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**FOR IMMEDIATE RELEASE**

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# Meliora Integrative Medicine Launches New Platform Bringing Precision Hormonal Health Care to the North Shore

EVANSTON, IL — Meliora Integrative Medicine, the Evanston-based integrative health practice founded by triple board-certified physician Dr. Rowena Chua MD, today announced the launch of its redesigned website and digital platform at [melioramed.com](http://melioramed.com).

The new platform introduces the Meliora Method™ — Dr. Chua’s proprietary five-pillar clinical framework addressing Hormone Rebalancing, Nutrient Repletion, Gut and Detox Optimization, Stress and Adrenal Regulation, and Metabolic and Mitochondrial Support — through a comprehensive digital experience designed to meet patients where they are.

*“Meliora means ‘always toward better’ in Latin. This platform reflects exactly that — meeting every patient at the beginning of her journey and walking alongside her with the precision she deserves.”*

— Dr. Rowena Chua, MD

## Introducing Guided Precision Care

The launch debuts Guided Precision Care, Meliora’s signature physician-led AI care model — and the result of more than a year of in-house engineering. Rather than wire a generic medical chatbot into the practice, Meliora built and trained its own AI system on Dr. Chua’s clinical protocols using the open-source RuFlo orchestration framework and the RuVector vector database, with HIPAA-compliant infrastructure end to end. The result is Meli, an AI assistant whose reasoning is bounded by Dr. Chua’s own protocols, not the open internet — with Dr. Chua remaining the final clinical authority on every patient decision.

Meli works at multiple points in the patient journey. She assists the clinical team with lab data analysis — flagging out-of-range and trending markers against Dr. Chua’s optimal-range targets, not population averages. She powers an AI-assisted internal knowledge base that the practice now uses to onboard and train clinical staff and to educate patients on their own protocols. And on [melioramed.com](http://melioramed.com) she appears as a public chatbot that can answer common questions about onboarding, services, and what to expect as a new patient.

The website itself is Meliora’s fourth-generation platform, and the first developed end-to-end with Meli

as a working AI co-engineer alongside the practice's small product team — an approach Dr. Chua sees as a proof of concept for how a solo physician practice can deliver concierge-grade tooling without a hospital-system budget.

## Key Platform Features

- Guided Precision Care — physician-protocolled AI care guidance, available between appointments under Dr. Chua's clinical authority and powered by Meliora's in-house, HIPAA-compliant AI stack (RuFlo + RuVector).
- Meli, Meliora's AI assistant — a clinical co-pilot that supports lab review and flagging, an AI-assisted knowledge base used for staff training and patient education, and a public chatbot on [melioramed.com](https://melioramed.com) that answers onboarding questions.
- A fully rebuilt website — Meliora's fourth-generation platform, designed and developed with Meli as an AI co-engineer.
- DEXA body composition scanning with the Meliora Interpretation — one of the few practices on the Chicago North Shore offering clinical-grade DEXA, paired with Dr. Chua's physician-led interpretation that translates the scan into personalized insights on visceral fat, muscle balance, bone density, and metabolic risk.
- Comprehensive hormone optimization, IV nutritional therapy, and medical weight loss services — all bookable directly online.
- Meliora Insights — a growing editorial library at [melioramed.com/insights](https://melioramed.com/insights) covering hormones, the nervous system, metabolism, sleep, and Dr. Chua's clinical perspective.
- The Meliora Academy — patient and professional education built on the same Method that drives the practice.

## About Dr. Chua

Dr. Chua is board-certified in Neurology, Integrative Medicine, and Obesity Medicine — a rare combination that informs her approach to treating the neurological, hormonal, and metabolic dimensions of patient health simultaneously. A Northwestern University alumna, Dr. Chua founded Meliora Integrative Medicine in 2013 and has been part of the Evanston wellness community for over a decade.

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New patient consultations, DEXA body-composition scans, and IV nutritional therapy can all be booked directly at [melioramed.com](https://melioramed.com). The practice serves patients in person in Evanston, IL and via telehealth.

Limited-time community offer: through November 2026, Northwestern University students, faculty, and staff receive 15% off DEXA body-composition scans with valid Northwestern ID — reflecting Dr. Chua's long ties to the Evanston and Northwestern community.

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