

NORTH RISK PARTNERS®

**INNOVATIVE
HEALTHCARE
SOLUTIONS: THE
RISE OF DIRECT
PRIMARY CARE**

MAY 2025

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PRESENTERS



Dr. Jon Van Der Veer
Internal Medicine Physician, Founder
Hy-Vee Health Exemplar Care



Colton Storla
V.P. Employee Benefits, Risk Advisor, Partner
North Risk Partners


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AGENDA

- Direct Primary Care (DPC):
 - Past, Present, & Future
 - Why is this a growing benefit?
 - Fixing the Foundation
 - Storytime
 - Why?



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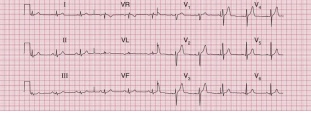
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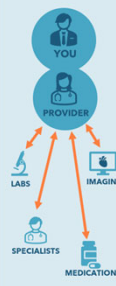
DIRECT PRIMARY CARE

Past, Present, and Future

- Late 1990s or early 2000s
 - Lots of Pioneers: Drs. Bliss & Umbehrl & so many more

<https://atlas.md/wichita>



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DPC: PAST, PRESENT, & FUTURE

- 2500+ practices and over 20,000 individual**
 - Saving clinicians from burnout
 - Demand for transparency, access, & affordability - virtual, on-site, near-site, retail, etc

Benefits of Direct Primary Care
With Monthly Retainer

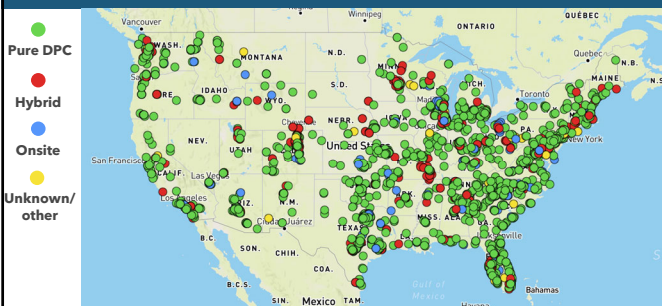
- SAVE MONEY**
Get your monthly fee
- BETTER CARE**
Get more face-to-face time with your doctor
- UNLIMITED VISITS**
Get more doctor appointments you want virtually or in person
- COMPLEMENTS INSURANCE**
Pair with your insurance for ultimate care and coverage
- ACCESSIBILITY**
Contact your doctor anytime, anywhere with telehealth services

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<https://nesterhealthcare.com>

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DPC: PAST, PRESENT, & FUTURE



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DPC: PAST, PRESENT, & FUTURE

- **“Prove It or Lose It”**
 - Disease prevention
 - Cost savings
 - Patient experience
- **“Grow up!”**

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“I AM THE LORAX. I SPEAK FOR THE”...DPC!

“IT’S NOT ABOUT WHAT IT IS, IT’S ABOUT WHAT IT CAN BECOME.”



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DPC: WHY IS THIS A GROWING BENEFIT

-  **CLINICAL BURNOUT**
DEVALUATION OF PRIMARY CARE
-  **RISING COST**
-  **LACK OF ACCESS**
-  **LACK OF TRANSPARENCY**
-  **LEGAL CHANGES**
-  **FIDUCIARY RESPONSIBILITY**

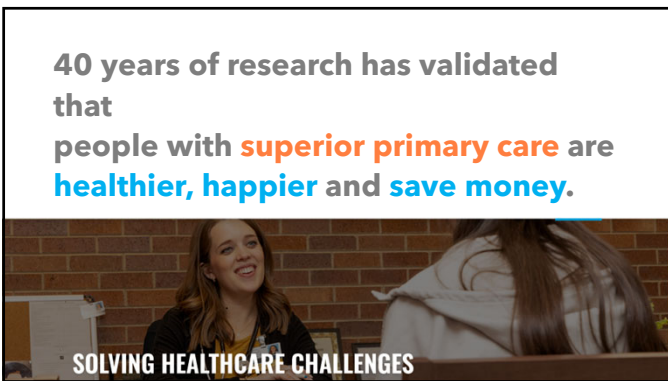
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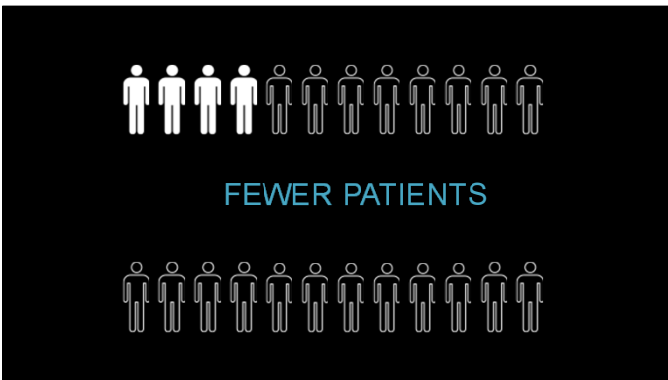
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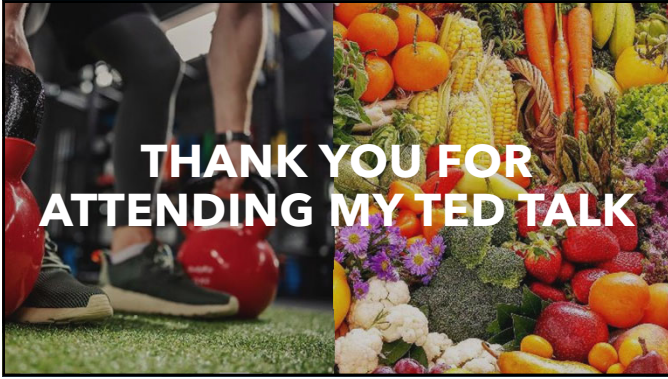
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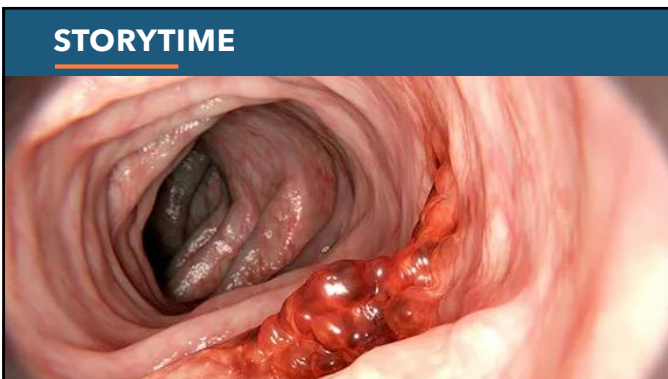
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