



## Central Florida-Based Integrated Physician Group Introduces Subscription-Based Primary Care Model

### Primary Partners' New Direct Primary Care Emphasizes Physician Access, Price Transparency

CLERMONT, Fla., May 9, 2019 -- Primary Partners, an integrated group of high-performing physicians who participate in "value contracts" with commercial insurers and who operate an Accountable Care Organization (ACO), announced today it will be adding a new business model to its suite of services: direct primary care. With this model, patients pay a monthly fee to access care directly from their primary care physicians, which includes check-ups, office visits, 24-hour access to care, and some basic lab services. Other services such as lab tests and diagnostic services are available through outside providers at discounted prices.

Direct primary care has become increasingly popular with physicians nationwide, who believe it helps provide personal, convenient care with reduced administrative burden. Patients pay a membership fee every month, which allows them basic coverage without additional fees for a wide range of healthcare services. Direct primary care helps patients enjoy a stronger physician-patient relationship and empowers them to achieve better health.

"Many patients look to direct primary care for financial reasons," said Dr. Cara Jakob, chief transformation officer for Primary Partners. "They appreciate knowing what their physician costs are going to be each month. However, even more than cost, they appreciate the increased level of access and a closer physician-patient relationship."

The direct primary care model complements Primary Partners' approach to intensive, disciplined patient care. By finding ways to ensure that care is accessible and affordable, Primary Partners can keep patients healthier – and more satisfied – for the long-term.

"This model really represents a return to traditional values in patient care," said Dr. Memory Crowley, chief medical officer for Primary Partners. "Our patients enjoy the more robust level of care, and we see the benefit from a population health perspective. Quite simply, this model empowers our providers and our patients to achieve better overall health."



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Primary Partners has grown significantly in the last few quarters. The group recently announced that it would enter risk-based agreements with select Medicare Advantage plans. Under these arrangements, Primary Partners is responsible for the complete continuum of healthcare required for certain Medicare Advantage patients who choose a Primary Partners physician as their PCP. In addition, Primary Partners is actively growing its physician network to include specialists in disciplines outside of primary care.

To learn more about Primary Partners, including joining the network or becoming a shareholder, please call Allie Torres at (352) 394-5219 or email [support\(at\)primarypartners\(dot\)org](mailto:support(at)primarypartners(dot)org).

#### About Primary Partners

Primary Partners is an integrated healthcare delivery network of high performing physicians who participate in various high quality, cost-efficient care models. Our network of independent primary care physicians and specialists coordinate with our preferred hospital and ambulatory care partners to provide comprehensive care. The company is dedicated to providing quality, coordinated care to create a positive patient experience and improved health outcomes, while reducing growth in healthcare expenditures.

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