

OPPORTUNITIES IN PRIMARY CARE

An Organized Call to Leadership

We live in a decade where we are seeing tremendous and rapid changes in healthcare—change that is driven by unsustainable and escalating costs, digital technology, the Internet and consumer entitlement.

These combining forces are driving unprecedented activity in our industry. Accelerated by government and insurance, payers have recognized primary care's unique potential and want to partner with a primary care organization that is unfettered from traditional healthcare pathways. Payers are adding incentives for primary care to ignite and inflame a movement toward value, to slow down the egregious overspending and to remodel the healthcare system.

Another compelling force emerges from the accelerated demands of the consumer. This age of “drone” healthcare is fueled by investor capital and the Internet. Empowered patients are demanding convenience, transparency and measurable distinctions that will revolutionize how traditional components of medical informatics serve the unique composition of an individual.

Now, as primary care providers, we have been called to the forefront of these changes. We have been called up and enlisted to be great—to lead in a way only we can. In a dramatic turnaround, suddenly we are being asked to lead. To embrace this change and regain our identity as leaders, we must commit our passions to the new age; our passion for our patients, our commitment to the health of our community, our desire to be relevant, and our desire to make a difference.

By calling on your years of training and experience and by joining with like-minded organizations who are in your boat and who respect you—together, we will once again use our passion as the energy to become the unadulterated drivers of the modern age. New legislative and financial incentives have set the stage or this once-in-a-lifetime opportunity to be relevant, to respond to the call and to control the change. If we don't, other providers will be actively attempting to control change on their own terms. Stand up and make the difference on *your* terms—on primary care's terms. It is our time.

“When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one that has been opened to us.”

- Helen Keller



John Ford, CEO Prime Care Managers

4002 Technology Center Longview, TX 75605
903-247-0484