Who would ever know that fixing healthcare could be as simple as ushering in cash to pay for key medical services? It all starts with an Open Market impact statement, which catalyzes engagement by employers or their trusted advisors, now empowered to deliver sustainable healthcare innovations in their respective community. Hospital systems, employers, and forward-thinking insurance carriers all benefit from physicians receiving cash DIRECTLY for high cost surgeries, but employers may appreciate it the most.

As ConcentricDNA™ (CDNA) replaces unnecessary 3rd party reimbursement with direct cash payments and unifies consumer engagement around optimal health incentives, qualifying medical reimbursement, 24/7 virtual care, and access to healthcare services passing “validationinstitute” standards, a new standard for value-based care emerges. The buying public loves an open market system paying cash for bundled surgeries and direct care primary care. ESPECIALLY when its design can freeze co-pays at zero, eliminate deductibles and out-of-pocket expenses, and set up employers saving 20%+ off their historical trend.

Incumbent insurance carriers and incumbent “trusted advisors” have decisions to make. Will they readily embrace the opportunity to lead clients, or risk other client advisors replacing them? CEOs, CFOs, and corporate trustees have decisions to make. Will they insist on advisors sitting on the same side of the table with them, or assure sub-par performance by misunderstanding the sustainable/disruptive continuum?

There’s a first team already drafted and ready to harmonize payers and providers using CDNA design:

**Bilateral ConcentricDNA™ Contracts Enable HUB Unification**

- A payments hub galvanizing direct payments to physicians for primary care
- A marketing hub mobilizing catastrophic care alternatives
- A Direct Contracting hub scaling medical management needs of employer populations
- A Direct Primary Care hub keeping the patient experience a delightful one
- A smooth and seamless integrator and value auditor of technology innovations
- A virtual care hub offering 55%+ engagement (insurance carrier average is < 5%)
- An Incentivizing Optimal Care hub at 95%+ engagement, scalable for large employer populations
- A Talent Acquisition hub to efficiently feed human capital needs
- A Client Engagement hub enabling advisors to publish/editorialize “Unifying Perspectives”
- An Incentive Compensation hub aligning better care with better pay for physicians AND advisors
- A totally private, anonymity assuring response to the Opiod Crisis hurting employees nationwide

CEOS may align their healthcare “socioeconomics” by insisting on operational excellence.

Trusted Advisors must insist on it as well. Their reward, Fully Transparent Incentive Compensation for Achieving an Open Market Economics System for their clients – either via Sustainable or Disruptive Innovation Platform goals – happens by design within the ConcentricDNA™ framework.
My Story

Nearly 10 years in the making, CDNA is the latest iteration on the use of the “Concentric” visual to stress the consumer’s intense demand for circles of care rather than silos of care. ConcentricDNA’s mission is delivered through AJE3, LLC, which congeals the engagement, contracting, and execution leadership for making healthcare consumer-driven. After years of cultivating state and national medical associations, university institutions seeking innovations and social entrepreneurship, and the best clinical and business minds, ConcentricDNA™ brings the clarity sought by consumers and industry leadership.

An eminently achievable, comprehensive alternative platform restoring control to the individual consumer, employers led by Health Rosetta¹ and other insightful benefits advisers have already deployed many of its protocols. Direct Primary Care (DPC) clinicians like Dr. Clint Flanagan² match adviser advocacy for risk transparency with clinical insistence on being data-driven and systematized for national scalability.

Which brings out MY WHY. **We cannot continue to let our children’s education funds and our retirement funds be stolen by “fee-for-service” operational systems.** As employers (particularly HR, C-Suite, and Corporate Trustees) and the advisory community (benefits advisors, tax, and legal) realize they’ll be evaluated against validationinstitute standards, we can stop the madness.

Times have changed, with the benefit advisory community in perhaps the most auspicious position in the history of entrepreneurial opportunity. Through CDNA, advisers may deliver relevant innovations through a performance-based advisory process urgently sought by clear-thinking and well-advised CEOs & CFOs. The vision to build great culture, turn waste into economic surplus, and embrace new standards for stakeholder accountability all emerge from frank, radically open conversations led by ConcentricDNA™ leadership.

