



The Palm Health Advantage: Reimagining Your Health

The direct primary care model explained

Shane Grindle
Palm Health

The Palm Health Advantage: Reimagining Your Healthcare Experience

At Palm Health, we believe healthcare should work for you—not the other way around. This guide introduces our innovative Direct Primary Care model that's transforming how Jacksonville residents experience primary care. Discover a refreshing approach where technology enhances personal connections, where your provider has time to truly listen, and where quality care comes without insurance hassles.

The Broken Healthcare System: We Feel Your Pain

Healthcare shouldn't be this complicated. Yet most Americans struggle with a system that prioritizes paperwork over patients.

Today's Healthcare Reality

- Seven-minute appointments where you barely have time to explain your concerns
- Weeks or months of waiting for appointments with your doctor
- Unexpected bills and hidden costs that arrive long after your visit
- Complex insurance requirements dictating your care options
- Impersonal experiences where you feel like just another chart number
- Rushed providers who don't have time to listen to your full story

When healthcare becomes this frustrating, many people delay seeking care altogether—leading to worse outcomes and higher costs down the road.



Direct Primary Care: Healthcare Reimagined

Direct Primary Care (DPC) removes the middleman from healthcare, creating a direct relationship between you and your provider. This revolutionary model eliminates the constraints of insurance-driven care, allowing us to focus entirely on your health needs.

The Palm Health DPC Difference

- Membership-based model with transparent monthly fees
- **No copays, deductibles, or surprise bills for covered services**
- Same-day or next-day appointments when you need care
- Extended, unhurried visits that average 30-45 minutes
- Direct access to your provider via text, call, or video
- Comprehensive primary care services included in your membership

Direct Primary Care isn't "concierge medicine" for the wealthy—it's an affordable alternative that restores the patient-provider relationship to its proper place at the center of healthcare.

Your Palm Health Membership Benefits

Unlimited Access, One Simple Fee

Your Palm Health membership includes:

- Unlimited office visits without additional fees
- Same-day or next-day appointments for acute concerns
- Extended appointment times (30-45 minutes standard)
- Direct messaging with your provider through our secure app
- Virtual visits when you can't come to the office
- After-hours access for urgent concerns
- Wholesale pricing on medications and lab work
- Personalized preventive care and wellness planning
- Chronic disease management with continuous support
- Minor procedures included at no additional cost

Technology That Enhances Human Connection

Our tech-forward approach means:

- 24/7 digital access to your provider for questions and concerns
- Secure messaging for non-urgent health questions
- Virtual visits from the comfort of your home
- Digital health tracking for improved outcomes
- Online appointment scheduling anytime, anywhere
- Electronic access to your records and care plan

We use technology to strengthen your connection with your provider—not replace it.

Membership Options for Every Need

This comprehensive guide outlines our innovative health optimization programs at Palm Health. Each package is designed to address specific wellness goals through our cutting-edge, personalized approach. While specific treatments will be customized to your unique needs during consultation, this overview provides the foundation of what each program offers.

Palm Health Core: Foundation Membership

\$99 Monthly

- Unlimited telehealth primary care visits
- Same-day/next-day appointments
- Direct provider communication
- Basic preventive care
- Minor procedures and acute care
- Chronic disease management
- Preventative care and health screenings
- Extended 30-45 minute appointments
- Wholesale medications and labs

Palm Health Optimize: Weight Management & Performance

\$299 monthly

Everything in Palm Core, plus:

- Complete metabolic and hormonal assessment
- Nutrition planning and meal optimization
- \$300 quarterly credit toward advanced therapies
- Nutrition planning and meal optimization
- Digital health companion

Palm Health Renew: Hormone Optimization & Longevity

\$499 Monthly

Everything in Palm Optimize, plus:

- Monthly optimization reviews
- Advanced biomarker testing
- Executive stress management
- Unlimited specialist coordination
- Dedicated health concierge

Who This Is For

Ideal for adults experiencing age-related hormonal changes, those seeking to optimize physical and mental performance, and individuals focused on proactive longevity strategies.

