



Direct Pediatrics

www.directpediatrics.com

What is Direct Primary Care?

*Direct Primary Care (DPC) is **healthcare the way we all want it to be**. Pricing is a flat, fixed monthly fee, and that's it! No copays, no confusing bills, no surprises. Our model allows pediatricians to have a smaller patient base, focusing more on the quality of care provided rather than the quantity of patients seen.*

What we offer

- **Unhurried** and flexible office visits when you need them
- **Unlimited** 24/7 access to your pediatrician who knows you and your child's specific needs
- Care **unburdened** by insurance regulations.
- Home Visits for Newborns
- In-office pharmacy
- Same Day Appointments
- Onsite routine pediatric labs
- Administration of all routine vaccinations
- School/ Sports physicals
- Developmental and behavioral screenings
- Medication discount card accepted at most pharmacies

Two convenient locations

Norton Commons

Steve Johnson, MD, PhD

502-515-6601

6302 Meeting Street Unit 101
Prospect, KY 40059

Middletown/ Landis Lakes

Kyle Stewart, MD

502-861-6067

161 S English Station Road
Louisville, KY 40245

"This place is amazing. I only wish it could have been around when my kids were babies!!

Nailed the convenience aspect."

-G. Currier



"The level of care we receive at Direct Pediatrics is top notch! The doctors are knowledgeable and truly cares about my kids... the peace of mind that comes with 24/7 access to him is priceless!"

-A. Dooley



"Can not recommend Direct Pediatrics enough! The doctors are so patient and understanding with my daughters."

-C. Althaus



About our doctors



Kyle Stewart MD

- Louisville native
- B.S. in biology from Western Kentucky University
- Medical Degree from University of Louisville
- Completed pediatric residency at Norton Children's Hospital
- Over the last few years, worked as general outpatient pediatrician in insurance-based model at Oldham County Pediatrics
- Hired at Direct Pediatrics in 2024
- He has been married to his wife, Katie, for 8 years and has a 4-year old daughter.
- In spare time, he is heavily involved in his local church. Additionally, he follows collegiate and professional sports closely, enjoys reading historical non-fiction books, and playing golf.

Steve Johnson MD, PHD

- Born and raised in Fairfax, VA.
- B.S. in psychology & K-8 teaching license from Duke in 1996
- Ph.D. in Clinical Psychology from UNC-Greensboro in 2003
- Married Lori (also a psychologist) and moved to Louisville in 2002 to complete psychology internships
- Worked as a child/pediatric psychologist at Norton Children's Hospital, Seven Counties Services & Oldham County Schools
- M.D. from University of Louisville in 2011, completed pediatric residency at Norton Children's Hospital in 2014
- Worked as pediatrician/child psychologist at Norton Children's Medical Group at Springhurst from 2014-2024
- Hired at Direct Pediatrics in 2024
- Kids include Matthew (Florida State), Michael (WKU) and Alexis (North Oldham High School) + 4 golden doodles
- Enjoys playing and coaching soccer, tennis, basketball, baseball, swimming, & golf



Also included in your membership...

ParentMD[®]

ParentMD is your virtual healthcare partner, connecting you to telehealth services, educational resources, and a community of caregivers to help you navigate the challenges your child faces from birth to young adulthood.

Educational Resources

- ParentMD Podcast
- Newborn/Toddler Parent Survival Guide
- Specialty Video Courses
- Email Newsletters & Briefs
- Webinars & Conferences

Community of Caregivers

- Resource Navigator
- Parent to Parent Resources
- Recommended Products & Services
- Parent Forum

**\$96/YEAR COST COVERED WITH YOUR
MEMBERSHIP TO DIRECT PEDIATRICS**

Understanding Your Membership

Benefits Included in Membership Fee:



24/7 Access to your doctor

- Available same day appointments
- Evening/holiday/weekend appointments if needed
- Your doctor's phone number to text with any questions



Sports, school, or camp
physicals, vaccine records, or
any other paperwork you need
filled out



Home visits for the first month of life

- Your doctor will come see your baby for the newborn visit to assess the baby and answer all your questions.
- After that, a nurse will follow up as needed with in home weight checks.



In-house pharmacy with
common pediatric
medications (free or at cost)



In-house lab for routine pediatric labs

- Blood testing (CBC, lipid panels, glucose, lead)
- Bacterial tests (urinalysis, strep)
- Viral tests (COVID, mono, RSV, flu)



Mental health evaluation
and treatment



Yearly Vision Screening



Hearing screening every
other year starting at age
five



Vaccine Administration



Counseling and Guidance

- Nutrition
- Development
- Sleep
- Toileting
- Behavior
- Parenting, and more!




Access to ParentMD

Your virtual healthcare partner, connecting you to telehealth services, educational resources, and a community of caregivers to help you navigate the challenges your child faces from birth to young adulthood.



