RESHAPING HEALTHCARE

JP Saleeby, MD

SICK CARE SYSTEM

The predominant healthcare delivery system in the USA (and most parts of the world) is a Sick-Care based system Bio-Medical Industrial Complex.

It involves Clinics, Hospital systems, Pharma, Insurance companies, Organizations, Medical Boards, Government agencies and policies.

PROBLEM

KEEPING THE SICK… SICK

Conveyor belt medicine with revolving door to keep the sick… sick to justify use of pharmaceuticals and procedures (Dx and Tx) going for profit

COSTLY AND NOT SUSTAINABLE

The system today is not sustainable. It must be "funded" artificially as it cannot stand on its own two feet. The monster grows to the point of being ***too big to fail.*** (Taxpayers $ will sustain it)

PROFIT FOCUSED

Majority of the system is profit focused. Good doctors are forced to comply with the current dollar-driven paradigm. Difficult to escape this system.

While many wish to escape, they are pensive due to being "trapped" financially in the system.

NO PATIENT ADVOCACY

Idealistic practitioners have their patients as #1. However, the system is easily corrupting good doctors. Many fall in line with the status quo.

IMPLODING

If nothing else the COVID Pandemic is the catalyst for the ultimate destruction or implosion of the current system.

SOLUTION

MICRO OFFICES

- Lower overhead.
- Starting with micro-offices or a start up.
- Telemedicine operation may be necessary.

COST CONTAINMENT

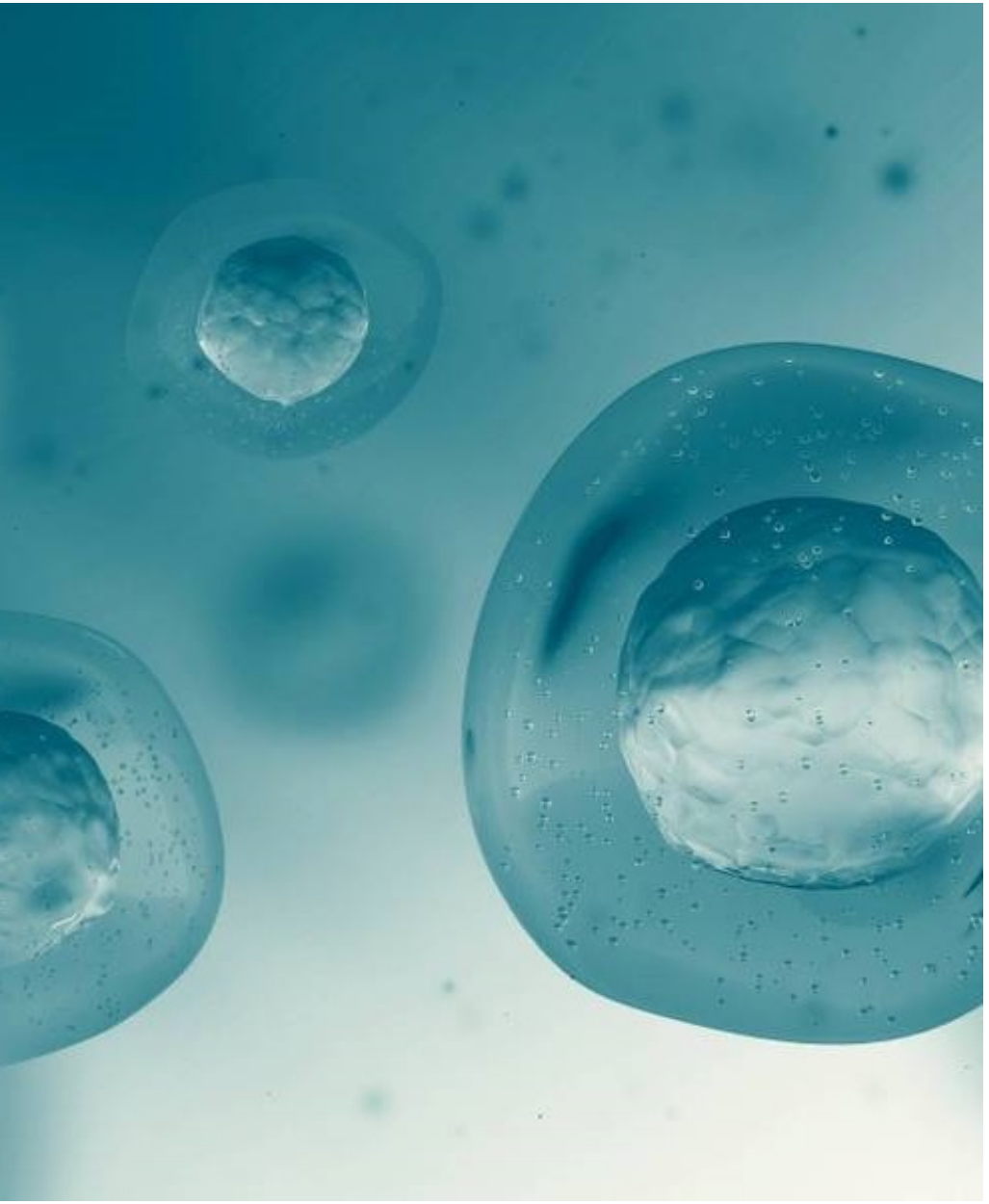
- Reduction in cost will make the new system sustainable.
- Cutting out the fat; returning to basic tenants of practicing medicine: Two ears and a brain (not reliant on expensive diagnostics).

