

## Introduction

Inspire Family Medicine is a Direct Primary Care (DPC) practice that opened its doors in October 2021 in West Boylston, Massachusetts under the ownership and vision of Dr Jenny LaBonte. DPC is a business model whereby the patient pays the doctor a low monthly membership fee in exchange for unlimited primary care services. These include physicals, well-child visits, chronic disease care, acute care, vaccinations and minor procedures. While the majority of patients in the practice have health insurance, Inspire Family Medicine does not contract with or bill insurance for care rendered. However, patients do use their health insurance for other services, such as specialist visits, labs, hospitalization or surgical care. Direct Primary Care allows a very stable income stream and a smaller patient panel size, so the doctor can give personalized care with easy and convenient access. There are roughly 1600 DPC practices across the country and 16+ in Massachusetts. This is a rapidly growing trend, given the high levels of doctor satisfaction, and emphasis on the doctor-patient relationship. We like to refer to DPC as “old fashioned medicine with all the modern conveniences”.

### 1.0 Mission:

Inspire Family Medicine strives to deliver primary care in a uniquely personalized way. We encourage our patients to achieve optimal health through a variety of healthy lifestyle choices.

We also strive to advance the DPC movement, shift the current paradigm of high-volume medicine and create more opportunities for doctors to experience the joy in practicing medicine again.

### 2.0 Method:

#### 2.1 [Exceptional health care delivery is achieved through:](#)

- Helpful and friendly staff
- Limited wait times (average less than 5 minutes)
- Unhurried appointments (30-60 min)
- Pleasant, relaxing office environment
  - Soothing color palette, soft ambient music, subtle aromatherapy
  - Natural light, plants and greenery
  - Visually clean and uncluttered
  - Tea, coffee, water station
- Convenient access to the doctor
  - same or next day urgent visits
  - Telehealth available
  - Self scheduling options available online

- Enhanced methods of communication
  - Use of portal, phone, email, Zoom or secure texting app
  - Make it easy for the patient to contact us and resolve their issue.
- Creating a trusting relationship between the patient and provider
  - Active listening, motivational interviewing, providing good eye contact.
  - Meeting patients where they are at and partnering together on joint health goals.

## 2.2 [Introducing our patients to healthier lifestyle decisions is achieved through:](#)

- Direct counseling, handouts, and visual teaching aids during the office visit
- Workshops given by allied health professionals and hosted by Inspire Family Medicine
- Providing on-site services with allied professionals in massage, nutrition counseling and mental health counseling.
- Partnering with off-site professionals such as health coaches, fitness programs, chiropractors, acupuncturists and the like.

## 2.3 [Advancing the DPC Model across Massachusetts is achieved through:](#)

- Providing mentorship to colleagues who are interested in opening their own DPC practices
- Giving talks to medical students and residents, involvement in primary care interest groups
- Providing DPC care to local small businesses that are looking for affordable healthcare solutions for their employees
- Working with our local legislators to break down barriers that impede care (ie: HMO and Medicaid referrals restrictions)

## 2.4 [Restoring the joy in medicine for clinicians is achieved through:](#)

- Reducing administrative burden
  - No quality metrics, insurance billing/leveling/coding, Medicare wellness requirements or check boxes
- Scheduling flexibility and autonomy
- More time for self care and work-life balance
- Smaller panel size (300-500 patients), smaller workload, less charting

- Using technology to “work smarter, not harder”. Technology that allows us to care for the patient from work, home, or on the sideline of the soccer game.

### **3.0 Values**

- Showing up for the patient in a trustworthy, fully present, unrushed way
- Providing price transparency
- Loving what we do and showing up each day fully charged
- Leading by example
- Honoring and respecting our hard-working staff
- Teaching opportunities - medical, pre-med, NP and PA students, residents
- Giving back to the community through philanthropic efforts
- Encouraging Lifestyle Medicine
- Collaborating with allied professionals to create a multi-pronged approach to health
- Strong communication skills (verbal, written and non-verbal)

### **4.0 Outcomes**

We believe that our patients want the following outcomes:

- To be heard
- To be respected (for their opinions, thoughts and time)
- To be inspired to improve their chronic disease states
- To resolve their problem in the quickest way possible
- To be able to make appointments in the most convenient way possible
- To be able to communicate with the doctor easily

### **Vision**

Our vision is to grow our current business so that we have 2 providers working out of our West Boylston site and add 2-3 more providers to work out of a second site in the Worcester county area. We've seen tremendous demand for primary care doctors and great stability in this business model. Our hope is to select some of the best, well-respected primary care doctors in the region and invite them to be a part of our amazing team.