Palm Health Elite: Comprehensive Optimization

\$799 monthly

Program Overview Our most comprehensive program, Palm Health Elite, provides full access to all health optimization protocols and technologies. This program represents the pinnacle of personalized medicine, combining cutting-edge science with continuous provider guidance.

What's Included

Everything in Renew membership, plus:

- Comprehensive advanced peptide protocol customization
- Executive performance optimization panel
- Unlimited access to all Palm Health optimization services
- Quarterly brain performance assessment
- Advanced regenerative therapy options
- Custom longevity protocol with biologic age tracking
- Home phlebotomy for convenient testing
- Personal health concierge
- \$800 quarterly credit toward advanced therapies

Who This Is For

Ideal for executives and high-performers seeking maximum health optimization, individuals pursuing advanced longevity strategies, and those wanting the most comprehensive approach to health optimization. Specialized longevity clinics charge \$5,000-10,000 for initial assessments alone, with minimal follow-up. Palm Longevity delivers continuous, data-driven optimization with your own dedicated provider for a fraction of the cost

Before Your First Appointment

1. Complete our comprehensive health questionnaire
2. Review the educational materials for your specific program
3. Gather any existing lab work or medical records
4. Note specific health concerns or goals you'd like to address

Your Initial Consultation

During your 60-minute initial consultation, your provider will:

- Review your health history and existing data
- Discuss your health goals and concerns
- Order appropriate laboratory testing
- Outline your personalized treatment approach
- Address your questions about potential protocols

Ongoing Care and Optimization

As a Palm Health member, you'll experience:

- Regular progress assessments
- Continuous protocol refinement
- 24/7 support through our health coaching application
- Educational updates as new research emerges
- Seamless coordination of all aspects of your care

From Frustration to Freedom: Real Stories

Mike S., Software Engineer

"After years of rushed appointments and waiting weeks to see my doctor, Palm Health feels revolutionary. I can text my provider directly, get same-day appointments, and never worry about surprise bills. It's healthcare the way it should be."

Sarah T., Small Business Owner

"As someone without employer insurance, traditional healthcare was prohibitively expensive. With Palm Health, I have better access to my provider than friends with 'premium' insurance plans, and I'm saving money every month."

Common Questions About Direct Primary Care

Do I still need insurance?

While your Palm Health membership covers all your primary care needs, we recommend maintaining catastrophic or high-deductible insurance for emergencies, hospitalizations, and specialist care.

How is this different from concierge medicine?

Concierge practices typically charge higher fees (\$1,500-5,000 annually) and still bill insurance. Our DPC model offers similar benefits at a fraction of the cost without insurance hassles.

Will you help if I need to see a specialist?

Absolutely. We'll coordinate with specialists, help you understand treatment options, and advocate for you throughout your care journey.

What if I need care while traveling?

Your provider remains accessible via virtual visits and messaging. We'll help coordinate care wherever you are.

Experience the Future of Primary Care

Healthcare doesn't have to be frustrating, impersonal, or prohibitively expensive. At Palm Health, we've created a better way—combining innovative technology with the personal attention you deserve.

Your health journey begins with a simple conversation. Schedule your complimentary consultation today and discover how Palm Health is revolutionizing healthcare in Jacksonville.