RETURN TO PATIENT FIRST

- Medical professionals must return to a paradigm of ***patient first.***
- Being a patient advocate will once again regain their faith in us

K.I.S.S

- Keep it simple silly!
- Keeping people healthy is rather simple and inexpensive.
- A few generations will be required to flip completely from Sick-Care to Well-Care



THE FIX OVERVIEW

START NOW

Convincing even a minority to ''convert'' to a new paradigm in well-care will start the ball rolling.

JOIN FORCES

To win the war, we must collaborate and network with other like-minded groups with similar ideas and goals.

GOING FROM SMALL TO BIGGER

Starting with a handful of clinics to expand to larger healing centers with focus attention to the new paradigm. Centers of Excellence.

BRINGING IN OTHER ASPECTS

- Educational revamping.
- Insurance (shared plans for patients)
- Insurance and legal reform for Medical Malpractice Insurance.
- Leverage with Pharma.

BENEFITS

- New licensing structure
- New educational structure
- New Medical Organizations
- New Medical Journals
- Provider and Patient advocacy

PRIORITY-HEALTH OVERVIEW

BUSINESS MODEL

RESEARCH

- Spawned in 1998 in Savannah, GA.
- A solo small practice in Integrative Medicine, free of managed care contracts, cash only.

BUMPS AND BRUISES

- Along the way there was no ‘’playbook”.
- Later the reformed Functional Medicine practice (***rFxMed***) has matured and emerged.

DESIGN

- Simple design and basic tenants following a new paradigm to rescue us from the old system.

MARKETING OVERVIEW

BIGGEST HURDLE

- Biggest insult to the progress of establishing a new micro-office in a community is MARKETING.
- My experience is stick with digital marketing.
- Marketing is an enigma to me.

WEBSITE AND SEO

- Finding the ideal website designer, host and SEO (search engine optimizer).
- A key player for success.

ROI

- Making sure your marketing dollar has an optimal ROI; after establishing a center with 300 members per provider, SEO and website are less important.
- Word of Mouth trumps SEO.
- Beware of shyster marketing companies (lot of them out there).

SETTING UP IN YOUR COMMUNITY

PRACTICE WHERE YOU LIVE

- Opportunity exists in your marketplace.
- Set up in your hometown.

BOOTSTRAP IT

- If able bootstrap it and keep it simple, cost effective, sustainable.
- **Find persons or organizations willing to sponsor you.**

REMAIN DEBT FREE

Find others that are:

