

ROADMAP TO DIRECT CARE

Direct care is an innovative model of healthcare that has emerged in response to the increasing lack of quality and affordability in the current U.S. system. The process of launching or transitioning to a direct care practice will be the focus of this informative session.

Presenters will educate physicians about the nature and logistics of the direct care model, for both primary and specialty fields. Participants will have the opportunity for active dialogue during the Q&A with physicians who are currently practicing direct care in the Pittsburgh area.

P R E S E N T E R S

Program Director, Kirsten Lin, MD (Family Medicine) ♦ Lela Dougherty, MD (Family Medicine)

Ashley Kittridge, DO (Dermatology) ♦ David MacIsaac, DO (Family Medicine)

Sam Urick, DO (Internal Medicine) ♦ Joel Warshaw, MD (Internal Medicine)

SEPTEMBER 21

Allegheny County Medical Society
713 Ridge Ave / Pittsburgh, PA 15212

7:00 am Registration, Breakfast, and Visit
with Exhibitors
7:35 am Welcome
7:40 am Program Begins
12:00 pm Conclusion

REGISTRATION BEGINS JULY 1st

<https://dcpp.ticketspice.com/roadmap-to-direct-care>

This program is sponsored by the Direct Care Physicians of Pittsburgh, Allegheny County Medical Society, and the University of Pittsburgh School of Medicine Center for Continuing Education in the Health Sciences

Questions? Contact Nadine Popovich by email: npopovich@acms.org or to (412) 321-5030

Registration is required to attend.

Register Online no later than September 14th at

<https://dcpp.ticketspice.com/roadmap-to-direct-care>

Registration Fee

Physicians - \$95.00 / Residents - \$35.00

In support of improving patient care, this activity has been planned and implemented by the University of Pittsburgh and Direct Care Physicians. The University of Pittsburgh is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

The University of Pittsburgh School of Medicine designates this live activity for a maximum of 4.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Other health care professionals will receive a certificate of attendance confirming the number of contact hours commensurate with the extent of participation in this activity

We gratefully acknowledge support for this activity from

**Connected Health
DermPath Diagnostics**

**Free Market Medical Association
SignatureMD**

INTRODUCTION

This program is designed to be beneficial for physicians in the specialty-areas of family medicine, internal medicine, pediatrics, endocrinology, dermatology, allergy/immunology, psychiatry, and rheumatology.

The complexities of contracting with insurers have tremendously increased healthcare costs for patients and placed more demands on physicians in recent years. This direct care payment model has helped strengthen the relationship between patients and physicians in many communities, allowing physicians more control over their patient panel sizes, practice staffing, and care delivery. The session serves to help physicians gain an understanding of this direct care model and learn about the process of launching or transitioning to a practice of this type.

LEARNING OBJECTIVES

At the end of this course, participants should be able to:

- Define the concept of direct care
- Discuss advantages and challenges of the direct care model
- Compare and contrast direct care with current payment model utilized in the U.S. healthcare system
- Provide an overview of the steps required to transition and existing practice, or launch a new practice, in the direct care model

AGENDA

7:00 am to 7:30 am	Registration, Breakfast and Visit with Exhibitors	9:30 am to 9:45 am	Break and Visit With Exhibitors
7:30 am to 8:00 am	Welcome and Overview of the Direct Care Model <i>Kirsten Lin, MD</i>	9:45 am to 10:15 am	Direct Specialty Care – A Fee-for-Service Model - <i>Ashley Kittridge, DO</i>
8:00 am to 8:30 am	Implementing Value-Added Services and Creating a Niche - <i>Lela Dougherty, MD</i>	10:15 am to 10:45 am	Hybrid and Concierge Models <i>Joel Warshaw, MD; David Maclsaac, DO</i>
8:30 am to 8:45 am	Building Blocks to Success: A Practice Startup Checklist - <i>Kirsten Lin, MD</i>	10:45 am to 11:15 am	'Restoring the American Dream' Direct Care as an Employee Benefit <i>Lela Dougherty, MD</i>
8:45 am to 9:00 am	Key Factors For a Successful Transition – <i>Joel Warshaw, MD</i>	11:15 am to 11:45 am	Marketing a Direct Care Practice <i>Sam Urick, DO</i>
9:00 am to 9:30 am	What it Takes to Become a Small Business Owner: Funding and Managing Your Practice – <i>Sam Urick, DO</i>	11:45 am to Noon	Moderated Q&A - <i>Kirsten Lin, MD</i>
		Noon	Adjournment

CME ACCREDITATION AND DESIGNATION STATEMENT

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PROGRAM FACULTY AND FACULTY DISCLOSURE

Kirsten Lin, MD	Direct Care Physicians of Pittsburgh, Pittsburgh, PA. Board Certified in Family Medicine.
Lela Dougherty, MD	Direct Care Physicians of Pittsburgh, Pittsburgh, PA. Board Certified in Family Medicine.
Ashley Kittridge, DO	Direct Care Physicians of Pittsburgh, Pittsburgh, PA. Board Certified in Dermatology.
David Maclsaac, DO	Family Medicine, Wexford, PA.
Sam Urick, DO	Direct Care Physicians of Pittsburgh, Pittsburgh, PA. Board Certified in Internal Medicine.
Joel Warshaw, MD	Internal Medicine, Bethel Park, PA

All individuals in a position to control the content of this education activity including members of the planning committee, speakers, presenters, authors, and/or content reviewers have disclosed all relevant financial relationships with any entity producing, marketing, re-selling, or distributing health care goods or services, used on, or consumed by, patients.

The following relevant financial relationships were disclosed:

Joel Warshaw, MD Other: Owner of Med Chart, LLC (Electronic Medical Records)

No other planners, members of the planning committee, speakers, presenters, authors, content reviewers and/or anyone else in a position to control the content of this education activity have relevant financial relationships to disclose.

DISCLAIMER

The information presented at this CME program represents the views and opinions of the individual presenters, and does not constitute the opinion or endorsement of, or promotion by, the UPMC Center for Continuing Education in the Health Sciences, UPMC / University of Pittsburgh Medical Center or Affiliates and University of Pittsburgh School of Medicine. Reasonable efforts have been taken intending for educational subject matter to be presented in a balanced, unbiased fashion and in compliance with regulatory requirements. However, each program attendee must always use his/her own personal and professional judgment when considering further application of this information, particularly as it may relate to patient diagnostic or treatment decisions including, without limitation, FDA-approved uses and any off-label uses.

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