

PRESS RELEASE

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DIRECT PRIMARY CARE MEDICAL PRACTICE MAKES A START DOWNTOWN CHICAGO

Chicago, IL — March —ImagineMD LLC, www.imaginemd.net, a direct primary care medical practice, opened for business downtown Chicago in January 2016. Founded by CEO Alex Lickerman, MD, a former assistant professor of medicine at the University of Chicago and long-time healthcare leader, ImagineMD represents a response to the growing dissatisfaction patients have with the U.S. healthcare system and the need for employers to reduce healthcare spending while still offering robust and valuable healthcare packages to their employees.

“Currently, the average wait time to see a primary care physician in America is approximately [20 days](#),” says Lickerman. “What’s more, even in Urgent Care centers, which are specifically designed to get patients in to see providers quickly, once patients arrive at their appointments [almost 30% have to wait up to 40 minutes to be seen](#). And then the average length of time primary care appointments last is only [15.7 minutes](#).” No wonder most patients find themselves frustrated by the U.S. healthcare system, Lickerman says.

Enter ImagineMD. With significantly reduced patient panel sizes (600 patients per physician compared to 1,500-4,000 patients per physician in traditional fee-for-service primary care practices), ImagineMD is able to offer not just world-class medical care, but also world-class customer service. “Our goal at ImagineMD is to practice medicine the way it *could* be and *should* be practiced,” says Lickerman. Offering 24/7 access and same-day appointments that start on time and last as long as you need them to, Lickerman boasts that ImagineMD offers its patients what other practices can’t: physicians who have enough time to take complete and thorough histories, to think problems through rather than punt to specialists, and to read and research about problems they can’t figure out immediately--in essence to provide their patients with not just a primary care doctor but a personal health manager.

“Not only is *quality* of care in direct primary care better,” says Lickerman, “but it’s also cheaper. Despite the increased upfront cost, direct primary care has actually been shown to *reduce* overall healthcare costs by reducing unnecessary healthcare utilization.” In one study, for example, decreases in preventable hospital use for a large group of direct primary care patients resulted in \$119.4 million in savings in just one year. On a per capita basis, these savings (\$2,551 per patient) were greater than the payment for membership in the medical practices (generally \$1,500-\$1,800 per patient per year). “You can bet employers all around the country are becoming more interested in this model for their employees,” Lickerman added, “especially those that self-insure and bear the direct brunt of their employees’ healthcare costs.”

ImagineMD is currently accepting new patients. Please visit their website at www.imaginemd.net to sign up now.