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**First direct primary care practice in North Main opens doors
Ember Modern Medicine will also offer COVID-19 vaccine to members, public**

Greenville, S.C. (March 22, 2021) – [Ember Modern Medicine](#), the first direct primary care practice in Greenville’s North Main neighborhood, opened its doors to new patients on Friday. The practice, located at 1068 North Church Street, houses additional health professional partners like [Mountain View Christian Counseling](#) and expects others to join soon. Together, the health and wellness partners housed at Ember will offer regular healthcare, community events, and lifestyle services for the Greenville community.

Ember Modern Medicine is a family medicine practice offering a more comprehensive, personal approach to medicine, including unlimited access to its doctors via text, phone or email; guaranteed same-day or next-day visits; clear, upfront costs; and telemedicine, after-hours and home visits for members upon request.

Ember has also been approved as a COVID-19 vaccine distribution site and will begin offering vaccines shortly. The practice will offer vaccine appointments to its members first and then open up the schedule to the public.

Direct primary care practices like Ember give family medicine physicians and their patients a better alternative to fee-for-service insurance billing. (Most patients will also choose to acquire a high-deductible wraparound insurance policy to cover unexpected health emergencies).

“My family and I have dreamed about opening a practice like Ember Modern Medicine for more than a decade,” said Dr. Brian Blank. “I first heard about the direct primary care model for health care as a medical student, and its patient-first, innovative approach to medicine inspired me. Opening Ember is truly a dream come true.”

At Ember, monthly memberships range from \$85-100 per month for adults and \$20 per month for children and cover unlimited visits each year, basic in-office procedures and diagnostic tests, discounted prescriptions, and discounts from Ember’s community partners throughout Greenville. The practice also offers customized packages to small- and medium-sized businesses looking to offer health benefits to their employees.

By eliminating overpriced insurance restrictions, Dr. Blank is able to spend more time connecting with his patients and focusing on health and wellbeing instead of rushing through 15-minute visits with a checklist of questions for insurance companies.



“Our healthcare system is broken, and the COVID-19 pandemic has only made it worse. At Ember, we’re driven by a desire to create a healthier Greenville,” added Dr. Blank. “We are excited to bring medicine back to the way it should be, creating meaningful, long-lasting relationships between doctors and their patients.”

For more information about Ember Modern Medicine, visit EmberModernMedicine.com.

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Editor’s Note: Ember Modern Medicine’s [digital media kit is available here](#).

ABOUT EMBER MODERN MEDICINE

Ember Modern Medicine is a family medicine direct primary care practice that focuses on a more personalized approach to medicine. We’re driven by a desire to create a healthier community for everyone. For more information, visit EmberModernMedicine.com or follow us on social media @EmberModernMedicine.