



SPOTLIGHT ON HEALTHYU FAMILY MEDICINE



RBAZ clients Dr. Shane Speirs (left) and Trase Barney.

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Trase Barney

BRINGING ACCESSIBLE FAMILY CARE TO ARIZONANS

Access to primary care is difficult to come by in Arizona, leading to large underserved markets around the state. The founders of HealthyU Family Medicine are on a mission to change that.

"Primary care is the foundation of all medical care," says Dr. Shane Speirs, HealthyU Family Medicine's President and Chief Medical Officer. "The shortage of primary care providers has led to a reactive approach to healthcare, meaning we don't seek care unless we're sick. That often means visiting an urgent care facility or an emergency room rather than our primary care providers, because we can't get an appointment, or we don't have a primary care provider altogether.

"We want to change the reactive approach to patient care to a proactive one, by keeping our community healthy." We can do that by making primary care more accessible to Arizonans, he says.

As the first point of contact in the healthcare system, primary care providers are uniquely positioned to identify diseases sooner, allowing for earlier and less costly interventions and avoiding expensive hospitalizations, says Dr. Speirs.

HealthyU FAMILY MEDICINE MODEL: FAMILY CARE FOR EVERYONE

"Right now, healthcare is limited and very fragmented," says Trase Barney, HealthyU Family Medicine President and Chief Operating Officer. He describes a healthcare system that is often siloed between primary care providers, urgent care facilities and specialists, with no consistent communication among the various providers and the patient.

HealthyU Family Medicine's model is focused on providing access to a primary care provider who remains at the center of the patient's care journey, with one primary goal: to keep the patient healthy and out of the hospital. HealthyU Family Medicine is committed to providing same-day appointments at every location whenever possible. And in cases where that may not be possible, the patient is referred to another HealthyU Family Medicine clinic or offered a telehealth appointment with any provider in our network.

"We're committed to treating patients of all ages, from young families to older adults," says Trase. "Any individual in the community can be treated by a HealthyU Family Medicine provider."

"Physicians are excited about our model of keeping communities healthy by providing access to preventative healthcare," says Dr. Speirs. "The other advantage is that we encourage follow-up with every patient after their visit. The physicians love that."

FOCUSED ON WHAT'S BEST FOR THE PATIENT

Inevitably, some individuals in our community require more resources along their healthcare journey than others, says Dr. Speirs. "We have a proprietary software that we use to make sure we are allocating enough healthcare resources to those that need it most," he says.

PRIMARY CARE ACCESS IS WITHIN REACH

There likely will be a HealthyU Family Medicine Clinic opening near you within the next year. The company's high growth plan includes four clinics serving the most underserved areas of the state by January 2022. Then the company expects to open one clinic a month in various parts of the state throughout 2022.

"We're not trying to take over the world," jokes Trase. "But we are trying to fill a growing and urgent need. It's getting harder and harder to get preventative care in Arizona. Our goal of keeping communities healthy will be better for the healthcare system overall."

THE IDEAL FINANCIAL PARTNER

When the founders formed HealthyU Family Medicine in 2020, they looked for a bank that valued the relationship as a true partnership. "We wanted to work with a local community bank," says Trase. "A few colleagues recommended Republic Bank of Arizona. We talked to a lot of banks before making a decision. We feel RBAZ is the best vendor partnership we have. You all are the easiest people we deal with all day."

"The team at HealthyU Family Medicine is re-engineering family practice care in Arizona," says Brian Ruisinger, RBAZ president and CEO. "We are excited to see the impact the company will have on healthcare in Arizona, and we're honored to be a part of their mission."

