

**Jeffrey Gold, MD**  
CEO  
Gold Direct Care PC

After working as an employed physician in a major hospital system for 8 years, Dr. Gold began to get increasingly frustrated with the bureaucracy of insurance-based medicine that resulted in less of his time spent on caring for his patients in the way he envisioned since he was considering medicine as a career. In 2014, Dr. Gold opened the first independent Direct Primary Care practice in Massachusetts- Gold Direct Care PC. Based in Salem, MA he currently cares for 700 patients and has an Internal Medicine physician partner and recently added a Family NP. He has also formed a side business called the Starseed Group LLC which hopes to have DPC doctors, benefits advisers, TPAs, and self-funded employers collaborate to build employer sponsored plans that have DPC as the “seed” of the plan with direct contracting for all other services. By doing so, more doctors can leave the system with less risk and actually practice medicine the right way all while patients and employers get the care, system navigation, cost savings, and advocacy they deserve.

In addition to growing his own practice and the DPC model, Dr. Gold has been intimately involved in helping other MA primary doctors escape the fee for service world and MA now has approximately 15 independent DPC physicians. He is a co-founder in both the New England DPC Alliance as well as National DPC Alliance. He also is a member of the Direct Primary Coalition.