

DIRECT CARE

THE KEY TO TRANSFORMING HEALTHCARE DELIVERY AND LOWERING RISING COSTS



If you're like most companies in the U.S., you are searching for a solution to curb the staggering increases in the healthcare costs facing both your company and your employees. With costs continuing to rise, it may seem there is not much hope for savings. However, an innovative solution exists and it is being widely embraced by forward-thinking employers and their benefits consultants. It is called Direct Care and it puts you in back control of healthcare by focusing on great primary care as the foundation of great healthcare, which drives substantial cost savings.



PRIMARY CARE IN THE U.S. IS BROKEN

Over the past few decades, the healthcare system in the United States has continued to de-value primary care, which has fundamentally broken the relationship patients used to have with their personal primary care physicians. This has resulted in tremendous fragmentation of care, leading to over utilization of the emergency room, urgent care centers, specialists and hospitals. This has led to a tremendous amount of waste and redundancy, less-effective care, and higher healthcare costs for employers and your employees.

The main cause of this dysfunction is the fee-for-service payment model, which pays doctors based on the volume of patients instead of the value of care. This model incentivizes 10-minute appointments, high levels of specialist referrals, high levels of prescription drug usage, delays in essential chronic care management, along with redundant tests and procedures.

Overall, these issues lead to higher costs, worsening health outcomes, and lower levels of patient satisfaction.

A SOLUTION EXISTS – ENTER DIRECT CARE

Direct Care transforms primary care from a legacy model, which is transactional, volume-based, and focused on treating discreet illnesses, to a refreshing new model which is continuous, relationship-based and focused on helping patients achieve optimum health. Direct Care firmly establishes primary care at the nexus of our healthcare delivery system.

The best way to deliver care is to empower an enduring relationship between a patient and a primary care doctor who knows the patient and can serve as their healthcare quarterback.

In Direct Care, doctors are rewarded for superior clinical care, stewardship of overall healthcare spend, and the patient experience. It is the ultimate evolution of value-based primary care.

THE THREE PILLARS OF DIRECT CARE

The foundation of primary care is built on three main pillars.

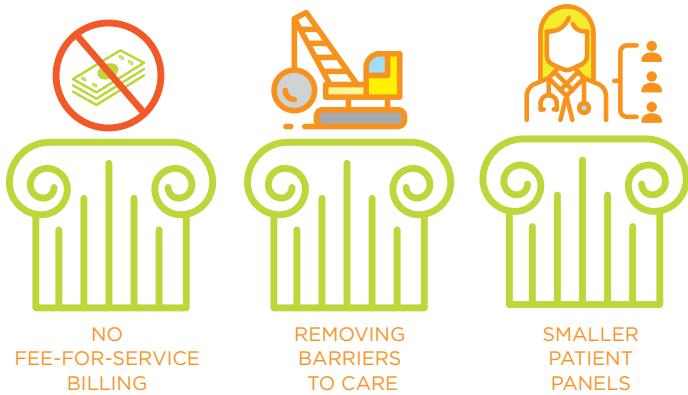
First, Direct Care practices are completely liberated from fee-for-service and volume-based incentives. This has been replaced with a flat monthly fee, which covers the entirety of the expanded scope of primary care.

The second feature of the Direct Care model is removing the barriers that traditionally prevent people from accessing great primary care.

There are no co-pays or out-of-pocket costs, no matter how frequently someone needs access to care. In addition, patients have 24/7 access to their personal doctors, through convenient office hours and virtual access after-hours via a secure mobile app.

And finally, Direct Care caps the number of patients that doctors care for to less than half of what a traditional practice has. A traditional primary care doctor cares for over 2,500 patients, while a Direct Care physician cares for less than 1,000. This allows doctors to spend more time with each patient.

These features are combined to achieve the goal of enabling patients and doctors to have the time to establish a real, meaningful relationship, which is the foundation of great primary care.



