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Getting Good Menopause Care Is Much Harder Than It Should Be. These Clinics Are Changing That

We looked into the crowded health startup space to find the best options for women everywhere.

By Lisa Arbetter Published: Oct 29, 2025 3:39 PM EDT

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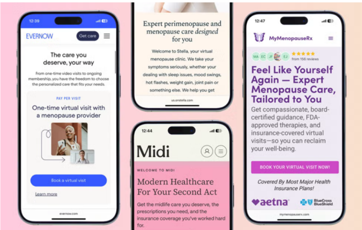
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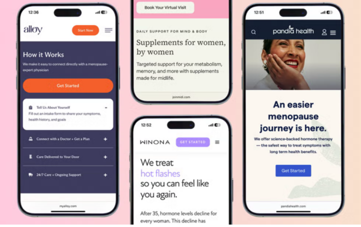

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Just as perimenopause started wreaking havoc on my brain, mood, and sleep, my gynecologist moved away. The new one I found was young—like, fresh-out-of-school young. I decided to look on the bright side: Hopefully, this meant that her training included the most up-to-date thinking about hormone therapy (HT).

When I described my symptoms and asked about HT, she looked stricken. For a second, I thought maybe it was me—she just couldn't handle the glimpse into her own sweaty, sleepless future sitting before her. But when she spoke, it was to make a confession: She'd learned next to nothing about menopause in medical school.

Turns out, the times haven't changed. Only about 7 percent of medical residents (a.k.a. doctors in training) feel prepared to treat menopause, resulting in missed symptoms, outdated advice, and real medical issues dismissed as "just women's stuff." It's no surprise that only half of women experiencing menopause ever seek medical help.

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It wasn't until about three months later, when a friend recommended checking out a digital menopause provider, that I finally found the care I needed. And now we all can. In the last few years, dozens of virtual menopause clinics have sprung up to offer complete ecosystems of online care: from specialist doctors and lifestyle support to symptom tracking, prescriptions, and communities of fellow patients who actually get it.

But with so many options, how do you know which one is right for you? Read on for advice on finding a match, and a snapshot of the leaders in this new field.

Finding the Right Digital Menopause Care for You

There's no one-size-fits-all in menopause care. The right provider depends on how you like to communicate, what you want beyond prescriptions, and what your budget (and insurance) will cover. A few things to think about:

- **Who's providing care.** The right expertise can make all the difference, so look for clinicians with menopause-specific training or Menopause Society certification. Also to consider: Do you want a long-term relationship with one provider, or are you okay with a team-based approach?
- **How you want to communicate.** Do you like face-to-face video visits or would you rather message on your own schedule? Some platforms offer a combo.
- **How you'll pay.** Models vary: Some charge per-visit fees; others offer monthly memberships or pay-for-prescription only. If you have insurance, double-check if it covers visits as well as meds on your desired platform. HSA/FSA cards can also help if you go the self-pay route.
- **How fast you'll be seen.** Some services guarantee appointments within 48 hours; others may take a week before you're seen. If you are

determined to see the same provider every time, you might have to wait longer for a visit.

- **What's on the menu.** All the providers we list here offer FDA-approved hormones (and in some cases, custom-compounded products using FDA-approved ingredients), but many offer additional treatment for weight management, mental health, or skin care.
- **What extra perks are available.** Apps, symptom trackers, wellness coaches, and online communities can be helpful—or just more noise. Choose what feels useful to you.

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The Key Players

Alloy Health *One-Time Fee + Unlimited Access*

Pricing: $49 one-time fee, then medication costs only
Insurance coverage: No; HSA/FSA accepted
Specialties: Hormone therapy, sexual health, weight management, skin, hair loss, gut health

Want to text your doctor whenever anxiety strikes at 2 a.m.? Alloy gives you unlimited messaging access to the same menopause-trained doctor for just a one-time fee—after that, you pay only for prescriptions. (A pricing preview: Estradiol pills start at $40 per month, estradiol patches start at $75 per month, and nonhormonal paroxetine is $35 per month.) Your doc responds within 24 to 48 hours, and there's no appointment juggling or additional consultation fees. Just don't expect face time with your practitioner—it's a text-only relationship.

The company started with hormone therapy but expanded to support other midlife health needs, such as sex, weight management, and skin care. It offers both FDA-approved and custom-compounded treatments (including estrogen-infused moisturizers and serums), plus community support groups and educational webinars. It's like having a menopause-savvy friend who happens to be a doctor and is always available to text.

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Evernow *Research-Backed Flexibility*

Pricing: $150 per visit, or membership from $35 per month (self-pay)
Insurance coverage: Yes (Anthem, UnitedHealthcare, Aetna, Blue Cross Blue Shield); HSA/FSA accepted
Specialties: Hormone therapy, sexual health, mental health, weight management, skin, hair loss

Can't decide between video calls and messaging? Evernow offers both. You can book insurance-covered video visits or choose unlimited messaging memberships.

The company is flexible about treatment too: FDA-approved meds can be sent to your local pharmacy (insurance applies) or delivered directly to your home; in some cases, custom-compounded prescriptions may be available. The app keeps everything in one place—symptom tracking; lifestyle programs for sleep, nutrition, and strength training; and direct access to your provider.

