



September 2016

MONTHLY NEWSLETTER

RUNNING* **Fitness Focus**

Running is a great cardio-fitness exercise that is easy to do anywhere, anytime. "Running is cheap, easy and the perfect thing to do with a friend," according to Julie Isphording – a former marathon runner and host of two Cincinnati health and fitness radio shows. "You can go for a run in the morning, finish in your driveway with your hands in the air and you've had success before 7 a.m.," says Isphording.

Running – like many other aerobic exercise choices – has many health benefits, including improved cardiovascular health, lower blood pressure, lower cholesterol, a revved-up metabolism and a sense of self-esteem.

For the new runner, a gradual start is recommended with a combination of walking followed by brief running that is increased as endurance and strength are gained.

Two more important steps before starting a running program include acquiring a good pair of running shoes and reviewing your fitness baseline and plan with your doctor.

* Information taken from the WebMD article, "Fitness Basics: Running for Your Life" - <http://www.webmd.com/fitness-exercise/guide/fitness-basics-running-for-your-life#1>

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HEALTH TIP

PATIENT-FOCUSED COMMUNICATION

Choosing the right doctor can go a long way when managing your health. In addition to specialty, training and maintenance-of-certification, communication skills are important. Here are a few good markers to watch for when meeting with your doctor to help you determine if you have found a good fit. When talking with your doctor, does he or she ...

- Sit down when talking with you?
- Understand you, the patient, as an individual rather than as a medical condition?
- Show you empathy and respect?
- Listen attentively and act as your health care partner?
- Elicit your concerns and calm your fears?
- Answer your questions honestly?
- Inform and educate you about treatment options and the course of care?
- Involve you in decisions concerning your medical care?
- Demonstrate sensitivity to your cultural and/or ethnic diversity?

At 307Health, we strive for these hallmarks when visiting with our members. Let us know how we are doing.

*Communication markers from the "Information Statement: Patient-Focused Communication" published by the American Academy of Orthopaedic Surgeons. Read the full article here - <http://www.aaos.org/CustomTemplates/Content.aspx?id=22278&ssopc=1>



DOCTOR'S NOTE

PREPARING FOR YOUR PHYSICIAN INTERACTION

Like getting ready for a date or a presentation at work, meeting with your doctor deserves some advance preparation. At 307Health, members can talk with us in a face-to-face office visit and through phone call, text, email or remote teleconferencing. But every interaction with your doctor deserves thoughtful preparation of questions and new information. Here are a few ideas to help you make the most of your physician interaction -

- Prepare in advance by recording concerning symptoms in a daily diary, along with specific questions you would like to discuss.
- Have an updated list of medications available for reference and sharing.
- Think about - and be ready to explain - how you are feeling.
- Be honest and don't leave out details.
- Don't be embarrassed – your doctor has heard it all.
- Keep an open mind to your doctor's questions and suggestions.
- Understand and record your doctor's recommendations and your agreed upon plan of care.
- Involve a friend or family member in the discussion to help you remember what was discussed and agreed upon.

If you have questions about what information would be best for your physician conversation, give us a call and our nurse or another staff member will be happy to help.

BETTER ACCESS = BETTER CARE.

PRACTICE NEWS

STILL ACCEPTING PATIENTS

The most frequently heard question by our staff is “Are you still accepting patients?” The answer in a word – Yes.

307Health is a primary care practice for all ages. As of August 30, 2016 we are at 85% of target enrollment with two full-time doctors. Our membership breaks down like this -

- 24% of members are 65 years and older
- 26% of members are between age 45 and 64
- 19% of members are between age 21 and 44
- 31% of members are 20 years old and younger.

Both **307Health** doctors have room in their practices for new members of all ages. Please note that children new to the practice are eligible for membership only with an enrolled adult.

ONLINE ENROLLMENT

We are pleased to announce that Online Enrollment for new members is now our preferred enrollment process. Online enrollment offers the following benefits over manual paper enrollment -

- Quick, patient-controlled enrollment that can happen from home;
- Improved data-entry accuracy;
- Capture of patient health-history directly into the patient record;
- Electronic-delivery of the Patient Member Agreement at registration;
- Real-time membership activation.

Call us today to request an enrollment link for your family member, or refer us to a friend for easy-access to convenient, timely physician-based primary care services.



MEMBER SERVICES FOCUS

GOT MAIL? ENROLLMENT DOCUMENTS RETURNED

Have you recently received a manila envelope in the mail from us? If so, these documents are fulfillment of our promise to return your signed Patient Member Agreement and other enrollment forms. These documents have been electronically filed in the 307Health records system and are now being returned for your reference and files. Your Patient Member Agreement is a very useful resource for billing and service questions. You can also talk with your doctor, or any of our staff, if you have any questions about your 307Health membership.

YOU'VE GOT YOUR DOCTOR'S NUMBER. AND EMAIL.

Having 24/7 “direct access” to a doctor is a central hallmark of **307Health**. That said, it is VERY important that members use their 271-xxxx Doctor Access number or email address whenever contacting their doctor. Using these Doctor Access contact methods ensures prompt attention and capture of your contact in your medical record.

Phone calls to the public **307Health** phone number, or to your doctor's personal cell phone, are not guaranteed to reach your doctor during non-clinic hours. The same is true of texts. There are times when your doctor may need to “sign-out” his calls to a partner physician when in a meeting, traveling or on vacation. When you use the 271-xxxx Doctor Access number given to you at enrollment, your medical question or concern will receive the most prompt physician attention.

If you are not sure of this number, or need to have it again, please call our main office line at 764-3721 and we will be happy to give it to you directly.

LEGISLATIVE UPDATE

HERE TO STAY

DPC is No Longer a “Trend”

In July 2015, the first mid-west DPC Summit conference was hosted by the American Academy of Family Physicians (AAFP), in conjunction with two partner sponsors. Read about it here - <http://www.aafp.org/news/practice-professionals>

The sold-out conference surprised event organizers with its popularity among physicians. With 45 states represented among attendees ranging in professional experience from seasoned professionals to newly graduated doctors, the thought that Direct Primary Care is becoming an industry norm among primary care physicians - rather than a growing “trend” - is increasingly credible. It seems Direct Primary Care is here to stay.

The American Academy of Family Physicians represents over 100,000 physicians and is one of the oldest medical organizations in the United States.

State and Federal legislators will benefit in their service to their constituents and state when they find and take time to listen to the concerns and ideas of the DPC providers in their districts. Navigating forward in the ever-changing legal health care climate is a challenge for both the consumer and the politician. Here are a couple resources to help understand DPC...

Website = AAFP Definition - <http://www.aafp.org/about/policies/all/direct-pr>

Book = *The Direct Primary Care Consumer Guide: Closing the Gap Between Your Doctor, Your Health and Your Wallet* (Third Edition).