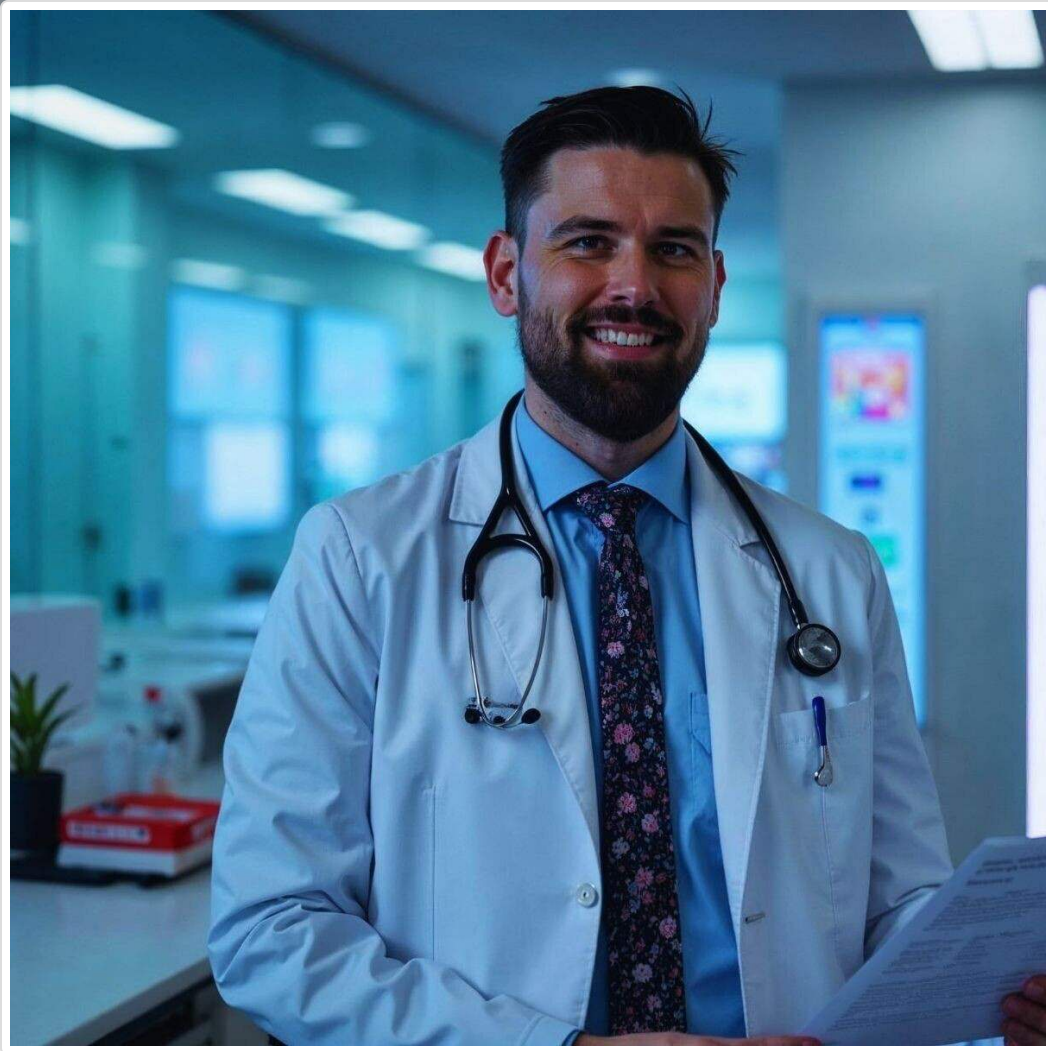
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Palm Health: Because your healthcare should work for you, not against you.

Important Information

All treatment recommendations are made on an individual basis following comprehensive assessment. Specific medications, peptides, or hormones are only prescribed when clinically appropriate for your unique situation.



Shane Grindle FNP-C

Shane Grindle is a board-certified nurse practitioner and obesity medicine specialist who brings his passion for service into healthcare as a proud Navy veteran. His distinguished career began in transplant cardiology at the prestigious Mayo Clinic in Jacksonville, where he developed a foundation in specialized care delivery.

While serving in internal medicine at Naval Hospital during the height of the pandemic, Shane witnessed the devastating impact on his community firsthand. This experience inspired him to found one of Jacksonville's first Direct Primary Care practices, revolutionizing access to personalized healthcare without insurance barriers.

Building on this success and extensive research into advanced therapeutic modalities, Shane established Palm Health—now recognized