

Virtual Care That Works in Rural America

Proven Engagement. Real Results. Designed for Hard-to-Reach Populations.

Virtual Care Can Thrive in Rural Populations

Rural populations are often labeled “hard-to-reach” due to longstanding challenges with access, engagement, and vendor success. But with the right model, they can be served exceptionally well. At First Stop Health, we deliver strong performance in rural settings by aligning incentives across virtual, direct, and value-based care - everything traditional approaches overlook. That’s why rural clients consistently achieve the engagement and outcomes most vendors can’t deliver.

Challenges Rural Clients Face and Our Approach

Common Concern	How It's Tackled by First Stop Health
Low Engagement	Guaranteed utilization (up to 40% with Complete Care, which includes Urgent, Primary & Mental Health) with rural clients often exceeding 60%+ through manager-led enrollment and multi-channel outreach.
Tech/Access Limitations	Care via phone or web - no app required -accessible 24/7, in all 50 states, with live support.
Healthcare Skepticism	We back usage with 100% of fees at risk - you don't pay unless your people engage and benefit.
Older, Less Tech-Savvy Populations	Simple onboarding and manager-led demos make access easy and familiar.
Mental Health Stigma & Scarcity	Guaranteed, stigma-free counseling - often the only mental health option available locally.
Prior Vendor Failures	We build trust through consistent performance, proactive communication, and measurable ROI.

Rural Clients: *Success Highlights*

Industrial Manufacturing Client

77% Utilization

229% ROI

"The introduction of First Stop Health has been wildly popular with our employees. They appreciate the ease of use and quality of care they receive. It has been especially beneficial for our employees in more rural areas where access to in-person medical care can be challenging. The launch was very effective and worked because it wasn't generic. We partnered with First Stop Health to create a marketing plan tailored to our workforce. Thoughtful timing, relatable marketing materials/messages and multiple communication channels all contributed to our successful usage rate."

Government Agency Client

124% Utilization

241% ROI

"We have 13 offices across 16,000 square miles. Getting care out here isn't easy - and that's why First Stop Health has been a game-changer. Managers became champions by enrolling first and walking staff through the experience. We saw usage double after those early conversations about the 'why.' Now, every time something tough happens - car accident, emotional stress, family issue - we point people to First Stop Health on day one. And because it's free and easy, they use it all the time. In addition to that, for us, Mental health access has been one of the biggest wins. We simply don't have many therapists in our area. This gave our people a guaranteed spot, fast - and that matters."

How We Do It

- **Human-Led Rollout:** Leadership endorsement, manager demos, and ongoing in-person/virtual reinforcement
- **Care That People Love®:** +82 NPS and industry-leading utilization - virtual care with heart and usability
- **Aligned Incentives:** By operating at the intersection of virtual, direct, and value-based care, we succeed only when your people benefit - so results, not visits, drive ROI
- **Accountability Built In:** Full-service launch + 24/7 access + real-time reporting on utilization, satisfaction, and savings

Why First Stop Health?

We are the only provider combining virtual convenience, direct access, and value-based outcomes - all tied to our performance. Rural populations don't need marketing gimmicks - they need seamless access, empathetic care, and measurable results. That's why when others don't show up, First Stop Health does - and consistently delivers.

- ✓ Guaranteed utilization with consistent rural overperformance
- ✓ Strong, measurable ROI consistently achieved across rural clients
- ✓ Fully aligned incentives to employer and employee - 100% of fees tied to performance
- ✓ \$0 cost to employees across urgent, primary, and mental health care
- ✓ Care across primary, urgent, and mental health at \$0 employee cost
- ✓ Built-in accountability: real-time reporting, human support, and full-service launch managed and funded by us

