

Direct Pay Program

The healthcare system-and decisions that should be made between a patient and their doctor -can get bogged down with the red tape, restrictions and paperwork associated with insurance. The way doctors are incentivized within the traditional, insurance-based system may even encourage them to take a more reactive vs. proactive approach to treatment, and not fully problem-solve to determine the underlying cause. Unfortunately, quantity of services provided rather than quality of service is the end result.

Direct pay is a program that puts power back in the hands of the patient and their doctors. Corporate companies and government agencies are no longer the gatekeepers determining what type of health care a patient receives. Direct pay empowers patients and their podiatrists to make decisions that are solely based on the patient's health, with no limitations based on insurance.

Direct pay patients can even save money in the long run. This is possible by cutting out the middleman, and allowing the patient to have a direct financial relationship with their doctor. Patients also do not need to meet a deductible. And, not needing extra staff to handle the administrative burden of dealing with insurance companies may help doctors lower costs.

Direct pay provides a much simpler, transparent system...the way it used to be before the complexities of insurance put a strain on the process.