"I LOVE THE MOBILE APP. I DEVELOPED A RASH AND INSTEAD OF GOING TO THE OFFICE, I USED THE APP TO UPLOAD PICTURES AND SEND IT TO MY R-HEALTH DOCTOR." - Sarah, R-Health Patient

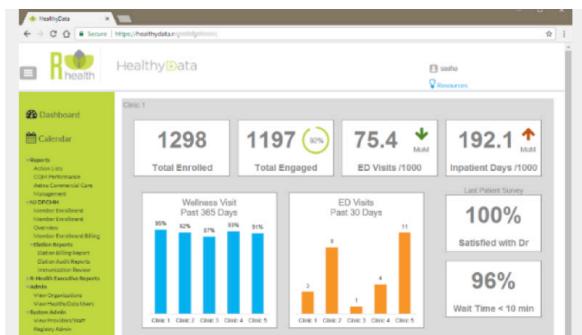
HOW DOES DIRECT CARE TRANSFORM CARE DELIVERY?

To support the care delivery and impact the value of care, Direct Care utilizes robust technology resources to support traditional relationship-based care, including:

PATIENT ENGAGEMENT TOOLS

Direct Care gives a patient 24/7 access to a personal physician and care team. The most effective primary care is the care that is available to the patient when and where they need it. By using patient engagement tools, Direct Care closes the loop of unlimited access to a physician. This seamless contact is accomplished through a secure, HIPAA-compliant app that allows for text access, photo uploads, phone visits, and video chats. And an integrated EMR allows communication features between doctor and patient including follow up notifications after each visit, lab results, the ability to send messages to the doctor, text appointment reminders, and more.

This ensures that doctors can deliver the right care, at the right time, in the right setting.



DATA INTEGRATION FOR CLINICAL INTELLIGENCE

Direct Care transforms data into knowledge, and uses this knowledge to drive smarter, more effective utilization, higher patient satisfaction, and better outcomes.

This allows the clinical care team to use actionable data to transform patient care – starting at the foundation of the practice level. It seamlessly integrates claims, patient, and clinical data to make informed decisions. This puts primary care doctors back in control of healthcare – serving as the quarterback for their patients to navigate through the confusing healthcare landscape.

EMPLOYEES WHO CHOOSE TO PARTICIPATE IN THE DIRECT CARE PROGRAM WILL GAIN SUPERIOR ACCESS TO HIGH-PERFORMING, CONVENIENT, AND AFFORDABLE PRIMARY CARE DELIVERED BY WORLD-CLASS PHYSICIANS BOARD-CERTIFIED IN FAMILY MEDICINE OR INTERNAL MEDICINE.



INTEGRATION WITHIN YOUR EXISTING PLAN DESIGN

It is simple to offer Direct Care as an option within an existing health plan, especially for self-funded employers. Employees who choose to participate in the Direct Care program will gain superior access to high-performing, convenient, and affordable primary care delivered by world-class physicians Board-certified in Family Medicine or Internal Medicine. They will have a personal primary care doctor who is accessible and empowered with the tools to help them efficiently navigate the healthcare system. With the goal of removing all obstacles or potential barriers to exceptional care, there are no co-pays or out-of-pocket for patients for Direct Care doctor's offices. And should specialists or anything outside of the primary care services be necessary, your existing network remains available to cover these services.

Some of the main benefits that your employees and their family members will enjoy with Direct Care include:

- No co-pays
- More time with the doctor
- Same- and next-day appointments for urgent issues
- Convenient appointments, including evening and weekend hours
- 24/7 virtual access via a secure, HIPAA-compliant mobile app for texting, photo uploads, and video visits
- Onsite labs, medications, and immunizations

GET STARTED WITH DIRECT CARE

If you are interested in getting started with a Direct Care solution, let's talk. R-Health is a leader in transforming healthcare delivery through Direct Care and would be happy to explore options for your company.