

Virtual Direct Primary Care

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 Virtual is technology-enhanced direct 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.”

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 Virtual Primary Care platform provides:

- Unlimited visits via a secure app.
- 24-7 access to their 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)
- Medical weight loss, medical smoking cessation, mental health care
- Primary care based acute and chronic disease management
- Comprehensive Wellness Program

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



- **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.

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
Cyclobenzaprime
Indomethacin
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