- **Young & Energetic**
- **Hungry**
- **Intelligent**

OUR COMPETITION IS SICK-CARE, SO YOU SHOULD SUCCEED

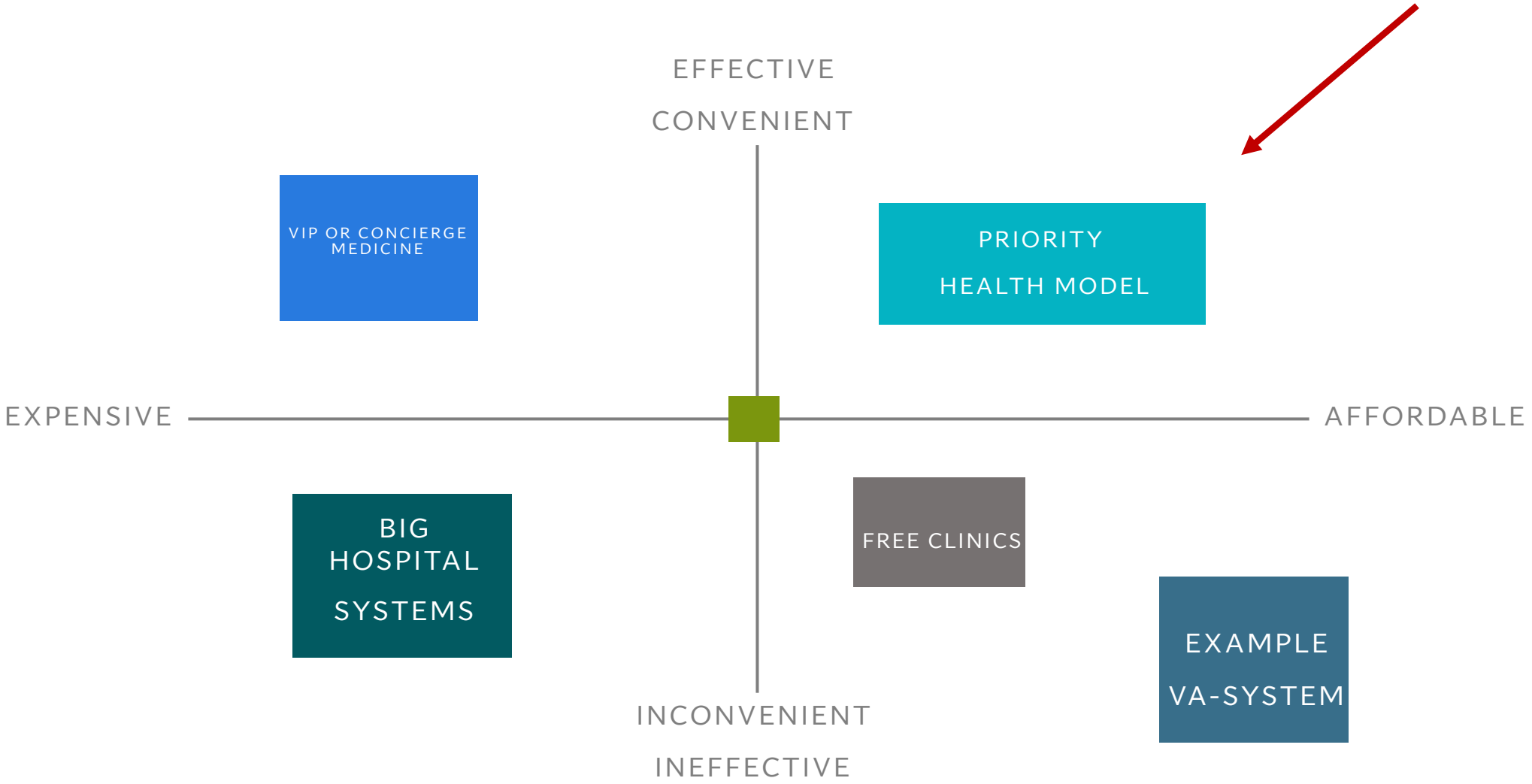
BUILD IT AND THEY WILL COME

- Not easy, but very fulfilling once you get started.
- In 5 to 8 years workload will be lower for better work-life balance.
- Starting with a micro-office single provider center to a multi provider (NP/PA) to build and grow and spin off.
- APPs will do the heavy lifting

KEEP THE IDEALISM

- Counterintuitive but keep *money and making money* as a secondary purpose.
- Build *a patient focused practice* with realistic pricing for your demographic and they will come and build your practice base.
- Profit and financial success will come.
- Be patient.

