



2021 FMMA Annual Conference

Free Market Innovation to the Rescue!

How entrepreneurial doctors are modernizing healthcare



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Is today's mess really a failure of the free market?

FREE MARKET HEALTHCARE

Thriving marketplace of clearly-priced care options, backed by wide variety of decentralized "insurance" options, personalized to each consumer

SINGLE GOVT PAYER

(Today)

*Highly regulated
3rd-party payer
system dominated
by govt & few
large corp's*

US Postal
Service of
Medicine



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Today's Takeaways

- Healthcare is a consumer service business. It must borrow successful innovation from other industries that deliver better value.
- Direct to consumer care delivers higher value at lower cost to consumers.
- Innovative business platforms are helping independent physician entrepreneurs thrive in direct care.
- A higher-value, free market healthcare system is emerging as an alternative, featuring lower prices, increased access and better quality.



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Healthcare is a consumer service business. What drives success in this space?

1. Key attributes

- a. Pricing clarity (and recurring revenue)
- b. Convenience of on-demand services
- c. Fully-focused on core deliverables

1. Key omissions

- a. No third-party payment
 - b. No hidden charges, surprise bills
 - c. No waiting (i.e. for an appointment or prior authorization)
 - d. No misalignment of interests
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Direct Care: what the free market demands

Consumers: on-demand care, advice, advocacy and medical guidance from a trusted expert for a clear price.

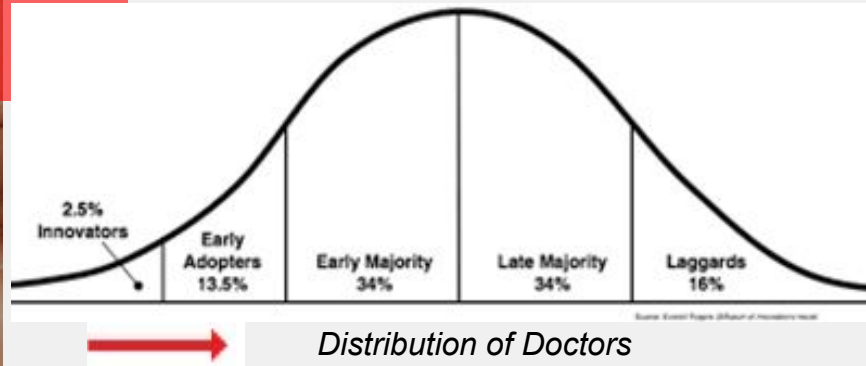
Doctors

- Unshackled from “practice by billing code”
- Time for follow-up activities outside the office (advocacy, advisory)
- Predictable revenue stream
- Manageable patient load
- Return to independent practice
- Complete alignment of interests



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So why the sluggish adoption, doctors?



Risk

1. Launch/Conversion risk
2. Business operational risk
3. Economic risk

Result?

Only the 'innovators' move

Need: innovation that defrays risk for entrepreneurial doctors, and illuminates a clear path to success.



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Solution: launchpad platform for physician entrepreneurs

Mitigates Launch/Conversion, Operational and Economic Risk

- 1.Choreographed, guided (and low stress!) 90-day launch sequence
- 2.Full-service operational support to help run the business on Day 1
- 3.Capital funding to support practice growth and provide minimum physician income
- 4.Marketing platform to drive predictable patient revenue growth
- 5.Expansion and succession assistance
- 6.Inclusion in community of like-minded independent doctors for mutual support



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FreedomDocSM Platform

1. Launch your dream, insurance-free practice in 90 days
 - Follow a choreographed launch sequence
 - Assistance at every step
 - Avoid the pitfalls and surprises which have plagued many practices who launched “DIY” on a checklist and a prayer
2. Full-service operational support to help run your business
 - Day 1 assistance with non-clinical elements of owning/running a business
 - Utilize best practices from successful consumer service businesses outside of healthcare



FreedomDoc Platform

3. Capital for launch expenses, overhead and physician income
 - Non-bank funding facility tailored to DPC practices' needs
 - Monthly draws on a pre-scripted schedule to grow your business and fully fund marketing/advertising
 - Provide steady physician income in the early “lean” months
 - Full repayment and exit in 24-36 months. Physician retains 100% ownership
4. Predictable revenue growth from proven marketing platform
 - Drive 15-30 new patient enrollments per month until panel is full
 - Diversify patient recruitment by drawing from both local consumer markets and employers
 - Professionally-staffed “sales” desk for inbound leads



FreedomDoc Platform

5. Assistance with expansion and succession planning

- Adding new partners
- Selling your practice

6. Security and inclusion in a widespread, mutually-supportive community of like-minded independent physicians

- Peer-to-peer support
- Strength in numbers
- Beyond primary care



Emergence of a free market alternative

Traditional insurance-driven system

1. Doctors must serve their hospital employers
a. PCP's are a feeder system for hospital referrals

1. Insurance is the primary currency used to purchase care
a. Doctors constrained by insurance-approved billing codes
b. Familiar barriers to care
i. Unknown pricing
ii. Narrow networks
iii. Inconvenient access

