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From Holly Springs to a Healthier Nation: A 10-20 Year Blueprint for Direct Care and Blue Zones Expansion

Overview This plan outlines how Holly Springs, NC can become the pilot site for a transformational health initiative that combines two proven models: Direct Primary Care (DPC) and the Blue Zones approach to healthy community living. With research-backed results and scalable steps, this plan provides a realistic roadmap to improve health outcomes, lower healthcare costs, and increase quality of life—locally, statewide, and eventually across the country.

Phase 1: Holly Springs (Years 1–3)

Key Actions:

- Launch a Direct Primary Care clinic for town employees and residents.
- Partner with Blue Zones Project to create a healthier built environment: more walking/biking paths, community gardens, healthier school meals.
- Pass town-level policies that support smoke-free public spaces, healthy food procurement, and walkability.
- Host community programs like walking groups, cooking classes, and purpose workshops.

Goals:

- 20%+ community engagement
 - 30–40% reduction in ER visits for DPC patients
 - \$1–2M in cost savings over 3 years
 - 5–10% drop in obesity and smoking rates
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Phase 2: Wake County (Years 3–5)

Key Actions:

- Expand Blue Zones efforts into neighboring towns (Apex, Cary, Raleigh).
- Coordinate regional planning for trails, sidewalks, and food access.
- Offer DPC to Wake County employees; incentivize new DPC clinics.
- Launch policy changes across the county (zoning, school lunch improvements).



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Goals:

- County-wide improvements in chronic disease and physical activity
- \$10–20M in healthcare savings
- Proof of scalability across diverse communities

Phase 3: North Carolina (Years 5–10)

Key Actions:

- Launch a statewide Healthy NC Task Force.
- Select 10–15 demonstration communities to implement full DPC + Blue Zones integration.
- Pilot DPC in Medicaid and the State Employee Health Plan.
- Align state legislation to support health-promoting policies and community grants.

Goals:

- Healthier, more productive workforce
- Slowed growth in state healthcare costs (>\$2B savings)
- NC becomes a national leader in community health innovation

Phase 4: National Rollout (Years 10–20)

Key Actions:

- Federal support: HSA reform, DPC in Medicare pilots, CDC grants for Blue Zones communities.
- Build a national network of DPC providers and Blue Zone-certified towns.
- Integrate healthy living into federal programs, public school systems, and city planning.

Goals:

- \$200–400B/year in reduced national healthcare spending
- Increased U.S. life expectancy
- Scalable model of care + community design that centers prevention over profit



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Why It Matters This isn't just a healthcare model—it's a cultural shift. A Direct Care + Blue Zones strategy restores autonomy to providers and patients, addresses root causes of disease, and creates communities where health is the norm, not the exception. Holly Springs can lead the way.

Learn More & Join the Movement

<https://open.spotify.com/show/4JMtF5DO3RUOGLvCFOjDiq?si=s8w6GfMpQiqDIX78j2ccQw>

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