



# The Comprehensive Women's Health Roadmap.

A higher standard of primary care for women 50+. Care that connects the dots across heart, bone, metabolism, and mental health.





# Is Your Primary Care Keeping Up With Your Life After 50?

**Why standard healthcare misses the mark  
for women, and the tools you need to  
advocate for the care you deserve.**



## A Note From Our Founder

**If you are in your 50s or early 60s and feel like healthcare no longer fits the reality of your life, you are not alone.**

I co-founded Herself Health after seeing too many women have their concerns minimized or rushed through during this transitional stage. Symptoms were often treated separately. Visits were short. The full picture was rarely considered.

Women deserve more personal attention, real relationships, and care designed around how women's health changes over time.

You have spent years caring for others. Your care should take care of you now.

**Because your best self deserves the best care.**

**Kristen Helton**

Co-Founder and CEO, Herself Health



We're here 24/7.  
Call 888.290.1209



# A New Chapter Requires a New Level of Vigilance.

**Your 50s and early 60s are a turning point. Hormones shift. Metabolism changes. Protecting your heart, bones, and emotional well-being becomes a duty we take seriously.**

But if you have ever left a doctor's office feeling like your concerns were dismissed as "just stress" or "getting older," **you are not imagining it.** The data confirm that standard primary care often fails women at this stage of life.

## The "Standard Care" Gap:

- **You Feel Rushed:** The average primary care visit in the U.S. often allows only minutes for actual dialogue, leaving the root causes of your symptoms unexplored.
- **You Feel Dismissed:** Research shows that up to **93% of women** have felt dismissed when seeking medical help for their concerns.
- **The Risks Are Real:** Women are **50% more likely than men** to be given an incorrect diagnosis following a heart attack because symptoms present differently.
- **Our Stance:** You deserve better than "standard." You deserve a team that listens with empathy and acts with precision.



## Care That Specializes in You.

At Herself Health, our providers are trained specifically in women's health. We balance seeing the "whole you" with the rigorous structure needed to protect your future health.

- 1. We Connect the Dots:** Hormones affect sleep; sleep affects mood; mood affects heart health. We don't send you to three different specialists to figure this out; we build **one coordinated plan to manage it all.**
- 2. We Watch What Others Miss:** We focus on the pillars that threaten your long-term independence if left unchecked:
  - **Bone Health:** We use DEXA scans to catch bone loss before a fracture happens.
  - **Heart Health:** Heart disease is the #1 killer of women, yet it is often silent. We use advanced risk assessments tailored to female physiology.
  - **Metabolic & Hormonal Health:** From unexplained weight gain to energy crashes, we look deeper at your metabolic markers to help you reclaim your vitality.
  - **Mental & Emotional Health:** We integrate behavioral health into your primary care to support you through anxiety, mood shifts, and sleep disruptions.
- 3. Your Dedicated Team:** You are supported by a full team, not just a provider. This includes your Clinician, Nurses, Medical Assistants, and **Behavioral Health providers on staff** to support your emotional well-being.

# Why Membership? A Structure for Safety.

You might ask, “Why is there a membership fee if you take my insurance?”

The answer is Reliability. Insurance covers the medical visit, but it doesn’t cover the extra time required to be truly heard, or the advanced tools we use to safeguard your health.

Your Membership Unlocks:

- **Time to Talk:** Longer appointment times (including a 60-minute first visit) so you never feel rushed.
- **Support When You Need It:** A direct line to our after-hours support team. You can call us first: nights, weekends, or holidays.
- **Advanced Screenings:** Annual DEXA body composition scan included at no extra cost.
- **Lab Value:** Annual cholesterol and glucose screening included at no extra cost.
- **Weight Management:** Lifestyle guidance and medications when appropriate.
- **Cancer Guidance:** Proactive cancer screening guidance (including mammograms onsite at select locations).
- **Expanded Network:** Direct access to additional menopause support through our Alliance Partners with Premier Women’s Health and Midi Health.

“

I finally felt listened to,  
supported, and understood.  
The team that knows me best  
is always ready to help.”





“

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

-Dayle S.

## 3 Questions to Ask Your Current Provider

**We want you to have the best care, whether it is with us or elsewhere. Use this checklist to evaluate your current care.**

**1. “Do you have specialized training in perimenopause?”**

- Why it matters: Most general practitioners receive little training in menopausal care. Our providers receive focused training on women’s health for this stage of life.

**2. “How do you screen for heart disease specifically in women?”**

- Why it matters: Standard stress tests can miss heart disease in women. We use advanced risk assessments tailored to female physiology.

**3. “Will you check my bone density before age 65?”**

- Why it matters: Standard insurance often denies DEXA scans until age 65. However, women lose the most bone mass during menopause (50s).



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

-Dee B.

**Call a Membership Advisor**

Have questions?  
Call us at (888) 290-1209.

## Become a Patient in 3 Easy Steps

**We have removed the friction so you can focus on your health.**

- 1 Connect with a Membership Advisor:** Call us to discuss which plan option fits your needs. Our team will answer your questions, explain the benefits, and verify your insurance in real-time. (if true, or leave ‘in real-time’ off)
- 2 Schedule Your First:** Visit Book a Comprehensive Health Evaluation. This extended 60-minute appointment allows us to establish your clinical baseline and review your full medical history without feeling rushed.
- 3 We Handle the Rest:** Simply arrive for your appointment (bring your records or just bring yourself). We will consolidate your care, build your personalized plan, and coordinate any necessary screenings or specialists.

**Stop Managing Your Health Alone.** It is time for your care to take care of you.

**Because your best self deserves the best care.**