Medication discount card
accepted at most
pharmacies

What's the difference?

FEATURES	DIRECT PRIMARY CARE ()	CONCIERGE PRACTICES	TRADITIONAL PEDIATRIC PRACTICES
WELL VISITS	✓	✓	✓
SICK VISITS	✓	✓ (+ CO-PAY)	✓ (+ CO-PAY)
IMMUNIZATIONS	✓	✓	✓
SCHOOL/ SPORTS/ CAMP PHYSICALS	✓	✓	✓
TYPICAL PATIENT PANEL SIZE	200-400	400-600	1500-2200
<u>TYPICAL</u> VISIT LENGTH	30-60 MIN	30-60 MIN	10-20 MIN
WAIT TIME IN OFFICE TO BE SEEN BY DOCTOR	0-5 MIN	0-5 MIN	10-30 MIN
MEMBERSHIP FEE	✓	✓	X
24/7 ACCESS TO YOUR DOCTOR	✓	✓	X
EASY SAME-DAY APPOINTMENTS	✓	✓	X
VISITS WITH YOUR DOCTOR RATHER THAN WHICHEVER DOCTOR OR NP IS AVAILABLE	✓	✓	X
APPOINTMENTS AS NEEDED ON WEEKENDS & AFTER-HOURS	✓	✓	X
IN-HOUSE PHARMACY	✓	POSSIBLY	X
PSYCHOLOGIST ON TEAM	✓	X	X
IN-HOUSE LABS AT NO EXTRA COST	✓	POSSIBLY	X
NEWBORN VISITS IN THE HOME FOR 1ST MONTH	✓	POSSIBLY	X
ACCEPTS HSA/FSA	✓	✓	✓
UNLIMITED VISITS WITHOUT CO-PAYS	✓	X	X
MEDICAL DECISIONS & TIMING OF CHECK-UPS NOT INFLUENCED BY INSURANCE COMPANIES	✓	X	X

Frequently Asked Questions:

How do I schedule an appointment?

- During office hours, you can call our office to schedule.
- You can text your doctor any time at a member-only number and he can schedule an appointment.
- You can download the “Atlas.md Patient App”, create an account under parent name and email, and schedule the appointment from the app.

How long are appointments?

- We generally schedule sick visits for 30 minutes and all other visits for 60 minutes.
- If more time is needed, it can usually be arranged that day or offered later in the week.
- If you need to be in and out in 5 minutes for something quick, just let Dr. Stewart know.

What if my child is sick outside of office hours?

- Text your doctor. He will determine whether the concern can be addressed over text, phone, video chat, or in the office.
- If needed, he will meet you at the office during evenings and/or on weekends.

When is Direct Pediatrics open?

- Monday through Friday from 8am-5pm.

When can I schedule my child's check-up?

- Since we are not governed by insurance mandates (like 365 days between check-ups), you can schedule your child's check up just about any time you want, or as needed for sports/camp physicals
- A few specific check-ups (ages 1, 4, 11, & 16) require your child to be at or past their birthday for vaccines, but the rest can be scheduled any time around their birthdays.
- If you want to follow up a concern related to growth or development in 1, 3, or 6 months, we're happy to do that.

What if my child gets sick when I am out of town?

- Contact your doctor. He will try to solve the issue over phone/text/video call, or recommend that your child be seen at a local urgent care/ER.

Frequently Asked Questions:

How do I get in touch with my pediatrician?

- Text him anytime at the member-only number. He will respond as soon as he can.
- If you need him emergently in the middle of the night, call him.
- Information can be faxed to the office

What can I text my doctor about?

- Medical concerns
- Advice
- Medication refills
- Scheduling
- Running late
- Forms that you need
- School/daycare recommendations
- Pretty much anything!

What if my doctor is not available?

- When your doctor goes on vacation, he continues to be available to families by text/phone/video.
- When your doctor is out of the office, another pediatrician within Direct Pediatrics will see your child.

Tell me about the Direct Pediatrics in-house pharmacy.

- We try to stock our pharmacy with the most common medicines used for children to save you the hassle of going to the pharmacy.
- We provide these medications to members at cost or free if the medicine costs less than \$10.
- If we don't have the medicine in-house, we will send it to your normal pharmacy.

What are your thoughts on vaccines?

- At Direct Pediatrics, we encourage the vaccine schedule recommended by the American Academy of Pediatrics (AAP).

What if my child needs vaccines?

- We do all routine childhood vaccines in our office
- We partner with Vaxcare to supply our vaccines.
- Vaxcare will bill your insurance for vaccines

Do you offer Flu/COVID vaccines for parents?

- Yes, parents are welcome to get their seasonal vaccines with their children
- Parents' vaccines are billed under parents' insurance

Frequently Asked Questions:

How do you handle mental health concerns?

