

THE ALLIANCE

Monthly Newsletter



May 2020

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Direct Primary Care Webinars by The Alliance

The Alliance will be hosting a two-part series of webinars focused on all things Direct Primary Care. These virtual events will feature top medical professionals with expertise in both the private and public sectors of health, and employers who have experienced the impact of Direct Primary Care on their businesses.



Direct Primary Care: Part 1 | Monday, June 8th at 11:00am
with Dr. Kayur Patel of ProactiveMD and Dr. David Usher M.D. of ReforMedicine

Dr. Patel will discuss how and why health care doesn't have the systems in place for integrated health, and what we can do to provide real, quality care to patients by

utilizing incentives. He'll also provide an overview on Direct Primary Care – what it is and how it works.

Dr. Usher will discuss his background as a Family Practice Physician and chair of the Family Medicine Department in a large system and how that experience influenced him in 2011 to found a Direct Primary Care Practice focused on affordable high-value health primary care.

[Register Here](#)

Direct Primary Care: Part 2 | Thursday, June 25th at 11:00am

with Dan Ludwig of Brakebush Brothers, Inc., Tena Hoag of Advanced Laser, and Jake Nolin of Rice Lake Weighing Systems

We're pleased to host some employers from The Alliance who will discuss why and how they got into Direct Primary Care. They'll also talk about their blueprints for success in establishing their own on-site and shared-site clinics – including the effect it's had on their overall health plan costs.

COVID-19 Calculator from BSG Analytics™, LLC (BSGA)

The Alliance's employer-reporting partner has developed a COVID-19 calculator designed to show changes in health plan costs related to the pandemic – from both COVID-19 diagnosis, as well as the impact the pandemic may have on their health plan and cash flow as elective procedures have been delayed or cancelled.



With some basic health plan information, the calculator can be customized for employers using adjustable variables for COVID-19 testing costs, antibody testing costs, and infection rates. The calculator can help employers get a more complete month-to-month picture of pandemic-related health plan costs. For more information, please [email us](#).

New Blogs

You may have noticed we took a short hiatus on blogs to instead focus on timely and informative COVID-19 communications for our stakeholders. We're pleased to announce that we've started posting regularly again. Here's a few of these new posts:



[Pave Your Own Path: Reducing Prescription Drug Prices Recap](#)

Last month, The Alliance was pleased to host National CooperativeRx CEO Josh Bindl, for a webinar where he discussed all things prescription drugs. [Read more >>](#)



[Employer Town Hall by The Alliance Recap](#)

The Alliance hosted an Employer Town Hall for employers to share solutions and discuss the impact that COVID-19 has had on business operations. [Read more >>](#)

Provider Updates

The following new providers have been added to The Alliance Network:

Behavioral Health

- Bronwyn Shiffer Psychotherapy - Madison, WI
- E&P Psychotherapy - Beloit, WI
- Palm Tree Family Therapy - Fitchburg, WI
- Psychotherapy Center of Waunakee - Waunakee, WI
- Soul Full Solutions - Merrill, WI
- Southwest Counseling - Fennimore, WI

Chiropractic

Kohnle Chiropractic Office - Denmark, WI
Gosse Chiropractic - Spencer, WI

Clinics

Dr. K.F. Nassif and Associates - Milwaukee, WI
Hometown Physician Services - Lake Elmo, MN
Hometown Physician Services - Woodville, WI
Integrated Therapy Specialists - Chicago, IL
Mind Body OT - Beaver Dam, WI
Optimum Therapies of Rice Lake - Rice Lake, WI
Progressive Beginnings - Delavan, WI
Progressive Beginnings - Sheboygan, WI

Vision

Deibert Eye Care - Milwaukee, WI
Deibert Eye Care - New Berlin, WI

We appreciate your feedback!

Please answer [one quick question](#) to let us know how we are doing.



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