

Proactive MD Launches Proactive MD Connect to Create a More Connected Healthcare Experience

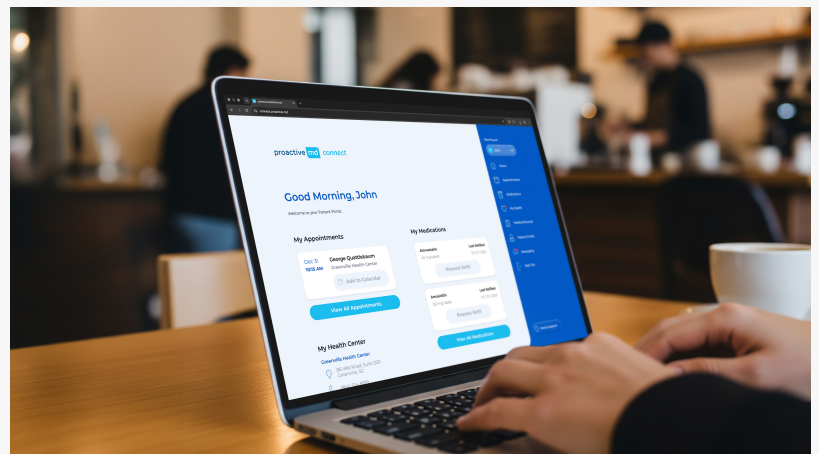
GREENVILLE, SC, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Proactive MD®, a national leader in value-based care, announced the launch of Proactive MD Connect, a new healthcare technology brand designed to be the digital key to each patient's healthcare home. This technology extends the care experience beyond the walls of the Health Center, making it easier for patients to navigate and engage with care.

Proactive MD Connect was built to help address the growing complexity and fragmentation of healthcare by integrating technology directly into

Proactive MD's Advanced Primary Care model. Rather than simply adding another layer of technology, Proactive MD Connect brings together digital tools that support access, communication, care navigation, and clinical workflows while strengthening the trusted provider-patient relationship.

"The best healthcare innovations are the ones that strengthen human connection," says Jeremy VanderKnyff, Chief Product Officer at Proactive MD. "Our model is built around creating a better care experience for our patients and giving care teams the space to practice patient-first care. Proactive MD Connect supports that by creating more opportunities for patients to connect with their care teams throughout their health journey."

Proactive MD Connect includes a proprietary Patient Portal that gives patients a central place to engage with their care. Patients can schedule appointments, participate in virtual visits, access health information, communicate securely with their care team, and easily find trusted health education resources. Beyond these core features, it incorporates tools designed to address gaps across the healthcare experience, including chart-based messaging and real-time translation in



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multiple languages, as well as integrated care navigation features that expand on Proactive MD's Patient Advocacy model to help patients find the right specialist or facility at the right price anywhere in the country.

For providers, Proactive MD Connect brings together relevant information, communications, and clinical workflows, helping providers spend less time navigating technology and more time focused on meaningful patient interactions. For employer partners, its flexible design allows organizations to customize elements of the experience to align with their workforce and broader care strategies.

"As healthcare continues to evolve, technology is playing an increasingly important role in how patients access and experience care," says John Collier, Founder and CEO of Proactive MD. "Our job is to make sure technology moves healthcare forward without losing sight of what matters most: people. Proactive MD Connect allows us to extend our care model beyond the Health Center while continuing to prioritize the relationships, trust, and personalized care that define the Proactive MD experience."

Proactive MD Connect represents the continued evolution of Proactive MD's approach to value-based care. As the brand continues to expand, Proactive MD will build on its capabilities to meet the changing needs of patients, providers, and employer partners and create new pathways to a more connected healthcare experience.

About Proactive MD

Proactive MD is a leading value-based care provider dedicated to transforming healthcare for patients, employers, and health plan partners through innovative, integrated solutions. By partnering with employers and health plans, Proactive MD goes beyond the limitations of traditional primary care and delivers accessible, affordable, and superior care to patients. Built upon strong provider-patient relationships, its integrated model also offers urgent care, specialty care, pharmacy services, and healthcare technology. Learn more about how Proactive MD is transforming healthcare at www.proactive.md.

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