

Aspire Rejuvenation Founder Tomo Marjanovic Built Heroes Program for Veterans and First Responders He Served Beside

A former law enforcement officer of 12-plus years, Marjanovic built Aspire Rejuvenation for the people he served alongside on the job.

ORLANDO, FL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Aspire Rejuvenation is putting a name and a face on why its [Heroes Program](#) exists: founder and CEO [Tomo Marjanovic](#) built the Orlando-based hormone optimization and rejuvenation clinic network after years in law enforcement, and has said he built it as the kind of care he needed himself while he was still on the job. The Heroes Program gives active duty military, veterans, law enforcement officers, fire service and EMS personnel reduced-rate access to Aspire's care, built around the population Marjanovic served alongside for more than a decade. Aspire now operates clinics across Florida, Pennsylvania and Texas, plus nationwide telemedicine, extending that access well beyond Orlando. Each clinic runs on the same lab-first standard Marjanovic built the network around.



Marjanovic has said the idea for the program was never abstract. He spent his career working alongside the people the Heroes Program now serves, and he built it as a direct line back to them.

“

I built the Heroes Program so the next officer, medic or veteran doesn't wait as long as I did to get looked at.”

Tomo Marjanovic

"I spent twelve years walking into calls most people spend their whole lives avoiding. Nobody ever asked how I was doing underneath the vest. I built the Heroes Program so the next officer, medic or veteran doesn't wait as long as I did to get looked at." - Tomo Marjanovic

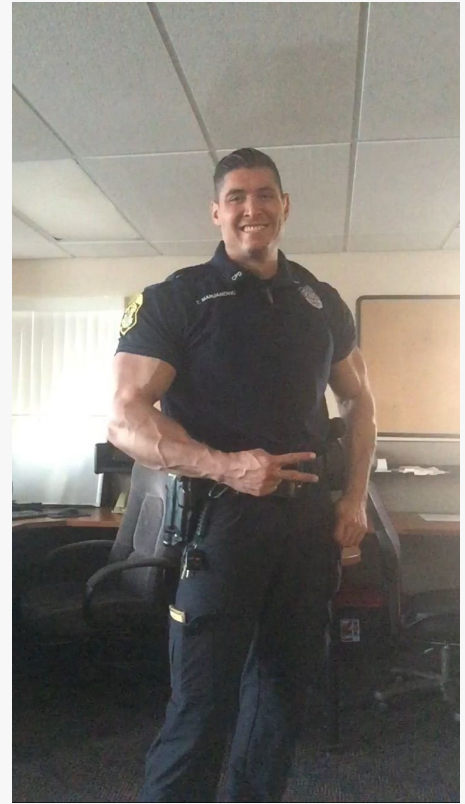
Marjanovic served more than 12 years in law enforcement in Ohio and Florida, retiring in

October 2018 with the Public Safety Medal of Valor, before founding Aspire Rejuvenation the following year. His own testosterone crashed on night shift years before any test caught it, an experience that shaped Aspire's lab-first model and, later, the Heroes Program built specifically for the population he once served alongside. Aspire has grown into a family-held, bootstrapped organization since, a structure Marjanovic has said keeps decisions about patient care and pricing, including the Heroes Program's reduced rate, in his hands rather than outside investors'.

Through the Heroes Program, eligible veterans and first responders receive the same lab-based hormonal, metabolic and biochemical evaluations Aspire's other patients receive, at a reduced first responder rate with a discount on continued care. That care is delivered by Aspire's licensed medical team, led by Medical Director Dr. Joseph Clark alongside nurse practitioners Sarah Sealey and Deanna Salguero, who build each patient's protocol around their own lab results rather than a standard checklist. Eligibility is verified through ID.me, the same identity-verification standard used across other benefits programs built for the military and first responder community. Marjanovic has described the population as frequent arrivals at Aspire's clinics, often carrying a long list of prescriptions without a clear answer for how they feel, the same gap he says he found himself in years earlier.

ABOUT TOMO MARJANOVIC

Tomo Marjanovic is a certified hormone optimization specialist, author, and Founder and CEO of Aspire Rejuvenation, a leading name in hormone optimization and longevity medicine, with clinics specializing in hormone replacement therapy, peptides, medical weight management, sexual health, and regenerative medicine. He holds certification from the American Board of Hormone Replacement Therapy (ABHRT). A former competitive bodybuilder and 12-year law enforcement veteran who received the Public Safety Medal of Valor, Marjanovic has studied hormones and human performance for decades. He is the author of Operation Optimal and was named a Top 100 Healthcare Visionary by the International Forum on Advancements in



Healthcare. Tomo Marjanovic is represented by [Moon Media Affairs](#).

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