

	Primary Care Physician	Dr. Wool
How referred?	Insurance company Zip code	Happy patients recommend Needs not met elsewhere
Cost	Co-pay, balances billed later by insurance	Up-front fee for services at true cost of care
Staff focus	Taking vital signs Answering phones Tracking down insurance claims/money	Supporting your wellness Customer service
Appointment availability	2 weeks - 2 months, 10% same day, if acute	24-48 hours, 99% same day, if acute
Lobby wait time	18 minutes	<5 minutes
Time spent with doctor	<18 minutes	60-90 minutes
Patient load	20-30 patients/day	~5-8 patients/day
Treatment process	Symptom relief with meds Algorithmic decision making	Find and treat root cause naturally Whole person approach
Therapeutic order	Drugs Heavier drugs Surgical procedures	Most natural, least invasive first; drugs when needed; surgery as last resort
In-office treatment modalities	Medical intake and exam Drug prescriptions Refer for blood draw Refer to specialist or ER	Medical intake and exam Drug prescriptions Blood draw in-office Deeper specialty testing Diet & nutrition Nutritional supplements Botanical medicine Acupuncture IV therapy Constitutional hydrotherapy Lifestyle changes (stress management, exercise, etc) ...and more