



NORTH RISK PARTNERS®

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

MAY 2025

NORTH RISK WEBINARS | 2025

PRESENTERS



Dr. Jon Van Der Veer

Internal Medicine Physician, Founder
Hy-Vee Health Exemplar Care

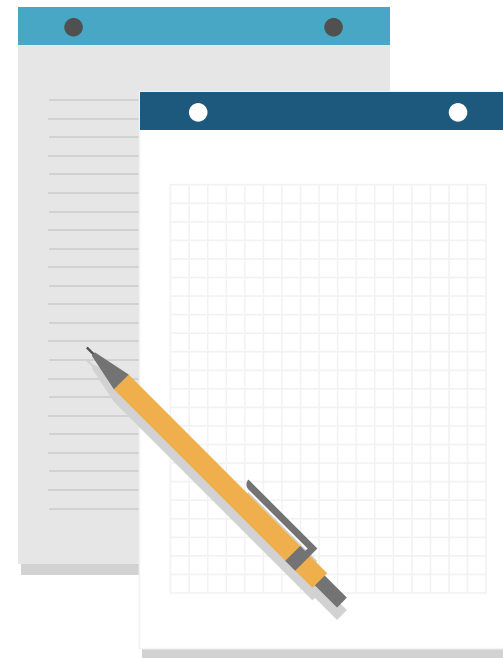


Colton Storla

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

AGENDA

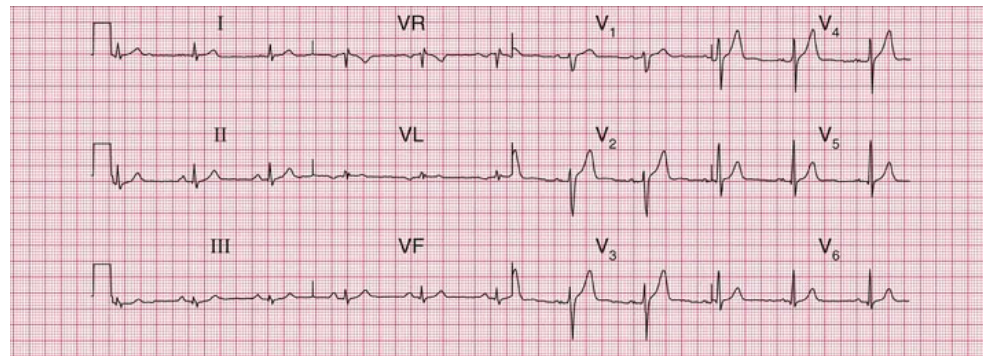
- Direct Primary Care (DPC):
 - Past, Present, & Future
 - Why is this a growing benefit?
 - Fixing the Foundation
 - Storytime
 - Why?