COMPARISON


EFFECTIVE
CONVENIENT
VIP OR CONCIERGE MEDICINE
PRIORITY HEALTH MODEL
EXPENSIVE
AFFORDABLE
BIG HOSPITAL SYSTEMS
FREE CLINICS
EXAMPLE VA-SYSTEM
INCONVENIENT
INEFFECTIVE

IN LIGHT OF WHAT HAPPENED IN OCTOBER

WE ARE UNDER ATTACK
LIKE NEVER BEFORE

THEY ARE SETTING AN EXAMPLE
WITH PETER…

HUMANITARIAN PHYSICIAN OF THE YEAR

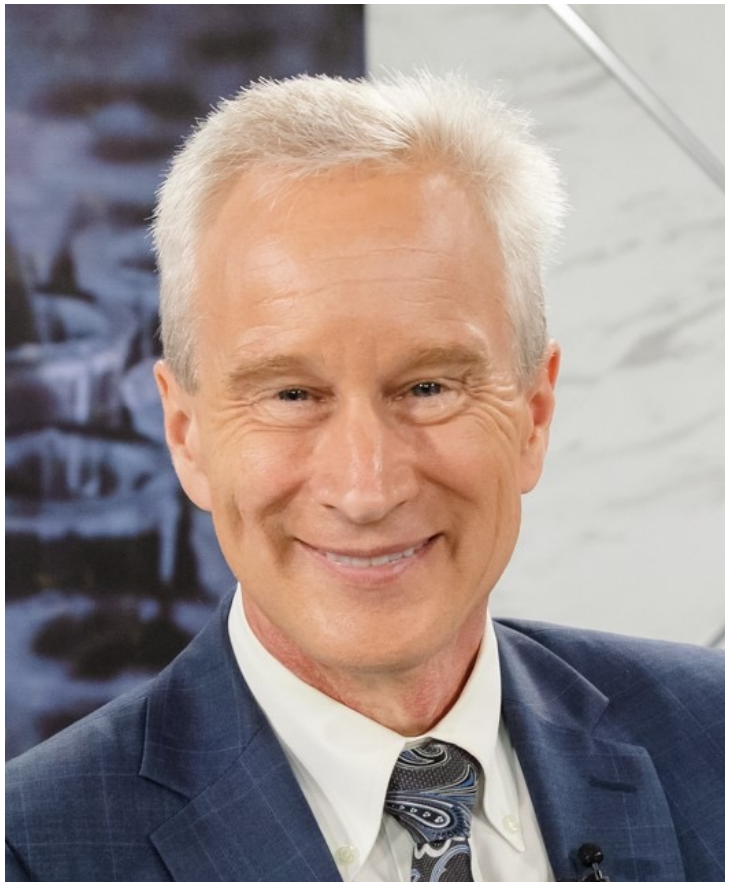
THIS CERTIFIES THAT

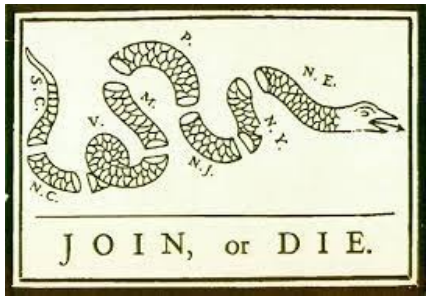
PETER A. MCCULLOUGH, MD

Is the 2021 Humanitarian Physician of the Year recipient for outstanding performance and contributions to the field of Medicine and upholding ethical principles and the Hippocratic Oath.

Yusuf M. Saleeby, MD
Director of Priority Health Academy

PRIORITY HEALTH ACADEMY





HOW TO GET STARTED

How we can scale in the future

TODAY

- Establish like-minded groups that meet regularly to further the movement.
- Several have formed:

AFLDS, FLCCC,Concerned Doctors,Truth for Health, ReAct19, AAPS

TOMORROW

- Collaborative efforts and joining forces among like-minded organizations to form a unified front.
- ***Forming a coalition.***

NEAR FUTURE

- A new parallel healthcare delivery system replete with centers of excellence; hospitals for wellness.
- Educational systems will dominate.

HOW TO GAIN TRACTION

It starts with one person…

Start out small and grow rapidly

- Prove yourself with exemplary care and your center will grow rapidly.
- Start small, even at home with telemedicine.
- Expand when funds allow to a brick-and-mortar center (micro-office).

Watch out for becoming too big

- Watch out for BIG!
- *Big scares me.*
- Big corrupts institutions.
- Big Government.
- Big Tech.
- Big Pharma.

