



# The Guide to Feeling Your Best

**Personalized care  
designed to help women  
65+ live their best lives**





## A Letter From Our CEO



We'd love to meet you for your first visit - call us today!



We're here 24/7.  
Call 888.290.1209

Dear Neighbor,

Thank you for your interest in Herself Health and for taking the first step toward a more personalized approach to your health. **You're taking an important step toward care that truly listens, respects your experience, and helps you stay strong for years to come.**

I co-founded Herself Health after seeing too many women—especially those 65+—told that their pain, fatigue, or changes were “just part of aging.” My own mother heard those same words. Her symptoms were dismissed instead of explored, and that experience stayed with me.

I knew we could do better. Women deserve care that looks deeper, connects the dots, and honors the whole person—not just the diagnosis. Herself Health was built to reimagine what care can feel like: longer visits, doctors who specialize in women’s aging, and health plans designed around your goals, not the system’s schedule.

Our mission is simple but profound: to help women age with confidence, strength, and joy. We believe preventive, value-based care can change how you experience this stage of life—because it was designed for you.

You’ve spent a lifetime caring for others. It’s time for care that sees you, supports you, and keeps you living life on your own terms.

With gratitude and commitment,  
**Kristen Helton**  
CEO, Herself Health



## Welcome to Your New Healthcare Family, Designed Exclusively for Women 65+

We're thrilled to have you join Herself Health. This is more than just a new doctor's office; it's the beginning of a healthcare partnership designed specifically around you. Here, your appointments are more than routine visits. They're opportunities to connect, collaborate, and create a personalized health plan that honors your unique needs and preferences. Your voice matters, and it plays a vital role in shaping your care.

You're not just cared for — you're part of the team that keeps you well.

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*You'll notice the difference  
on your first visit.*

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## What Makes Herself Health Different

At Herself Health, you are not just another patient — you are part of our healthcare family.

 **Dedicated Care Team:** Your clinician, nurse, medical assistant, and care coordinator work together with you to design a care plan that fits your life, not just your medical chart.

 **Time That Matters:** Your first visit is 90 minutes — compared to the national average of 16–20 minutes (CDC/AMA). We take that time to understand your story and create a plan built around you.

 **See Us More to Stay Well:** Many women are used to visiting the doctor only when something feels wrong. We see you more often to keep you healthy, catch small changes early, and help you stay strong and independent.

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## What Makes Herself Health Different

 **Coordinated Care:** We connect with your specialists so you don't have to juggle multiple offices or repeat your story.

 **The Annual Wellness Visit, Reimagined:** Our Annual Wellness Visit is a full, comprehensive experience, complete with a physical exam, optional breast and pelvic exams, and your personalized HER Plan, a roadmap for your health over the year ahead.

 **Experienced Clinicians, Top of Their Field:** Many of our clinicians are geriatric-trained NPs or MDs with years of experience caring for women 65+. They come from respected health systems like Mayo Clinic and Fairview and stay at the forefront of medical research through continuing education, ensuring the care you receive is always current and best-in-class.

**“** My stress level has declined greatly with your care.

-Marta S.



“I have been going to Herself Health for about three years. I love the care I get.

-Dayle S.

## Your Dedicated Care Team

You'll have a dedicated team focused entirely on you, including:

- **Your Clinician** – Your primary healthcare partner who knows your complete health story
- **Medical Assistant** – Helps coordinate your visits and assists with care delivery
- **Nurse** – Available for guidance and clinical support
- **Care Coordinator** – Helps with appointments, insurance, and communication with specialists

They collaborate to build a care plan around your needs, goals, and preferences — helping you stay on top of your health throughout the year.

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# What to Ask Your Provider

Coming prepared with questions helps you get the most out of your care. Here are some to consider:

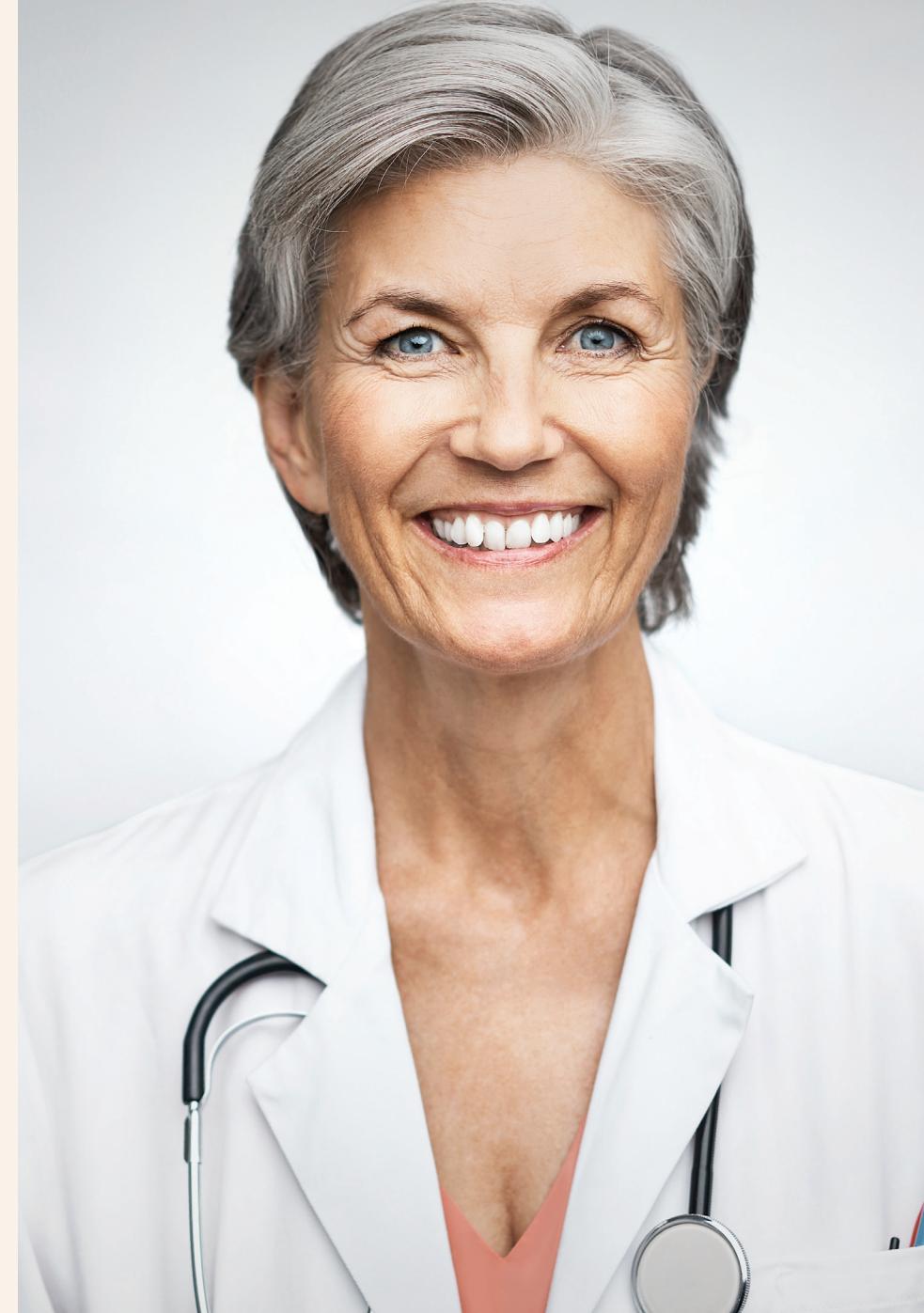
- How can I stay independent and active as I age?
- What preventive screenings should I have at my age?
- How will you help me coordinate care with my specialists?
- What can I do to manage my chronic conditions better?
- What support is available to help with my emotional well-being?
- How often should I come in to stay on top of my health?

At Herself Health, these are the conversations that guide everything we do.

**“**Great care from the front desk to the personal care you get from the nurse's and doctors.

-Dee B.

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## Your First Visit: A Different Experience

Your first visit with Herself Health is 90 minutes.  
This is your time to:

- Share your full health history and personal story
- Discuss your goals and concerns and what “feeling well” means to you
- Create a personalized care plan together
- Schedule any needed screenings or follow-ups

Bring your medications, past records, and questions.  
We'll do the rest.



## Your Health, Your Life – Supported at Every Step

We specialize in the health concerns most important to women 65+:

- Heart health and blood pressure
- Diabetes and blood sugar management
- Bone health and osteoporosis
- Arthritis and joint pain
- Women's health needs (menopause, bladder health, breast health)
- Mental and emotional well-being

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## Beyond the Exam Room: Resources for Your Health

We offer plenty of support outside of your visits to help you manage your health every day:

- **Chronic condition management** – Coaching, education, and goal-setting support
- **Patient service liaisons** – Insurance and benefits navigation assistance
- **Community rooms** – An inviting space to gather with friends and relax
- **Educational events** – Social gatherings explicitly designed for you
- **Virtual care** – Schedule appointments from home
- **Online patient portal** – Connect with your care team, access health information, and find educational materials anytime.



## Quick Reference Guide

### When to Call Us First

- Non-emergency health concerns
- Questions about medications or test results
- Scheduling or follow-up needs



**Call Us First**

### When to Use Virtual Care

- Minor illness (cough, cold, UTI symptoms)
- Medication refills
- Follow-up visits
- When you can't come into the office

### When to Go to the ER

- Chest pain or difficulty breathing
- Severe bleeding or injury
- Signs of stroke (face drooping, arm weakness, speech difficulty)
- Loss of consciousness or any life-threatening emergency

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## Becoming a Patient is Easy — As Simple as 1-2-3

- 1 Call us at (888) 290-1209**
- 2 Schedule your 90-minute first visit with your dedicated care team**
- 3 Bring your story and questions — we'll take care of the rest**

## Important Contact Information

**Main Number: (888) 290-1209**

- Scheduling appointments
- Speaking with your care team
- Care coordination questions
- After-hours support

**Office Hours:**

Monday – Friday: 8:00 AM – 5:00 PM

After-hours nurse line and on-call providers available 24/7

**Website:** [www.herself-health.com](http://www.herself-health.com)



## Welcome to a New Approach to Healthcare

At Herself Health, aging means more freedom — not more limits.

We're here to help you stay strong, independent, and thriving with a care team that listens, collaborates, and keeps you well.

*Because your best self deserves the best care.*