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Grand Primary Care



BUILDING A BETTER PRIMARY CARE EXPERIENCE—ONE PATIENT AT A TIME

BY: SARAH MARILYN

After more than a decade practicing family medicine, Courtney Smith, PA-C, began to notice a pattern. Patients were frustrated, access felt limited, and meaningful relationships were being lost in an increasingly complex healthcare system. In response, Courtney opened Grand Primary Care in Grandville, Michigan, with a clear mission to deliver evidence-based, relationship-driven primary care that is accessible, personal, and designed for the realities of modern life.

INDUSTRY INNOVATION >

WHY PRIVATE PRACTICE MATTERS

Courtney believes independent primary care offers flexibility for both patients and staff that corporate medicine often cannot.

“Private practice encourages stronger patient-provider relationships,” she explained. “It allows you to slow down, really listen, and build trust over time. Anyone who chooses primary care does it because they love it—it’s a calling.”

With a national shortage of primary care providers continuing to grow, Courtney is passionate about the role Physician Associates play in closing that gap.

The PA education track produces highly trained, reliable providers,” she said.

“Primary care needs people who are deeply committed to it, and I’m proud to be part of that solution.”



DESIGNED FOR ACCESS AND SIMPLICITY

Grand Primary Care accepts many commercial insurance plans and also offers a transparent self-pay fee schedule, welcoming insured and self-pay patients alike. The goal is to remove barriers to care and show patients just how simple it can be to get the care they need, when they need it.

“I want people to know how easy it can be to schedule an appointment and actually get seen,” Courtney said. “I recently had a patient who hadn’t been to a doctor in years. She thought she had too many needs to address, but in one visit, we completed screenings, started treatment, and set a follow-up plan. She left feeling relieved instead of overwhelmed.”

Patients can expect timely appointments, longer conversations, and care that extends beyond a brief visit, grounded in evidence-based medicine and education.

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LIFESTYLE MEDICINE AT THE CORE

Courtney integrates lifestyle-focused care into every patient relationship, addressing sleep, nutrition, movement, stress, and sustainable habits alongside traditional medical treatment. “If patients want more than a four-minute conversation, if they want evidence-based advice and help separating fact from internet misinformation, that’s where we thrive,” Courtney noted. She is particularly passionate about serving adults ages 20–40 and adolescents, a population she connects with both professionally and personally. “I practiced medicine before I had kids, and now I practice as a parent of three,” she shared. “That perspective helps me better understand what families are navigating and how to support them.”



BEST PRACTICES

ROOTED IN COMMUNITY AND CONNECTION

A graduate of Grand Valley State University, where she earned both her undergraduate and master’s degrees and competed in collegiate volleyball. Courtney remains deeply connected to West Michigan. Beyond clinical care, she actively advocates for the PA profession through involvement with the Michigan Academy of Physician Associates (MAPA) and the American Academy of Physician Associates (AAPA). When she’s not seeing patients, Courtney enjoys time with her family, reading, experimenting with new recipes, staying active with her kids, and listening to podcasts like *It’s A Good Life*, *The Pinnacle Prescription*, and *Acquired*. “You should set goals that require you to become a different person to achieve them,” Courtney said, a mindset that continues to shape both her leadership and her practice.

A NEW STANDARD FOR PRIMARY CARE

Grand Primary Care is committed to restoring trust, familiarity, and warmth to healthcare proving that primary care can be accessible, personal, and empowering. “At the end of the day, my ‘why’ is bringing straightforward, evidence-based healthcare back to my community,” Courtney shared. “People deserve a provider who cares, not someone just clocking in and out.” Grand Primary Care is currently accepting new patients and proudly serves as a model for how independent primary care can better meet the needs of today’s patients.