HOW TO START

PRIORITY HEALTH ACADEMY

- Setting up new practice under Licensing Agreement
- Educational support
- Master Classes
- Clinical support
- Sub-Internships
- Business building support
- Call Center (option)

Call us to find out how we can help start-ups succeed

HOW TO START

HOW to fund:

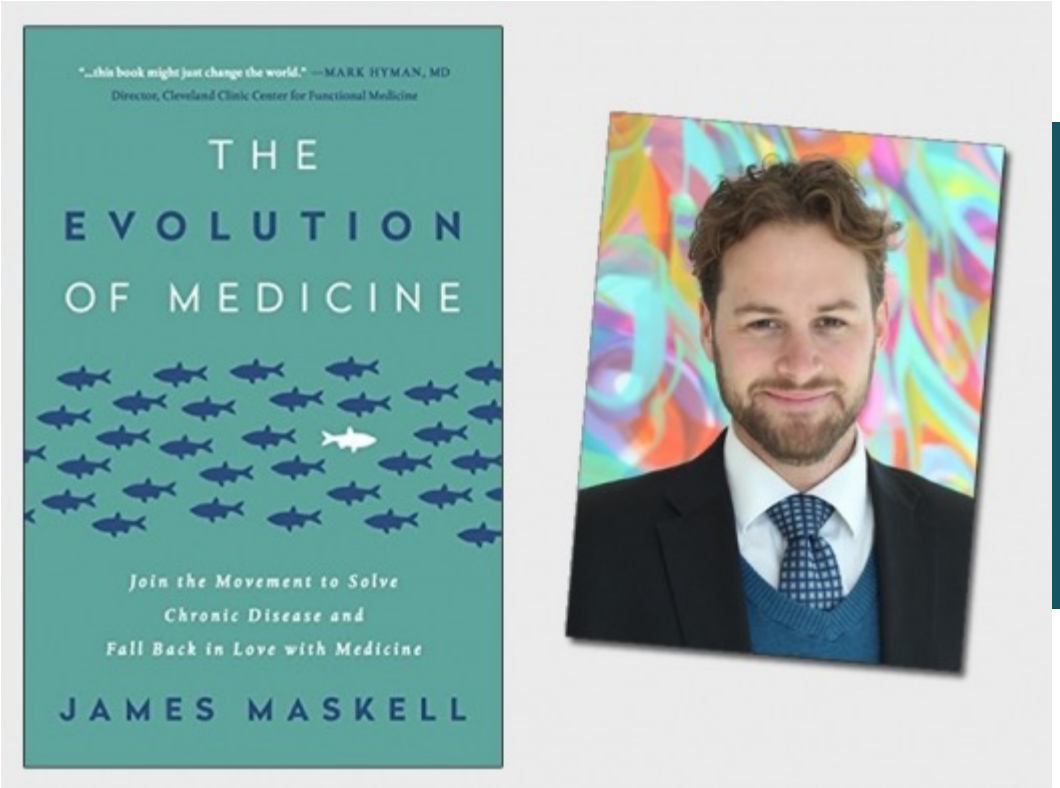
- ❑ Bootstrap it
- ❑ Business Loan
- ❑ Sponsor
- ❑ Establish a non-profit, seek donations
- ❑ Angel Investors, Corporate Sponsors (be careful)
- ❑ Join forces (power in numbers)

