



Letter to My Patients

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Highlights

- ★ Effective **December 21, 2018**, Dr. Launder is going out of network for all insurances except Medicare.
- ★ Patients with Medicare as their primary insurance will experience no change.
- ★ Dr. Launder is transforming her practice to a Direct Primary Care Membership. We are excited to invite you to join this revolution in healthcare that is exploding across the country.

More Information

Please visit www.exceptionalcc.com for more details.

Questions?

Please call or txt 727-232-9739 and speak with Tom.

Membership Prices

- 0-17 years old: **\$40/mo**
- 18-39 years old: **\$50/mo**
- 40+ years old: **\$60/mo**

Family Plans

- Single Adult with up to 2 children: **\$100/mo***
- Two Adults with up to 2 children: **\$150/mo***
- * Only **\$25/mo** for each additional child.

Special Offer

\$75 registration fee waived for anyone who signs up before Jan 30, 2019.

To My Dear Patients,

It's hard to believe that Exceptional Care Center has now been open for nearly 2 years. For some of you, I've had the **privilege of being your family physician** over the last 10+ years and you've followed me through several different offices. I've been **blessed to build and nurture so many wonderful physician-patient relationships** over this time. We have shared laughs and tears through some of the most challenging times in your lives. I've been there to help you navigate many personal challenges from helping to ease the stresses of starting a new job or family to facing the devastation of a heart attack or battling cancer. You have **entrusted me** to be your doctor and I can think of no more worthy calling. As you know, I take my work very seriously and **providing you and your family with exceptional care has been—and will always remain—my highest priority.**

Unfortunately, the current state of our healthcare system is making this increasingly difficult. Personalized care has become more and more challenging in a system that favors **quantity over quality** and computer check boxes over face-to-face interactions. **"Patient-centered" care has given way to payment centered care.** I've seen this firsthand since leaving a large corporate medical group to start my small private practice. I've been offered only half of my previous rates per patient visit which would effectively force me to double my volume of appointments in order to meet my overhead and keep my office running.

Medical costs have also become severely inflated as third parties have forced themselves into the exam room. I've spent hours on the phone with insurance companies trying to get tests approved for my patients only to end up having to send them to the ER so that their health isn't jeopardized while awaiting a decision. One of my patients needed an MRI of her neck a few years ago and was charged \$900 for her portion of the total bill of about \$3000 that was sent to her insurance. I'm sure you can imagine how she felt when she heard that she could have spent only \$250 for the test if only she had asked to pay cash instead of using her insurance! Pharmacies and labs are no better in this regard. **On a daily basis I continue to advocate for my patients and help them find better prices for medications, labs and radiology tests since price transparency in our American medical system is sorely lacking.** Something has to change!

I have joined a growing movement across the nation of physicians and medical practices who want to be part of the solution to these problems. Our patients come first. Exceptional Care Center has offered **Direct Primary Care (DPC)** since our opening day in December 2016 and I am writing this letter to inform you that **I will no longer be billing any health insurance plans (excepting for Medicare) after December 21, 2018.** I have made this difficult decision so that **I can work directly for you, my patients, and help rid us of unnecessary bureaucracy and interference from third party payers.** We're cutting out the middlemen. I will no longer tolerate anything that threatens my ability to provide you with the highest quality of care.

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Our Exceptional Care Membership (DPC plan) is incredibly affordable. For a low, flat monthly fee (like a gym membership) you will receive all the services you need including urgent care and chronic care, basic procedures, direct contact with your doctor by phone, email, text message or video chat, same or next day appointments, reduced wait times and extended visits of 30-60 minutes.

We also offer **labs, imaging and other services at deeply discounted rates**. Additional savings include no office copays, fewer urgent care and specialist copays, better costs on medications and less missed work due to delayed care, prolonged wait times or having to see the doctor for simple problems that could be managed over the phone. Some of my current DPC patients are also saving on their insurance premiums by changing to a higher deductible plan. **These savings add up to hundreds of dollars per year**. Some DPC practices are fond of asking, "how can you afford NOT to have a DPC doctor?"

We have enclosed some FAQs with this letter and I also invite you to visit our website at www.exceptionalcc.com for more information including an informational video. I hope you will join us at the office for a **short presentation and Q&A session (Date to be announced)**. Please do not hesitate to reach out to me personally with any questions or concerns.

In order to provide such personalized care, my practice size will be limited to 600 patients. I am sending this to all of my existing patients first so that you have the opportunity to join me in this journey. **I encourage you to contact us as soon as possible to save your place on our growing list of patients.** We will be waiving the registration fee for all current patients if they enroll by Jan 31, 2019. **Direct Primary Care will allow me to continue practicing as the doctor that I trained to be while helping to revolutionize healthcare. I hope you will join me!**

****Summary: Patients with Medicare as Primary, there are no changes. Patients with regular insurance plans, If you choose not to join our Membership by December 21st, then you will need to find a new primary care doctor.**** Please email us at admin@exceptionalcc.com for any medical record requests. We appreciate your patience as we are a small office and we provide records free of charge.

I understand that not all of you will be able to make this transition with me but I do want to thank you for the honor of having served as your family doctor. **You have my commitment that I will continue to care for you and your family as I would for my own.**

Dr. Melissa Launder

Frequently Asked Questions

Q. What is Direct Primary Care?

A. Direct Primary Care (DPC) is a membership model of medicine that allows doctors to practice without interference from third party payers such as insurance companies. Payment is accepted only from the patient making it a "direct" relationship. DPC is growing across the country. It is promoted by the American Academy of Family Physicians and many other medical organizations. This is because DPC doctors can give their patients more time. Improved accessibility makes for more comprehensive healthcare and better doctor-patient relationships.

Q. What is included in my membership?

A. Most everything you have come to expect from your primary care doctor including acute medical care (for sick visits or minor injuries), chronic disease management (such as for hypertension, diabetes, thyroid disorders) and most common office procedures. I also provide well woman care including Pap smears. Telemedicine is also included. I am available as often as is medically necessary to take the best care of you with NO CO-PAYS, ever!

Q. What is telemedicine? Are there any fees for this?

A. Telemedicine means communicating with your doctor about your medical concerns via a phone call, text, email or even a video visit. Many patients are seeking out this type of care between office visits for convenience but it is generally not covered by their health insurance. I have a free HIPAA-secure "app" for all of my patients that allows us to do all of the above at NO CHARGE. No more "doc-in-a-box." Much better to call your own doctor! Note: this will also be a free service for my Medicare patients.

Q. Why would I pay for this when I already have health insurance?

A. In a nutshell, a DPC membership ensures fast access to personalized care AND saves money for our patients. Insurance is most important for coverage of emergencies or other serious medical conditions. Would you use your car insurance to put gas in your car or get an oil change? Your primary care doesn't need to be so expensive. Dr. Launder is skilled at finding the best rates for medications, labs, radiology services, cardiac testing and coordination of care with specialists and health facilities. We have helped save money for patients with even the most comprehensive health insurance plans and there are even greater savings to be found when pairing DPC with a high deductible plan.

Q. I usually only see the doctor once or twice a year. Why can't I just pay cash when a visit is needed?

A. The direct care model works to keep the costs down for all patients because everyone is paying a monthly fee. This allows the total membership costs to stay relatively low. Some patients may feel that they only need the doctor on a minimal basis but this can change very quickly with a bad bronchitis, new injury or other unexpected medical problem. Life is unpredictable but having a DPC doctor means that you are covered when you need it. DPC is also ideal for "healthy" patients because we have more time to devote to prevention and lifestyle issues allowing us to focus on your wellness and longevity.