



Employee Engagement

We do the heavy-lifting to drive employee use

Telemedicine benefits only work if employees use them. That's why First Stop Health (FSH) creates personalized marketing and custom engagement materials to encourage employees to use our

Telemedicine. We communicate with employees so they remember they can contact a doctor via the FSH app, website or phone to receive care wherever they are instead of making unnecessary trips to urgent care or the emergency room.

The best part? Our employee engagement is included with our services at no additional cost.

"I called at 8:51 on a Saturday morning, and had a prescription ready by 10 a.m.! It would have been painful to wait until Monday morning for a doctor's appointment. I feel better already! So glad I called."

– Jennifer M., Patient, Ohio



How We Do It



Easy Onboarding

Adding new health benefits can be difficult and time consuming. Our account managers work closely with you to streamline the process and set up your eligible employees.



Persona Marketing

We use at least 10 distinct personas to segment employees based on their demographics, goals, motivations and behaviors. These personas are used to help personalize email and text messaging marketing to appeal to the needs and concerns of different groups of people.



Quarterly Reporting

No need to crunch numbers or make rough estimates. Our account managers provide detailed quarterly reporting about the success of our virtual care at your company.



Custom, Year-Long Communications

Thanks to persona marketing, our messaging breaks through the noise. A 35-year-old employee with children gets an email about staying healthy during the upcoming school year, while a 27-year-old employee without children gets an email about how to get a flu shot in the fall. Employees receive up to 12 emails per year with information tailored to their unique need.



Guaranteed Success

We are the only Telemedicine provider to offer a 125% Savings Guarantee. That means we are financially invested in your success. If you don't see savings from our Telemedicine, we will make it right.