

My dear patient,

It has been a crazy three months since Praxis announced their closing of the Meridian office. I want to reassure you, because I know you are all wondering what happens next. Well, I am excited to announce that I have decided to remain here to treat my patients on a direct pay basis.

Years ago, when I told my mom and dad that I want to be like grandpa and become a clinician, they said to me, "Lynn, we want you to treat your patients like you are treating us. You need to listen to them, be kind to them and spend time with them." I told them that I would do that. Over the years, I have kept my promise and have worked hard to spend as much time with my patients as I could; to listen to you and educate you. I moved across the country to Idaho specifically because it seemed to be one of the few places where doctors could still practice in a manner that would allow me to keep my promise to my parents.

However, more and more, I found that the limitations and obligations placed on me by government private and insurance plans interfered with my ability to give my patients the time and care they deserved. This is unacceptable to me, and is why I made the decision to stop participating in health insurance plans. Now my only obligation will be to you, my patient.

I made up my mind to make this change in my practice only after much thought and reflection. I came to the realization by participating in insurance plans, I was allowing middlemen to intrude on the doctor-patient relationship in ways with which I am not comfortable. I have decided to join many of my fellow physicians and become a direct care physician.

Under the direct care model, in return for a set monthly fee, I treat all of your primary care and endocrine health issues. Freed from the increasingly time consuming and expensive billing procedures and administrative requirements of health plans, I can concentrate my time and attention on you. Because I will no longer have to pay billers, coders, preauthorization clerks, etc., I can offer my services at an affordable cost.

In my new practice, you will be able to communicate with me via cell phone, email and Skype 24/7. You will talk to me--your doctor--directly when you contact us instead of getting an answer machine or nurse call back. You can also see me as many times as you need, as long as you need to without an **additional** fee. And your medical record will remain your own--not shared with insurance companies or their databases (unless you choose to share it). I am also contracting for outside services and providers so that I can offer laboratory testing and medications at considerable savings.

Direct care medicine is not an insurance plan and is not a substitute for health insurance. You should still maintain your present plan, or purchase a high deductible catastrophic care plan, because you will need coverage for hospital care and any care

provided by anyone but me. I am happy to discuss with you the unique aspects of direct care and answer any questions you may have.

Please come to our Open House from September 29<sup>nd</sup> through October 8<sup>th</sup> (8:00 a.m. to 5:00 p.m.) to see the new clinic. A 30-minute **free** consultation will be available during these dates. The fee for your care covers both your endocrinology and any primary care needs, which we will discuss with you in detail when you contact us or come in for the Open House. Our website, **BoiseThyroid-Endocrinology.com**, is coming soon.

We love every one of you, but our practice membership is limited. Please contact us as soon as you can to register your enrollment: email us at [info@boisethyroid-endocrinology.com](mailto:info@boisethyroid-endocrinology.com) or call the office at **208-387-4546**. All registrations received before the end of October will receive 5% discount for the whole year.

This video inspired my to do what I love:  
<http://www.youtube.com/watch?v=PA867sz9oE> Hope you feel the same way.

We look forward to hearing from you.

Best in Health,

Lynn Ge-Zerbe, M.D., M.P.H.

Please read more about direct medical care and private physicians:

<http://aapp.org/blog/5-benefits-that-concierge-doctors-offer/>

<http://aapp.org/blog/the-concierge-medicine-office-environment/>

<http://aapp.org/blog/how-private-medicine-provides-early-detection-of-illness/>

<http://aapp.org/blog/the-unique-relationship-between-a-private-physician-and-a-patient/>

<http://aapp.org/blog/how-concierge-medicine-fits-into-the-future-of-healthcare/>