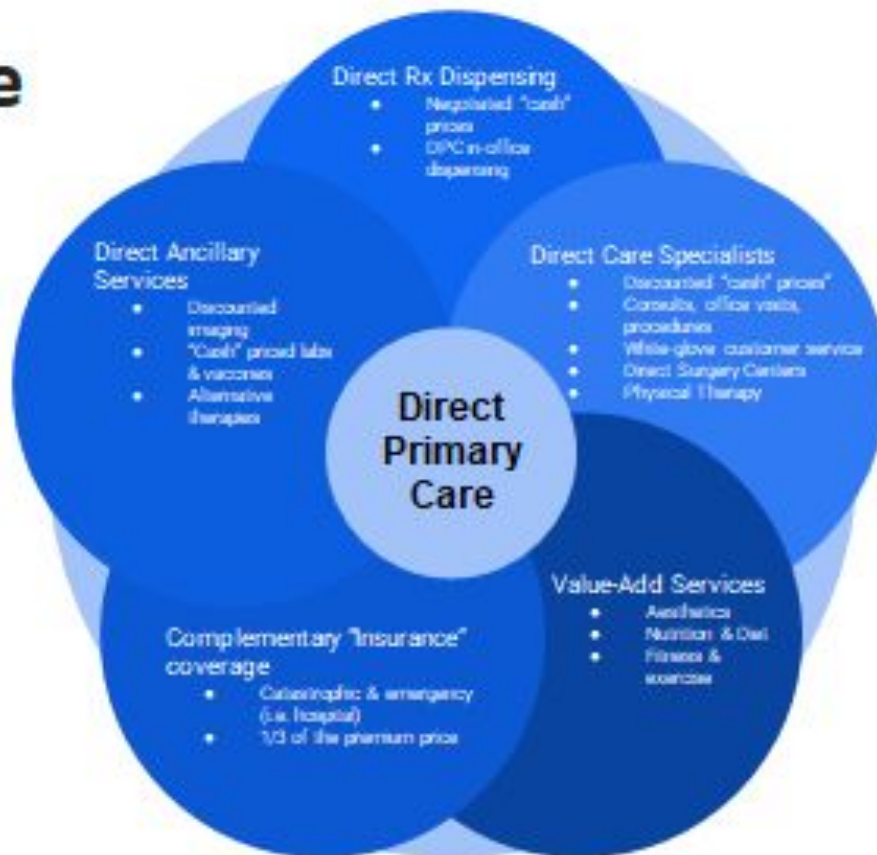
Alternative direct care system:

1. Doctors serve customers (patients)
a. PCP's act as patient advocates to navigate hospital/specialist care

2. Transparent pricing for everything (procedures, surgeries, medications, etc.)
a. No barriers to care: consumers free to shop around for best value
b. No limitations on care: innovation is welcomed

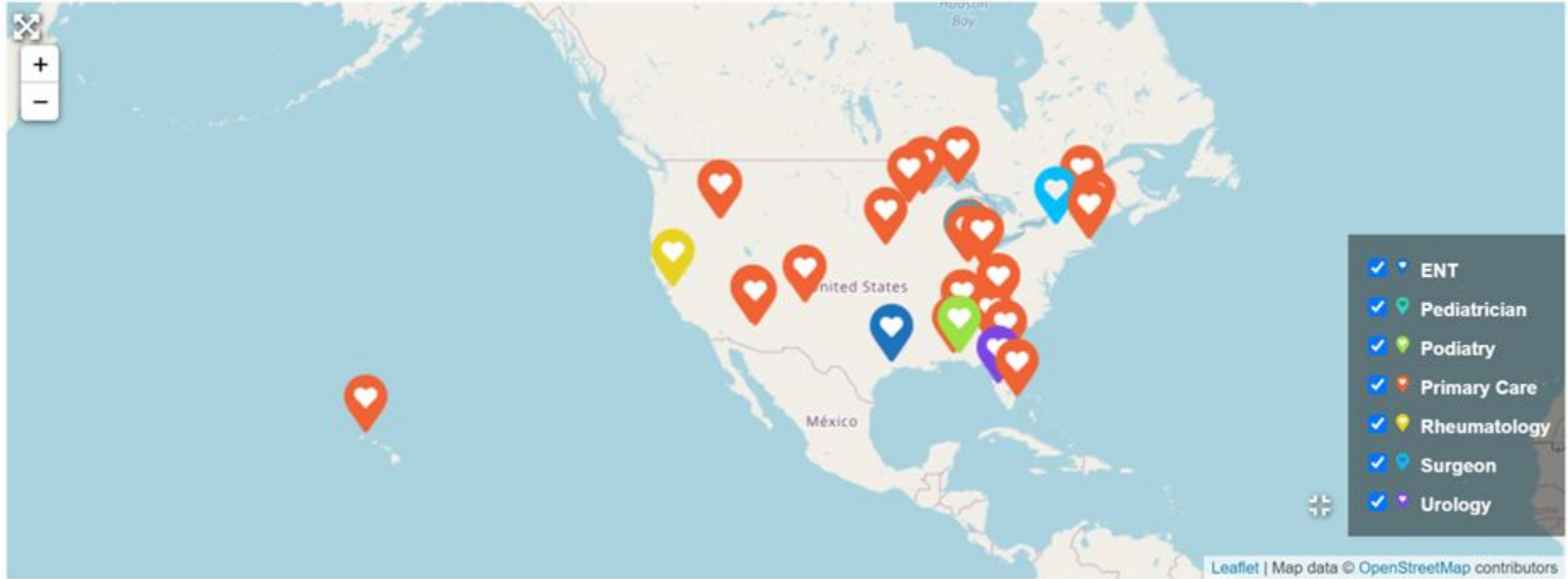
3. Insurance is a safeguard against expensive, catastrophic events

The Future



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FreedomDoc map: end-to-end free market ecosystem is becoming a reality



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**“You can always count on Americans
to do the right thing - after they’ve tried
everything else.”**

**Let’s give the free market a chance.
Entrepreneurial, direct care doctors are leading the
way.**



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