

Company Profile

Vision

Personal MD is direct primary care medical company designed to provide affordable high-quality health care to small and medium sized companies. Using the direct primary care model, we contract directly with our clients minimizing the role of medical insurance, decreasing paperwork, and increasing quality. In turn, this allows the relationship between the doctor and patient to improve, while saving our clients money.

Company Background

Personal MD was founded in 2003 as one of the first 200 clinics in the United States that completely separated from working with insurance companies and dedicated our practice to providing a membership clinic model. Since our inception, we have been able to help hundreds of companies and thousands of individuals. This model has improved access to high quality health care while minimizing the role of health insurance. In fact, working directly for companies and patients has proven to be so effective that thousands of clinics and doctors in the United States have converted their practice to a version of our original model and unified under the term Direct Primary Care (DPC). DPC is now recognized by nearly every state and has been included as an acceptable option in the Affordable Care Act, commonly known as Obamacare. We are proud to be one of the pioneers of DPC and continue to be on the fore front of innovative approaches to improving the doctor-patient relationship.

Our Role In Corporate Health Care

For decades, large companies have seen the value of providing their employees with access to health care. These companies have also seen the value in bringing medical providers directly to their employees by creating on-site health clinics. In study after study, these companies get a 3:1 return on this type of investment. Unfortunately, companies of under 1,000 employees have had a harder time justifying the cost of implementing on-site health care clinics; until now. Personal MD has changed the health care landscape by giving smaller companies the option of providing their employees with a medical home and in many cases a part-time on-site provider. This allows each employee the benefit of seeing a doctor on-site, or at their local medical home when the company clinic is not open.

Since 2003, Personal MD has helped hundreds of companies ranging from 1-600 employees. Our biometric show that we can improve a company's health profile by improving employee rates of smoking, obesity, high blood pressure, diabetes, high cholesterol, and absenteeism. Regardless of the size of the company and current health care model being applied, implementing direct primary care has been shown to improve the overall health, performance, and satisfaction of the employees. We are proud to be one of the pioneers of direct primary care and look forward to continuing to work with and improve our client's most important investment, their employees.

History of Direct Primary Health Care

The primary reason Personal MD was created was to re-establish a personal relationship between the physician and the patient; hence the name Personal MD. In the late 1990's and early 2000's, primary health care had evolved to a point where health insurance companies were dictating what, where, and how doctors treated their patients. This was a far cry from the roots of health care where doctors decided what was best for a patient to be and stay healthy. By committing to completely separate from a relationship with insurance companies, Personal MD was able to directly care for patients who had the same values. Since then, health insurance companies have become even more involved in the care of patients and dictate nearly every aspect of a patients care. This control of decisions has become a battle between doctors, hospitals, and insurance companies and ironically the paying customer has been left out of the equation.

Direct Primary Care is a health care model that creates accountability between a doctor and a patient by putting the patient back in the middle of the health care decision equation. Personal MD providers discuss every decision with our clients in attempt to provide him or her with the ability to choose the best option. By minimizing the role of the insurance company, our clients now have the ability to pick from different types of health care such as being self-funded, high deductible health care models, or catastrophic care options. Generally, these options are less expensive than traditional insurance models so our clients save money, get better health care, and decrease paperwork. Our expectations are that every individual will eventually move to this health care model in some form or another.