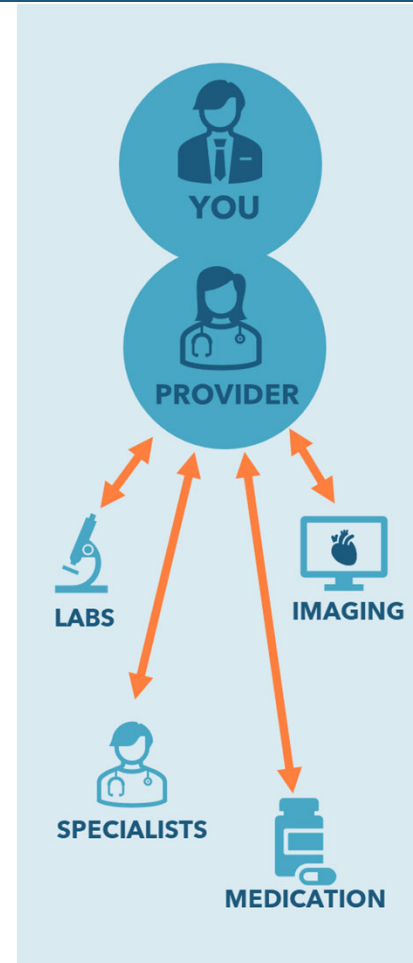
DIRECT PRIMARY CARE

Past, Present, and Future

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



<https://atlas.md/wichita>



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

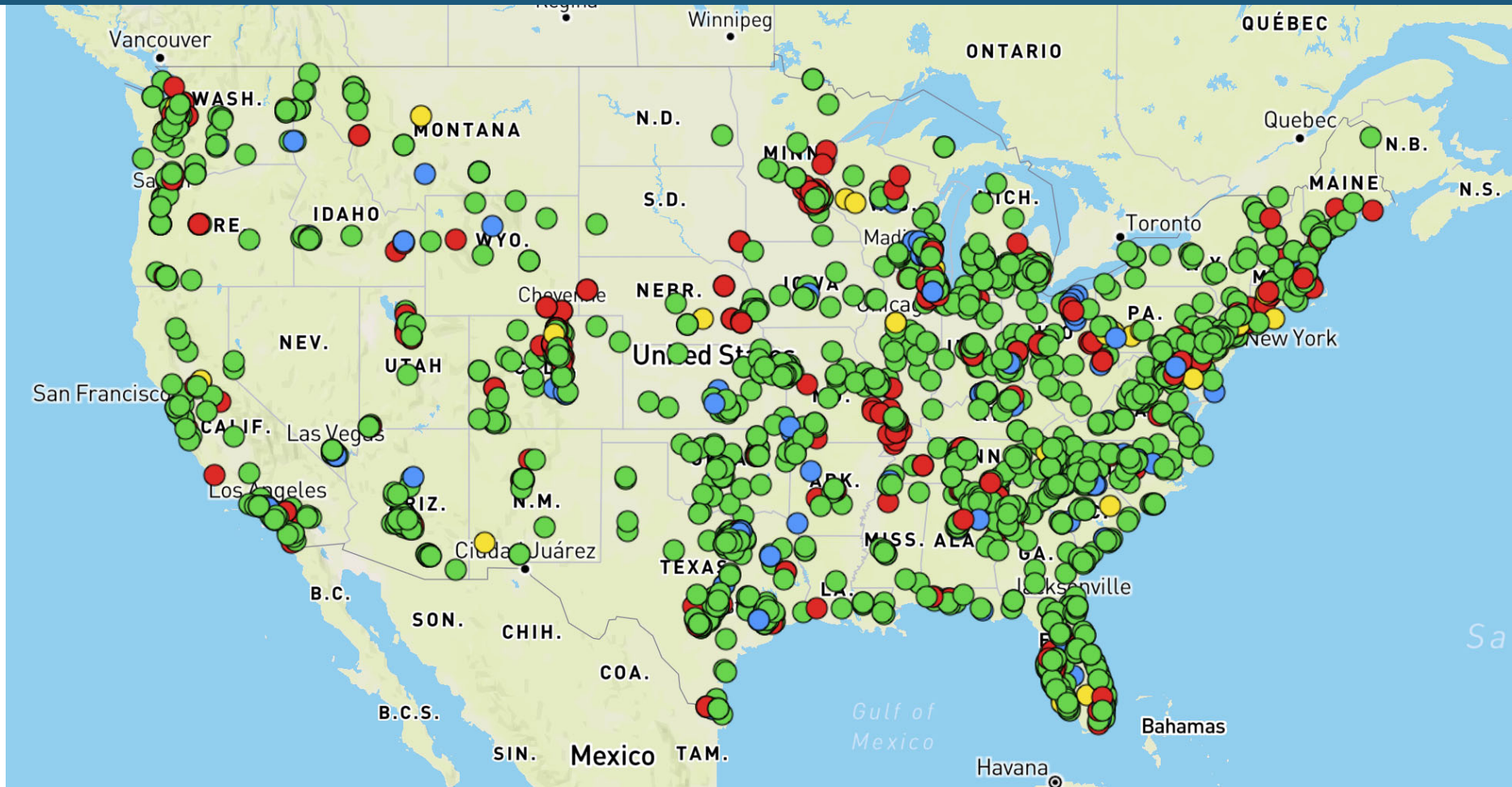


Benefits of Direct Primary Care
With Nextera Healthcare

- SAVE MONEY**
Pay one low monthly fee
- BETTER CARE**
Get more face-to-face time with your doctor
- UNLIMITED VISITS**
See your doctor as much as 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

DPC: PAST, PRESENT, & FUTURE

- Pure DPC
- Hybrid
- Onsite
- Unknown/other



DPC: PAST, PRESENT, & FUTURE

- **“Prove It or Lose It”**

- Disease prevention
- Cost savings
- Patient experience

- **“Grow up!”**



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



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



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

U.S. HEALTHCARE = DYSTOPIAN REALITY



ACCESS | QUALITY | COST



DIRECT PRIMARY CARE

FIXING THE FOUNDATION

40 years of research has validated that people with **superior primary care** are **healthier, happier** and **save money**.