- Our doctors are comfortable diagnosing and treating ADHD, anxiety, depression, and other common childhood mental health concerns.

Are there mental health concerns that you would not be able to treat?

- Our physicians are comfortable screening for autism, but an official diagnosis typically requires testing using the Autism Diagnostic Observation Schedule (ADOS) which would be done by an autism specialist outside the office. The most effective treatment for autism is Applied Behavioral Analysis (ABA) which should also be done by a specialist. Our doctors do not do ABA therapy.
- We do not prescribe mood stabilizers or anti-psychotic medications. If a child needs this type of medication, they should be seen by a child psychiatrist.
- We do not specialize in substance abuse treatment.

What if my child needs to see a specialist?

- Your physician will make the referral to whichever specialist he thinks is the best for your child, and will have ongoing communication with your child's specialist.

What if my child needs lab work?

- We have common labs included in your membership fee such as:
 - Complete blood count (CBC) (routinely done at 1, 2, & 11 years)
 - Lead testing (routinely done at 1 & 2 years)
 - Cholesterol and lipid testing (routinely done at 9, 10, or 11 years)
 - Bilirubin testing (routinely done with newborns)
 - Bacterial tests (strep and urinalysis)
 - Viral tests (Flu, COVID, RSV, mono)
 - Pregnancy testing
 - Glucose testing
- If less common labs are needed, we can typically collect them at our office and send them to an outside lab. You will be responsible for payment directly to the lab via cash or insurance for this type of lab work. Such labs might include:
 - Genetic testing (cheek swab) to determine best medication for ADHD, anxiety, or depression
 - Thyroid testing (TSH, Free T4)
 - Complete metabolic panel (CMP)
 - Viral pathogen panel

Frequently Asked Questions:

What if I think my child may have a broken bone?

- Bring your child to the office for an assessment. If x-rays are needed, we can refer to a non-hospital based imaging facility and gets x-rays for about 10-20% of what hospitals charge.

Under what circumstances should I take my child to the ER rather than the Direct Pediatrics office?

- Emergency situation (i.e.difficulty breathing, anaphylactic reaction)
- Obviously broken bone
- Severe wounds with bleeding that won't stop

What if my child is hospitalized?

- While your child is in the hospital, his/her care will be managed by the pediatric hospitalist team. your doctor will follow your child's progress through their electronic medical record.
- Please let your physician know if your child is hospitalized as he will make every effort to visit your child during his/her hospital stay.

Since we pay the monthly fee for healthcare, does my child still need insurance?

- Yes, insurance is strongly recommended for what it was actually intended for including:
 - Hospitalizations
 - Emergency room charges
 - Specialist care
 - Expensive medications
 - Vaccines

How does billing work?

- The day you register, your credit card will be billed for the \$150 family registration fee and 1st months membership fee.
- There is a 3% fee for all credit card transactions.
- After the initial charge, you can use Automated Clearing House (ACH) to electronically transfer monthly payments or continue to use the credit card.
- Monthly charges will either occur on the 1st, 5th, 10th, 15th, 20th, or 25th of the month depending on the day you register.
 - For example, if you register on February 21st, your monthly fee will be charged the day you register, then on March 20th, April 20th, etc.

Meet our Owner

Dr. Honaker has seen pediatrics from the parent perspective with his own two boys, from the doctor perspective as a practicing pediatrician for 8 years, and from the healthcare system administrator perspective overseeing the general pediatricians at 25 offices in the Norton Healthcare system. Dr. Honaker has observed that as healthcare becomes more corporate and institutionalized, families and doctors become increasingly frustrated with the system. Frustration for parents includes jumping through numerous hoops (call centers, front desk staff, and nurses) to get in touch with their pediatrician, limited pediatrician availability for appointments/follow ups/questions, getting scheduled with whomever is available, and having limited time to get issues addressed. On the flip side, physician burnout is at an all time high as physicians spend 1/3 of their time documenting in the medical record, responding to phone messages, and getting prescriptions authorized while squeezing as many patients into their schedule as possible as a physician's salary is typically based on the number of patients seen.

Dr. Honaker knew there had to be a better way to serve families while allowing pediatricians to pursue their calling- caring for children. He recognized that the critical factor was time and the only way to create time for pediatricians (and families) was to limit the number of patients seen by a pediatrician. By limiting a pediatrician's patient volume to 400 vs. the average 1600-2400 patients that are seen in the typical practice, pediatricians would be able to use the extra time to serve their smaller group of patients. The extra time allows children to be seen whenever needed by their own pediatrician and have the time necessary to have all needs addressed. Since behavioral and mental health concerns make up 40% of patient visits and tend to require additional time, Dr. Honaker hired Dr. Kyle Stewart, to open the second office of Direct Pediatrics in Middletown. Louisville's first pediatric-only direct primary care office, opened it's second location on October 1st, 2024.