

Membership Information for Employees

Our Why

At Hitchcock Family Medicine, we believe healthcare should be personal, simple, and centered on trust. Over time, the doctor-patient relationship has been fractured by layers of third-party complexity. By restoring a direct relationship between patients and their physician, both medically and financially, we are able to focus on what matters most: thoughtful care, clear communication, and long-term health.

What Is Direct Primary Care?

Direct Primary Care, or DPC, is a membership-based model that removes insurance from the primary care relationship. Instead of billing per visit, care is covered by a predictable monthly fee. This allows your physician to spend more time with you, respond promptly when issues arise, and focus on prevention and early intervention rather than volume. As a member, you receive direct access to your physician and unhurried care when you need it, without copays, surprise bills, or rushed visits.

How Your Membership Works

Hitchcock Family Medicine is a Direct Primary Care practice located in Chattanooga, Tennessee. Your employer provides this benefit by covering the monthly membership fee on your behalf.

As a member, you receive:

- Same-day or next-day visits when medically appropriate
- Longer, unhurried appointments
- Direct communication with your physician for urgent concerns
- Care that prioritizes prevention, early treatment, and continuity
- Many in-office services included in your membership at no additional cost.

Examples of Included Services

- Well visits and sick visits
- Same- or next-day acute care when medically indicated
- EKGs
- Strep, flu, and COVID testing
- Urinalysis
- Sutures and laceration repair
- Casting and treatment of non-surgical fractures
- Minor skin procedures, including mole and skin tag removal

Integrated Care: Pharmacy and Imaging

Your care at Hitchcock Family Medicine is supported by an integrated healthcare model, which reduces confusion, delays, and unnecessary expense in your healthcare. While these services are not included in the primary care membership, they are available to you at transparent wholesale prices.

Hitchcock Family Pharmacy

Members have access to transparent, cash-priced medications that are often less expensive than traditional insurance copays. Our pharmacy focuses on affordability, simplicity, and personal service.

Hitchcock Direct Imaging

We offer high-quality, cash-priced imaging services, including X-ray, ultrasound, and CT, at clearly posted and pre-negotiated rates. This allows your physician to make timely decisions without delays or unexpected costs.

Availability and Coverage

We are able to care for most people, most of the time. Our office closes a few weeks per year, typically around holidays and occasionally during the summer. All planned closures are communicated well in advance, and we strive to remain accessible to our patients whenever care is needed.

An Important Note About Insurance

Hitchcock Family Medicine is not health insurance. Direct Primary Care is designed to cover the vast majority of everyday medical needs. We strongly encourage all patients to maintain some form of coverage for unpredictable or catastrophic events such as hospitalization, major trauma, cancer care, or surgery. We are happy to help discuss options if you have questions.

Questions?

We are happy to speak with you and answer any questions about how this model works and how it fits your personal healthcare needs. Please send us an email at Info@Hitchcock.MD or give us a call at (423) 763-1942.

Next Steps?

Once you have opted in to your employer-sponsored membership at Hitchcock Family Medicine, please follow the following steps to activate your membership with us:

Step 1: Complete Your Patient Enrollment

- Your employer will send you a hyperlink to the patient enrollment form.
- Follow the prompts to enter the necessary information for yourself and any family members also enrolling.
- Please note that you will be prompted to enter a payment source in case you incur any additional expenses, such as lab work, that are not covered by the membership fee paid by your employer.

Step 2: Select Your Doctor

- Once your enrollment form has been completed and submitted, you will receive a confirmation email from us within 2 business days.
- Reply to that email to let us know if you have a particular doctor you would like to be assigned to. If you don't have a preference, don't worry, we can choose for you.

Step 3: Schedule Your First Visit

- After you have been assigned to a doctor, you will receive a welcome email directly from him or her that contains their contact information.
- Send an email to your doctor to schedule your first visit.

We look forward to meeting you!

Hitchcock Family Medicine

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Email: info@hitchcock.md

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