Evernow also uses de-identified patient information for research to expand the field of menopause care (including this peer-reviewed study on racial disparities in menopause care). Just note that by consenting to Evernow's terms and conditions, you are allowing your anonymized data to be used for research too.

Midi Health *Training Depth + Scale*

Pricing: $250 for initial appointment, $150 for follow-ups (self-pay)
Insurance coverage: Yes (full list of coverage); HSA/FSA accepted
Specialties: Hormone therapy, sexual health, mental health, weight management, healthy aging, skin, hair loss

What sets Midi apart is its rigorous provider training and extremely thorough offerings. Every clinician completes more than 50 courses in midlife women's health and continues with weekly education to stay current. Care is delivered through video visits with the same provider over time, building continuity and trust. Midi's clinicians include nurse practitioners (NPs), certified nurse-midwives (CNMs), doctors (MDs), and naturopathic doctors (NDs) who specialize in women's midlife health. All treatment is overseen by menopause doctors who collaborate closely with clinicians to create a personalized care plan for every patient.

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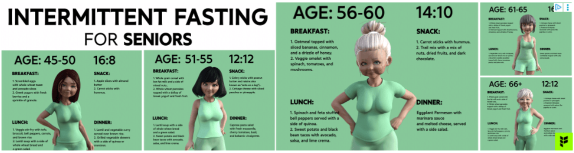

Unlike some other competitors, Midi accepts dozens of insurance plans. And if you live in New York, Midi's partnership with Mount Sinai means your virtual care can connect back to Mount Sinai doctors, health centers, and affiliated employer partners.

Beyond easing current symptoms, Midi offers what it calls AgeWell visits: check-ins designed to help you plan for healthy aging across brain, bone, heart, and metabolism.

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MyMenopauseRx *Speed + Quality Control*

Pricing: $99 per visit (self-pay)
Insurance coverage: Yes (Blue Cross Blue Shield, UnitedHealthcare, Tricare, Humana, Cigna, Sana Health, Aetna); HSA/FSA accepted
Specialties: Hormone therapy, sexual health, mental health, weight management, skin, hair loss

Need help now? MyMenopauseRx typically offers video appointments within 48 hours—no endless waiting while your symptoms spiral. Your care will be managed by a clinical team, all certified by the Menopause Society, with a supervising menopause-certified doctor reviewing all notes to make sure nothing gets missed. The platform accepts most major insurance plans, or you can self-pay.

Beyond HT, the company covers the full spectrum of the menopause experience—from hair loss to bone health and mental health changes—and prescriptions can be sent to any pharmacy the patient chooses. There is also a community page that allows patients to interact with one another and offers education, such as a course on pelvic floor health.

Pandia Health *Messaging-Only Simplicity*

Pricing: From $35 per month
Insurance accepted: Yes, but only for medications; HSA/FSA accepted
Specialties: Hormone therapy, birth control

Hate phone calls? Pandia makes menopause care as easy as texting. For $34 a month, you get unlimited messaging with doctors (most, but not all, of whom are certified menopause practitioners) who typically reply within two business days—no video calls, no scheduling hassles. It's ideal if you're managing a packed calendar or just prefer typing out your symptoms.

The platform's approach is straightforward: Treat the essentials—hot flashes, night sweats, vaginal health, and bone strength—with FDA-approved treatments. Prescriptions can be shipped to your door or picked up at a local pharmacy. Pandia also offers invite-only live events with its doctors to answer FAQs or discuss hot (sorry) topics.

Stella (by Vira Health) *Comprehensive Care*

Pricing: $200 for initial consultation, $90 for follow-ups (self-pay)
Insurance accepted: Yes (including Aetna, Anthem, and UnitedHealthcare; **check coverage here**); HSA/FSA accepted
Specialties: Hormone therapy, sexual health, weight management, skin, hair loss

Looking for more than a prescription refill? Stella approaches menopause as a whole-life transition, pairing medical treatment with ongoing wellness coaching and lifestyle support. Plus, it handles all the insurance paperwork, prior authorizations, and pharmacy communications.

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You'll see the same provider (a doc or nurse practitioner) for video visits (typically available within a week), and your care continues between appointments through the companion app. A year's access includes unlimited one-on-one wellness coaching, habit tracking, and educational resources. With live Q&As and webinars, you'll feel supported through the whole process.

Winona *Community + No Consultation Fees*

Pricing: No consultation fee, pay only for prescriptions
Insurance accepted: None; HSA/FSA accepted
Specialties: Hormone therapy, sexual health, skin, hair loss

Just want a prescription? Winona charges you only for the actual medication—no appointment costs, no monthly memberships. A doctor reviews your info and approves you within hours, then you get your treatments delivered directly. It offers both FDA-approved and custom-compounded options to treat your symptoms. (A preview of costs: vaginal estrogen cream is $219 for the starting dose and $89 for refills, progesterone capsules are $39 per month, and estrogen tablets are $54 a month.)

Where this brand really shines is its community. With 34,000+ women in its community app, plus nearly 29,000 in its Facebook group—not to mention regular free, in-person meetups nationwide—Winona also provides the support network many women crave during this transition. It also hosts virtual live doctor Q&As, and some brand ambassadors host

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book clubs in their community. It's medical care plus the girlfriend support system you actually need.

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