

Top 10 Costs

PART 3: PRIMARY CARE



WHERE DOES OUR MONEY GO?

What Does It Include?

Primary Care includes such things as annual check-ups, blood tests, x-rays, women's health, flu shots, prescriptions, vaccines, etc.

Why Is It Important?

- It only consumes 10% of your plan dollars but it drives 50% of your plan spend.
- Primary Care doctors are the "quarterback" of care as they are making referrals to imaging, surgeries, specialists, mental health, pharmacy, and all the other healthcare providers across the continuum of care.

- In other words, primary care doctors are steering your patients towards care that may be more expensive and not a better value. What is really important is what they do for prescriptions and referrals because that is what is going to drive the performance of your plan.

What Are We Doing About It?

Now we know how costly it is in terms of time and money, the question is, "what are we doing about it?"

Let's take a look at the options by comparing what happens in a status quo carrier-controlled plan vs. a company-controlled plan such as Hero.

Status Quo

Copays

If you are in a PPO — meaning you have a Blue, United, Cigna, Aetna or Humana plan — you likely have copays for primary care and telehealth.

PCP

In the current plan you have primary care physicians, who are perfectly good doctors.

Hospital

Those primary care physicians work for the hospital as the hospitals are buying up these PCPs in your area to make them referral agents for the hospital.

2,000 patients

These PCPs have roughly 2,000 patients each that they see, so it is hard for them to get to know their patients.

<10 min per patient

The average time these physicians spend with their patients is less than 10 minutes.

Hero

1

\$0 Primary and \$0 Telehealth

You need to re-think your copays as Hero's \$0 out-of-pocket primary care, telehealth and behavioral health copays will be much better ROI for your bottom line and benefit your employees. For example, one status quo trip to the ER could cost your plan \$3k which would buy free telehealth for your employees.

2

DPC

DPC stands for Direct Primary Care physicians which is what you get with Hero.

3

Owner

These Hero physicians are owners of their own practice, they are local community owners.

4

500 Patients

Hero's physicians have only 500 patients that they see, so they are able to get to know their patients and understand their social determinants of health.

5

40 min per patient

They spend an average of 40 minutes with their patients and it doesn't take a month to get a visit.

To free yourself from your Carrier-controlled Plan, visit herohealthplans.com