

Direct Primary Care w/ Dr. Jeff Gold

As we come towards the end of season 1, we present another insurance podcast and make the case for direct primary care. This is an ever changing world we live in, and the healthcare world is not just changing, but being forced into change. Dr. Gold presents the model he chose in this change and why. An entertaining podcast that is very timely.

Shownotes

Jeffrey S. Gold, M.D. grew up in Swampscott, MA and attended Swampscott high school, graduating in 1993. He went on to study Biology at the University of Pennsylvania and graduated with a Bachelor of Arts Degree in Biology in 1997. Upon completion of college, Dr. Gold returned to Massachusetts and was accepted into the class of 2002 at the University of Massachusetts Medical School. Electing to study Family Medicine, Dr. Gold moved to Scottsdale, AZ, where he spent three years in residency at Scottsdale Healthcare. In 2005, Dr. Gold returned to his hometown to begin his career as a Family Medicine Doctor.

After working as an employed physician for 8 years, Dr. Gold began to get increasingly frustrated with the bureaucracy of medicine that resulted in less of his time spent on caring for his patients. In a system that was more concerned with the quantity of patients that he saw in a day, rather than the quality of care that he provided to his patients, Dr. Gold began to seek out alternative opportunities to practice medicine the way in which he always envisioned. In 2014, Dr. Gold began to hear about a movement in the Primary Care world of medicine called Direct Primary Care (DPC). This model of care establishes a direct, contractual relationship with the patient and physician and focuses on true patient-centered care. It also provides a much leaner, lower-overhead business model as a result. DPC allows Dr. Gold to spend unlimited time with his patients; to schedule appointments for patients that fit into the demands of their schedule; to communicate with him via cell phone; e-mail; or text; and to cut out the amount of time spent on paperwork by not contracting with insurance companies. After spending a week visiting a DPC practice in the Mid-west, upon his return Dr. Gold felt passionately about opening his own DPC practice, the first in the state of MA. While it would be a considerable risk, Dr. Gold made the decision to move forward with his dream, and in January, 2015 he opened Gold Direct Care in Marblehead, MA. He is now venturing on a business model with DPC to help save primary care physicians from burnout and move to DPC model and scale with employers.

Dr. Gold sits on the National Direct Primary Care Steering Committee. He is also co-founder of the New England Direct Primary Care Alliance, Massachusetts DPC Coalition and Massachusetts Free Market Medical Association.

[Article](#) written by Dr. Gold discussed in podcast. [fee.org](#). [Kevinmd](#)

Jeffrey S Gold MD
Gold Direct Care PC
63 1/2 Jefferson Ave
Salem MA 01970
781 842-3961- Office
781 990-3467 Fax
www.golddirectcare.com