



Plum Health Direct Primary Care
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FOR IMMEDIATE RELEASE

Plum Health Direct Primary Care Expands Access to Barrier-Free Healthcare in Mid-Michigan

Lansing, Michigan, May 7th, 2024 – Plum Health Direct Primary Care, a pioneer in innovative healthcare solutions in Michigan, announces its expansion into three new markets in mid-Michigan, offering enhanced-access primary care memberships to individuals, families, and employers. The clinics, located in Lansing, Van Buren Township, and Corunna, MI, will provide comprehensive primary care services with a commitment to re-establishing the vital doctor-patient relationship and eliminating barriers to essential healthcare.

With this strategic expansion, Plum Health gives employer groups an innovative alternative to the traditional large-carrier insurance plans, offering zero-cost primary care benefits to employees and their families. This approach, termed "barrier-free" care, ensures that members have unrestricted access to primary care, urgent care, women's health, mental health services, medications, and lab work without financial obstacles.

Plum Health has already partnered with forward-thinking companies like Lansing's SET SEG, a benefits provider focused on offering innovative solutions to Michigan public schools and their employees, to integrate their DPC model into many fully-funded and self-funded group health plans.

"We believe that barrier-free access to primary care is crucial for excellent health outcomes, both for individuals and their families," said Dr. Paul Thomas, Founder of Plum Health Direct Primary Care. "By providing affordable and accessible health care services, we are not only helping patients improve their health and manage their chronic conditions, but we're also helping companies control their healthcare costs. It's a bonus when we get to collaborate with forward-thinking employee benefit teams like SET SEG."

Through Plum Health Direct Primary Care memberships, employees and their families covered under health plans or directly through businesses can benefit from enhanced-access primary care services, as well as eliminating delays in care and unnecessary urgent and emergent visits. On the retail side, individuals and families in these communities can purchase memberships to access concierge-level primary care services without the constraints of traditional healthcare models.

Members of Plum Health Direct Primary Care enjoy comprehensive benefits, including primary care, urgent care, women's health, and behavioral health services. Additionally, medications and lab work are provided at steeply discounted prices to members. Direct communication with healthcare providers via phone, text, and email is encouraged, and virtual and in-person visits are available without copayments. Plum Health guarantees same or next-day appointments during clinic hours, with extended appointment durations ranging from 30 to 60 minutes if desired.

“Since SET SEG’s initial investment in healthcare centers directly benefiting Michigan public schools, we have sought to partner with an organization that can offer the level of care we are committed to providing school employees and their families.

“Our partnership with Plum Health has proven to be highly beneficial for our healthcare center patients. Their commitment to accessible, high-quality care perfectly aligns with our goals, enhancing our ability to provide exceptional health services to members of Michigan’s educational community” says Tim Averill, SET SEG Executive Director.

For more information about Plum Health Direct Primary Care and membership options, visit www.PlumHealthDPC.com.

Mark your calendar: Plum Health will be hosting a ribbon-cutting event at our Plum Health Lansing location on May 14th, 2024 at 12:30 pm. Address is 7402 Westshire Dr. Suite 110 Lansing, MI 48917.

About Plum Health Direct Primary Care

Plum Health Direct Primary Care is a pioneering healthcare provider committed to making excellent primary care services affordable and accessible for everyone. Founded by Dr. Paul Thomas in 2016, Plum Health focuses on redefining the healthcare experience by removing barriers and prioritizing the doctor-patient relationship. With clinics in Detroit, Lansing, Van Buren Township, and Corunna, Michigan, Plum Health offers enhanced-access primary care memberships that include comprehensive services such as primary care, urgent care, women's health, behavioral health, and steeply-discounted or zero-cost medications and lab work. Plum Health's innovative approach ensures prompt, personalized care with same or next-day appointments and extended visit times, empowering individuals and families to take charge of their health.

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