEO

VillageMD



[Read the full press release](#)



Up Next

Volume 4. How New Tech Is Disrupting Insurance



Check out this short news story to learn about how Neptune, a new player in flood insurance, is using data to upend how the industry has looked at this risk for decades.