



Dr. Steve Johnson with Direct Pediatrics

Revolutionizing Local Pediatric Care

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“I wanted to take a proactive approach by identifying and addressing physical, developmental, behavioral, and emotional concerns from birth,” says Dr. Steve Johnson, the pioneer behind Direct Pediatrics in Prospect, Kentucky. As Kentucky’s only dual-licensed pediatrician and child psychologist, Steve brings a unique blend of expertise to his practice, ensuring that children receive comprehensive care from day one.

PROACTIVE, COMPREHENSIVE CARE

Born and raised in Fairfax, Virginia, Steve’s history in medicine began with his graduation from Duke University and a subsequent Ph.D. in clinical psychology from UNC-Greensboro, where he met his wife, Lori. The couple moved to Louisville in 2002, where Steve initially worked as a child psychologist. However, he found that waiting until children were referred to him for behavioral and emotional problems was often reactive.

Motivated by a desire to take a more proactive approach, Steve returned to school, earned his MD from the University of Louisville School of Medicine, and completed his pediatric residency at Norton Children’s Hospital, and spent the next decade at Norton’s outpatient pediatric practice at Springhurst. His extensive experience culminated in his role at Direct Pediatrics, where he started seeing patients in February of this year.

Direct Pediatrics offers a wide range of services for children from birth to age 21. These include sick and well visits, routine immunizations, lab work, and tests for common illnesses. Thanks to Steve’s background in child psychology, the practice is also equipped



to diagnose and treat mental health concerns like anxiety, depression, and ADHD.

ACCESSIBLE APPROACH

Direct Pediatrics operates much differently than a regular pediatric practice. Bringing this innovative, membership-based model, the first of its kind in the area, was the idea of Dr. Josh Honaker, who envisioned a healthcare system that prioritized direct access to pediatricians and allowed doctors ample time with patients. The office was his brainchild as the first dedicated pediatric office in the area.

“Families and doctors became increasingly frustrated with the system,” Steve points out. “I would often hear ‘It takes forever to get an appointment and it’s not even with my child’s doctor,’ or ‘If my child has an issue after 5 p.m., they always tell me to go to the ER.’”

At Direct Pediatrics, families pay a monthly fee for each child, covering all visits and in-house labs, eliminating the need for insurance billing (except for vaccines) and copays. Steve’s panel (of up to 400 patients) ensures that same-day visits are the norm, a stark contrast to the typical 2,000 patients per pediatrician in traditional practices.

“All families have my cell phone number and are encouraged to contact me with any concerns or questions,” Steve adds, emphasizing the convenient, personal nature of his care. “I live seven minutes from the office, and will meet the family at the office in the evening or on the weekend if that’s when the child needs to be seen.”

ON THE HORIZON

With plans to open a second Direct Pediatrics office in Landis Lakes this fall with a fellow pediatrician, Steve’s looking forward to his business’s bright future. His parting advice to local residents? Visit your pediatrician for more than just a check-up!

“Pediatricians can be a familiar resource for nutrition, exercise, academic difficulties, and mental health concerns,”

Steve points out. “If your pediatrician can’t solve the problem directly, they can point you in the right direction.

“You and your children should feel like your pediatrician is a good fit for your family as you may be spending 21+ years working together,” he concludes. “If you and your pediatrician aren’t a great fit, keep looking until you find one who is.”

For revolutionary, accessible pediatric care for your loved one, call Direct Pediatrics at 502-515-6601 or visit their website at directpediatrics.com to book an appointment today!



Scan the QR code to visit Direct Pediatric’s website.