Our Destination

TOGETHER, our stories may become a common destination where compassionate care is the norm, and most of it can take place right at home through virtual care tools and visits keeping us healthy 24/7.

If you’re advising clients on healthcare, elevate your game through the Validation Institute course offered for HR professionals. The best way to execute opportunities through ConcentricDNA™ is to earn the Certified Value Health Professional Credential. Use it to match your compensation to proven value.

If you’re an employer, is an Open Market System your strategic mandate for lowering spend while attracting the best talent to propel your company forward? Inquire about our C-Suite Heroic Leadership Course (to be distributed through the validationinstitute and other sources known for truth).

If you’re a hospital system, take the lead in your region for employers seeking the best care experience for their employees. (Already being done by Dr. Flanagan in Colorado). Eliminate your concerns about reference-based pricing, now a mandate by the NC State Health Plan, and start evaluating your best move given your competitive realities and readiness for leadership. Embrace the Eco-System/Platform designed to keep you viable by leading community healthcare.

Finally, if you’re an insurance carrier, consider technology solutions which reduce claims, incentivize better care, and include DPC leadership sought by corporations nationwide. With the major insurance carrier in

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¹ Health Rosetta is a bright light for bringing truth to employers fighting to keep the American dream alive.  
² Dr. Flanagan speaks on the progress of Direct Primary Care at the 2019 TIPAAA annual conference; I was privileged to introduce and speak on the topic in 2017 in San Antonio. TIPAAA, AAPS, and AID along with many other physician associations are critical for keeping the physician practice independent.
NC (BCBSNC) committing to 50% of payments being value-based by 2020, its vision is responding to the demands of the market. Yet without bringing in direct care models to save physician time and allow high engagement at point of service, BCBSNC risks losing physicians already tapped out by paperwork.

**Your Story & Your Why**

Does your “healthcare reality” motivate giving consumers control? Restoring the free market? Does it include high “hero intensity”? If so, please email me your story and your why.

Beginning July 1, trusted advisors will have a 90-day transition plan template for employers ready to take control in time for the 2020 plan year. Employers may qualify for a 10/1/2019 or later plan year, depending on their readiness.

**Hospital Systems & Traditional Health Insurance Carrier benefits include:**

1. Claims reducing technology to stabilize/reduce premiums charged to consumers
2. Direct model of care systems to give physicians time to meet value-based objectives

**Trusted Advisors benefits include:**

1. A ConcentricDNA™ “Unifying Perspectives” subscription, syndicated for advocacy exposure
2. ConcentricDNA™ platform Representation Rights (terms and conditions apply)

**Employers benefits include:**

1. A confidential impact statement report for steps that can be taken immediately **FREE**
2. A confidential strategic assessment call describing relevant Open Market Healthcare initiatives **FREE**
3. A full day with select ConcentricDNA™ leadership to build/amplify your company’s vision for either Sustainable or Disruptive Innovation – you must pick one to thrive as a Company. Your most Trusted Advisors should be part of that discussion to assure a balance of perspectives.
   - At the end of this session company leaders will be able to estimate the economic impact of their 3 choices for managing the escalation of healthcare spend and its diminishing value:
     1. No intentional change in design and incentives
     2. Intentional Change – Sustainable Innovation - meaningful change in design and incentives based on radical transparency and lower flexibility to adjust
     3. Intentional Change – Disruptive Innovation - meaningful change in design and incentives based on radical transparency and higher flexibility to adjust
   - Your company’s ability to adjust will depend on the CEO and its leadership team’s ability to create a safe environment for positive change. Qualification includes at least one or more employees registering for the CVHP credential through ConcentricDNA™ interactive learning systems.

Trusted advisors, CEOs of critical healthcare value chain companies (supply side and demand side) and CEOs of privately held employers are the keys to consumers receiving an optimal healthcare experience.

**A. Jefferson Ellington, III**

Managing Director, AJE3, LLC DBA ConcentricDNA™

336.222.1229  jeff@concentricDNA.com