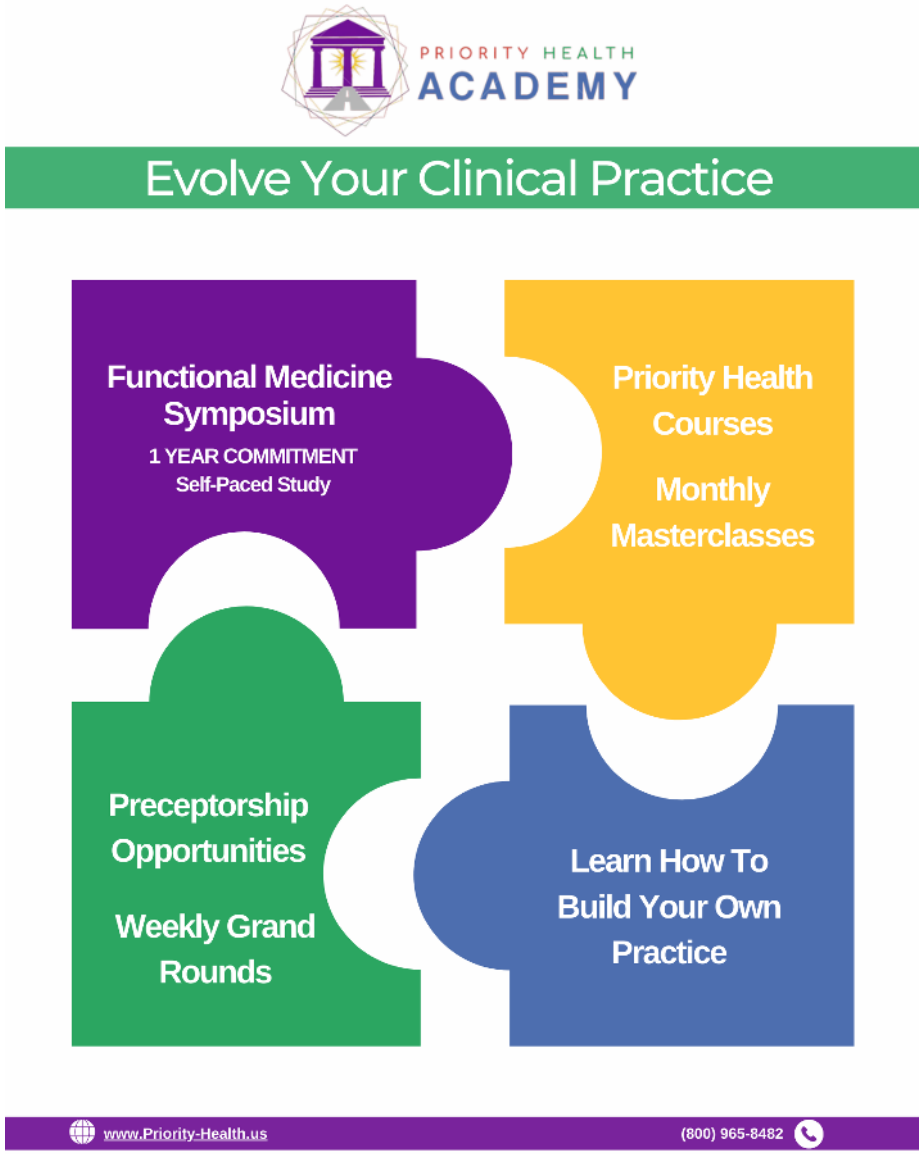
HOW TO START

Get this down first:

- ❑ Establish **CORE VALUES**
- ❑ Build a library (we will show you how)
- ❑ Freebie:
- ❑ ***"The Evolution of Medicine"***

by James Maskell





- Very customizable.
- We want to make students comfortable and happy.
- Learn at your own pace.

ALTERNATIVE TO MEDICAL INSURANCE

MANY OTHERS ARE AVAILABLE

We build:

- ❑ Network of a Legal system (attorneys) that support our efforts.
- ❑ Reform the Medical-Legal system.
- ❑ Establish higher levels of Academic centers (Medical Schools).
- ❑ Consider the use of Private Membership Associations (PMA / PHA).
- ❑ Construct Shared Health Insurance companies friendly to our model.
- ❑ Construct a system of apprenticeships/internships etc. to promote learning and continuing education.
- ❑ Develop larger in-person and virtual conferences.
- ❑ Founding of Medical Organizations and Boards friendly to our model.
- ❑ Lobby local and central government to legislate changes friendly to our model.

EVENTUALLY…

We will not find answers here:

- Big Tech: not going to find answers to healthcare problems with:
  - Amazon
  - Apple
  - Google, etc.
- Tech can be nifty, but it is the human touch that will save the practice of medicine.
- Too many tests and procedures.
- Apps and Automation
- Artificial Intelligence (AI)
- Wearable devices
- Transhumanism
- Need to return to the model of *the "local community doctor"*

LEERY OF…

SUMMARY

- Time is **NOW** for a healthcare reset or restructure
- We should collaborate on a parallel healthcare system to rival the one we have now
- Benefit for providers (lowering burnout and stress)
- Benefit for patients as they will get **much better care**

- BIG TAKE HOME: **Need to unite and collaborate!**

THANK YOU

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