

Concierge medicine startup to launch in West Palm Beach



A rendering of Radence's planned office in West Palm Beach, Fla. **RADENCE**



By **Mark Dovich** – Reporter, South Florida Business Journal
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Story Highlights

- Radence launches precision medicine startup in West Palm Beach.
- The company will serve high-net-worth individuals seeking concierge care.
- Radence focuses on early detection of cancer and other diseases.

A precision medicine startup that caters to high-net-worth individuals seeking concierge care has chosen South Florida for its nationwide launch.

Radence will lease about 2,500 square feet at the Northbridge Centre, at 515 N. Flagler in West Palm Beach, for its headquarters and flagship clinical practice space. Move-in is slated for early next year.

The company expects to employ about a dozen people in West Palm Beach by the end of next year, with additional local hires planned.

Radence focuses on early disease detection and prevention through advanced data gathering and analysis, an emerging specialty known as precision medicine, CEO David Medvedeff said.

The company plans to offer those services on a concierge, members-only basis. The cost of those services means the firm will largely serve high-net-worth individuals.

As it launches, Radence is set to concentrate on cancer, neurodegenerative disease and cardiovascular and metabolic disorders.

"At least one of those, will impact about 80% of people," Medvedeff told the Business Journal.

Radence selected West Palm Beach due to its concentration of wealth, ease of access and status as a growing concierge medicine hub, he added.

"The last thing that really got our attention and convinced us this was the place, was this real emerging concierge medicine practice that's happening in Palm Beach County," Medvedeff said. "This confluence of talent, concierge practices ... and our potential members, all being in the same place, convinced us this was a really compelling area."

The company had also considered Boston, New York City, Los Angeles and San Francisco, among other locations, "all potentially next stops for us, but not where we wanted to start," he said, adding that other factors were Florida's pro-business climate and openness to medical innovation,

Most recently in July, Gov. Ron DeSantis signed a new law that aims to shake up Florida's stem cell industry.

While Radence is not directly impacted by that legislation, it represents a "signal to accept innovation and also to be willing to work with businesses," Medvedeff said.

In recent years, West Palm Beach has seen a transformation as it aims to become a major finance, technology and innovation hub, efforts that have earned it the moniker "Wall Street South."

More broadly, South Florida is seen as a rising center for life sciences businesses, a sector that includes pharmaceutical, biotechnology, clinical research and medical device ventures.