A photograph showing a healthcare professional, likely a nurse or doctor, smiling warmly at a patient. The professional is wearing a dark jacket over a yellow shirt and has a stethoscope around her neck. The patient is seen from the back, wearing a white hospital gown. They are in a room with a brick wall and a bulletin board in the background.

SOLVING HEALTHCARE CHALLENGES





FEWER PATIENTS



Health

Health Care

Health Insurance

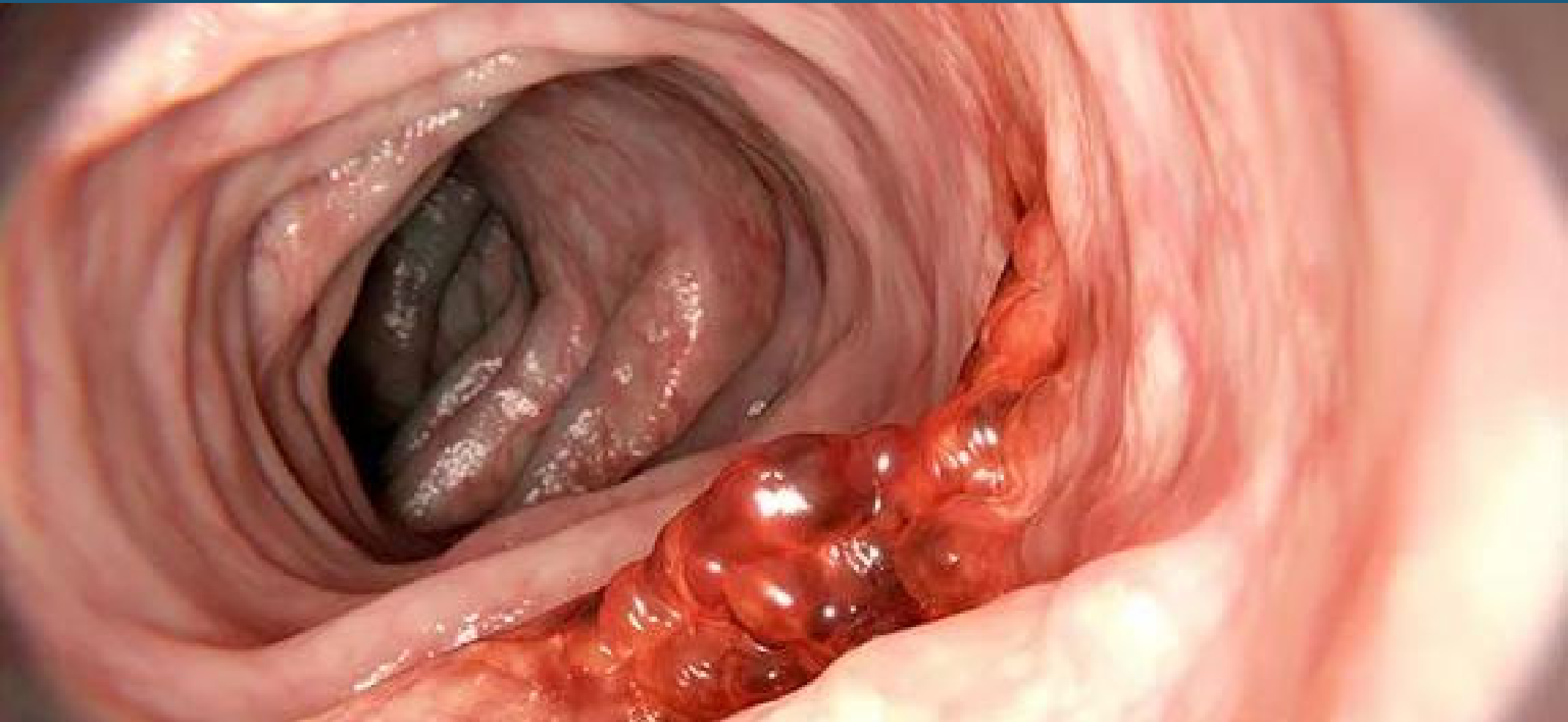


**THANK YOU FOR
ATTENDING MY TED TALK**

STORYTIME



STORYTIME



BUT REALLY, WHY DPC?





**Unless someone
like you cares
a whole awful lot,
nothing is going
to get better.
It's not.**

**THANK YOU &
QUESTIONS**

