



**CASE STUDY:
Improving HR Team's
Onboarding & Benefits
Communications**

Healthcare Client

3,700+
Employees

Self-Funded
Health Plan

Offering Telemedicine & Virtual
Mentl Health to all Employees

Client Goals:

- Support dispersed workforce
- Provide convenient healthcare experience\
- Support HR teams with communications

This First Stop Health (FSH) client previously used carrier-embedded telemedicine with barely any results: They had no employee engagement campaigns, very low usage and limited reporting capabilities. To deliver the best value, FSH organized, implemented and funded custom employee engagement campaigns. We also provided the on-demand reporting for the client to track FSH Telemedicine performance.

Outcomes:

11 mins.
or less to connect
with a doctor

38%
Telemedicine
Utilization

13%
Virtual Mental
Health
Utilization

143%
Return on
Investment

86%
in-person visits diverted for
nearly \$400,000 saved in
healthcare expenses

“ Very down to earth and knew what my problem was. If he had a private practice in my area, I would have him be my PCP

- FSH Member