

Advanced Primary Care: Welcome to the future

Telemedicine is not the key.

Primary care, enhanced by mobile technology is transforming health care.

Technology is merely a tool that solves a problems. Primary care, a long-term care relationship that provides first-touch level health care and ready access to care, has been a proven solution for lowering the cost of care for decades. Numerous hurdles exist, however, for this solution to actively help a given patient. Technology can be a useful means for primary care to utilize its proven methodologies to both lower cost and increase the quality of health care.

Technology-enhanced urgent care (Akos, Teladoc, others) cannot and should not claim to provide the benefits of primary care. The care is neither relational nor longitudinal and thus the health care team will not or should not pretend to guide the whole direction of an individual patient's care, nor take responsibility for a given patient.

Big Tree is technology-enhanced advanced primary care. We *do* act as the long term care provider for a patient. We *are* comfortable taking responsibility as the primary care provider. We merely use technology to support this function. At Big Tree we like to say that patients are “**paying for a relationship, not a visit.**” Or think of it as the “visit that never ends.”

- **Big Tree Unlimited** (Unlimited in-office or virtual care): \$59/person/month
- **Big Tree Virtual** (Unlimited virtual care, in office visits \$85): \$44/person/month

Example situation:

Day 1: patient develops a cough.

Day 4: patient thinks the cough should get checked out and text-messages their care team. This is the same nurse practitioner and nurse that cares for their diabetes. The provider and patient exchange 10 text messages and eventually the provider reassures the patient that it is just a viral upper respiratory tract infection.

Day 9: the patient again text messages their care team (9 pm on a Friday night) as the cough has evolved and they now have fever and facial pain. The provider video chats with the patient and determines that the viral upper respiratory tract infection has now been complicated by acute bacterial sinusitis. The nurse practitioner calls an appropriate antibiotic into a nearby pharmacy. While on the call, the nurse practitioner inquires into the patient's diabetes care. The patient notes elevated blood sugars. They decide to watch and see if this improves after the infection clears.

Day 10: The patient text messages a photo of a rash to their care team and receives reassurance.

Day 11: The same provider sends a text message to the patient to see if the sinus infection is improving and if the blood sugars have improved. The sinus infection has cleared, but the blood sugars are still elevated. The provider mails the patient an additional medication for the diabetes. The provider also orders a hemoglobin A1c test at a local lab for 3 months from now to monitor the effect of the new medication.

Cost for care: \$44/month.

Big Tree Medical Home Advanced Primary Care platform provides:

- Unlimited visits via a secure app.
- 24-7 access to their personal care team
- Virtual visits (video, text message, etc)
- Most generic medications free (see below)
- Discount lab prices (over 90% off most labs)
- Care coordination (acting as the quarterback of the health plan, taking long term responsibility for each patient)
- Medical weight loss, medical smoking cessation, mental health care
 - Mental health care includes the medical treatment of depression, anxiety, bipolar disorder, ADD and related disorders. We also provide outpatient management for many substance abuse disorders.
 - The medical weight loss program alone typically costs \$100-\$200/month at other institutions.
- Primary care based acute and chronic disease management:
 - Acute care includes anything that can be treated at urgent care including acute infections, minor injuries and other sudden and often significant conditions.
 - Chronic disease management includes the management of most chronic health conditions (about 80% of all subspecialty care can be done either at primary care or with a subspecialist). Chronic disease care is especially effective in our platform as we provide constant communication with each. Our medication dispensing platform allows every refill to act as a chance to improve the management of the chronic condition. Diabetes, asthma, COPD, high cholesterol, high blood pressure, migraines, and arthritis are just a few examples.
- Comprehensive Wellness Program
 - This includes the medical oversight and ordering of wellness tests and programs.
 - Tests such as mammograms or cholesterol tests are done at the cost of the plan.
- Free in office labs (rapid strep tests, urinalysis, pregnancy test, etc).
- We provide vaccine program oversight and ordering and vaccines typically take place at a local health department or pharmacy.
- Well-child care (per the Bright Futures guidelines).

Demonstrated Results:

90% reduction in ER utilization

99% reduction in urgent care utilization

90% reduction in generic pharmacy spend

50% reduction in total pharmacy spend

40% reduction in total medical/pharmacy spend

72% utilization

Net Promotor Score: 90

Each patient touches Big Tree on average every 5 weeks.

- **Free Medications included in the Big Tree group plans:** most doses, strengths are included. All medications must be prescribed or re-prescribed by one of the Big Tree physicians. Any medication can also be prescribed to the pharmacy of the patient's choice. Only medications dispensed at Big Tree are "covered" at no cost.
- **The average cost of these medications purchased retail is \$39/month.**
- **This list covers approximately 87% of all US prescriptions (excluding controlled substances).**

Free Medications: Several forms, doses and strengths are available.

Other Medications, supplies: Patients can also purchase other medications and most medical supplies from us at wholesale cost.

Free Shipping: If there is not a Big Tree location in your home county, free shipping of medications is provided.

Antibiotic/Antiviral/antifungal:

Acyclovir
Amoxicillin
Amoxicillin/Clav
Azithromycin
Cefadroxil
Cefdinir
Cephalexin
Ciprofloxacin
Clindamycin
Doxycycline
Fluconazole
Levofloxacin
Metronidazole
Sulfamethoxazole/Trimethoprim
Terbinafine
Valacyclovir

Asthma/Allergy/Immune:

Albuterol Neb
Azelastine Nasal
Montelukast

Cardiovascular/Lipids

Amlodipine
Atenolol
Atorvastatin
Carvedilol
Clopidogrel
Furosemide
Hydrochlorothiazide
Isosorbide Mononitrate
Lisinopril
Losartan
Metoprolol
Olmesartan
Pravastatin
Quinapril
Ramipril
Rosuvastatin
Simvastatin
Verapamil

Diabetes:

Glimepiride
Glipizide
Metformin

Muskuloskeletal/joint:

Allopurinol

Celecoxib
Cyclobenzaprine
Prednisone

Neurologic/Pain/Mental health:

Amitriptyline
Aripiprazole
Baclofen
Bupropion
Buspirone
Carbidopa/levodopa
Citalopram
Divalproex
Duloxetine
Escitalopram
Fluoxetine
Gabapentin
Hydroxyzine
Lamotrigine
Lithium
Meloxicam
Naproxen
Paroxetine
Quetiapine
Risperidone
Rizatriptan
Sertraline
Sumatriptan, oral
Tizanidine
Topiramate
Trazodone
Venlafaxine

Other:

Benzonate
Esomeprazole
Estradiol
Finasteride
Meclizine
Norgestimate/Ethinyl Estradiol
Omeprazole
Ondansetron
Pantoprazole
Sildenafil
Tadalafil
Tamsulosin
Triamcinolone cream

