



May 5, 2022

Dear McKinney Family Medicine Patient,

Thank you for allowing McKinney Family Medicine (MFM) to meet your healthcare needs over the past 20 years. Our goal is to provide the highest quality medical care to you. We are dedicated to making you feel like part of our family and not “just a number” in a crowd. Simply put, we believe in treating you according to how you FEEL and NOT how you look on paper. We value the relationships and trust that we have built with our patients, and we are confident this makes our clinic different than others. MFM has been your healthcare champion throughout the pandemic; fighting for you, your rights, and your health every step of the way. We remain extremely proud of our decisions during the COVID pandemic. Our healthcare team always strives to go above and beyond to meet your needs by adhering to the Hippocratic Oath.

We have all been faced with many difficult challenges over the past few years. Unfortunately, after several months of soul searching and analyzing from every aspect imaginable, we were forced to change our business model because Cigna canceled our McKinney Family Medicine Cigna insurance agreement after 20 years for prescribing certain medications to help save the lives of thousands of COVID patients. This cancellation was enacted on January 15<sup>th</sup>, 2022, after a lengthy appeal process. The outcome had to be reported to our other contracted insurance companies which would eventually lead to additional contract cancellations. At that point, we had less than 3 weeks to produce a workable plan. We attempted to mail 9,000 letters which informed our existing patients of these changes on December 18<sup>th</sup>, 2021. Unfortunately, less than a third of them arrived at their destination before Christmas, and most never arrived at all.

These as well as other recent events regarding Medicare, insurance companies, overregulation, and the pandemic have strained the patient-physician relationship and negatively affected our ability to provide you the unmatched service you deserve. Over the last 20 years, reimbursement rates from insurance companies and Medicare have decreased significantly, and their demands on our staff increased substantially. This type of healthcare system interferes with, obstructs, and impedes every aspect of the art and delivery of your healthcare. It opposes what is in the best interests of your health, and it is deliberately unethical and unsustainable. With a collective goal of keeping the individualized touch for which we are known, it was time to change our operating structure. This decision was not easy but imperative to move forward and ensure the quality of your future healthcare.

MFM has officially changed to a **Direct Primary Care (DPC)** clinic. DPC is an exciting and innovative healthcare model where medical providers partner with their patients to provide primary care services under a flat, periodic membership fee combined with a monthly fee for unlimited services (similar to a web streaming service model) or a la carte fees per service (similar to a membership retail store). DPC philosophically restores a strong private patient-physician relationship without interference from third parties such as insurance companies, hospital systems, and the government. As such, we do not bill any third-party payors (insurance agencies, Medicare, or Medicaid). In other words, medical decisions are based upon your health and well-being; not the “bottom-line” of an insurance company. By moving outside of the administrative burdens of the traditional insurance-based billing system, DPC clinics can provide a wide spectrum of care in a completely transparent, affordable manner at a lower cost than an average cable bill. DPC facilities—now a grassroots movement numbering over 1000 nationwide—are ideally suited to do this while offering patients a higher level of service, communication, and relationship at an affordable cost.

While this change may seem drastic, the benefit is an outstanding healthcare experience in every aspect with enhanced real-time access and communication with your medical provider. This allows us to strengthen the patient-provider relationship and provide the absolute best level of patient-centered service and care in the healthcare industry. **For a comprehensive pricing schedule, please click [here](#).**



### **Additional information regarding our new office structure:**

- Each patient will have the opportunity to visit with Dr. Procter Tuesday through Friday, in addition to your scheduled provider.
- MFM will increase accessibility to our team by supplying a cell number to text us directly.
- MFM will provide direct care with your provider without the involvement of a third party.
- MFM will supply itemized receipts at checkout for you to send to your commercial insurance company for reimbursement under the coverage of your existing insurance policy.
- MFM will continue to draw labs in-house and refer patients for outpatient imaging and specialty referrals under the coverage of your existing insurance policy.
- MFM will attempt to use cost-effective generic medications where possible and perform prior authorizations when needed.
- MFM is now considered “Out-Of-Network,” therefore no longer contracted with Medicare, Medicaid, or commercial insurance companies, and will not be able to process any medical claims.
- The Annual Administration Fee covers enhanced services provided such as immediate availability, referral management, prior authorizations, form completion, as well as emails, texts, and phone calls during office hours.
- MFM will continue to develop and expand our website with a comprehensive list of fees, policies, FAQs, and descriptions of other value-added services.
- Today, a live person is answering our phones approximately 76% of the time during office hours.
- We are now offering same day appointments including walk-in appointments for new and existing patients in addition to sick visits.

We are seeking your understanding and consideration with this major change. Our goal is to continue to exceed your expectations and deliver the absolute best healthcare in our community in a transparent environment. We believe this is the future of quality medicine, and we intend to remain at the forefront of this trend in primary care excellence. We appreciate your patronage throughout the years and look forward to continuing to care for you and your family as nothing else is more important to us.

In April 2022, we are excited to announce **The Well at McKinney Family Medicine**. This highly specialized clinic in the rear of our building will provide advanced integrative health and wellness services including state-of-the-art complete body composition analysis, comprehensive weight loss planning and treatment, hormone optimization, and comprehensive wellness/exercise planning including the utilization of custom intravenous (IV) fluids and injectables. We are now scheduling appointments.

Please refer to our website, [mckinneyfamilymed.com](http://mckinneyfamilymed.com), for future details and changes to this policy. Should you have any questions or concerns, please do not hesitate to send an email to [mckmed@mckinneyfamilymed.com](mailto:mckmed@mckinneyfamilymed.com) or call us at (972) 562-8388. We believe communication is the key to successful relationships. We WANT to hear your feedback regarding changes and ideas and discuss them with you.

Again, we understand the inconvenience this may have caused, and you deserve an explanation. If you are an existing patient, your medical provider would welcome the opportunity to personally call you and further explain the new system and answer any questions. Please email us and let us know how we can help this transition. We remain committed to saving lives, being your health and wellness expert, and offering compassionate care according to the principles of the Hippocratic Oath.

Kindest regards,

Brian C. Procter, MD & Staff