

Rula – Fact Sheet

What is Rula?

An in-network behavioral health provider group enabled by technology for therapy and psychiatry.

- A managed provider group delivering superior quality outcomes for the last 5 years and over 5M visits.
- A booking platform where patients can schedule an appointment within 3 minutes, and meet with a provider via live video as soon as the next day.
- An in-network benefit offered, with standard marketing communications created by Rula for employers and health plans at no expense.

Why does Rula exist?

- 2/3 of mental health searches are abandoned due to lack of transparency into appointment availability and inaccurate provider directories. For those who do find appointments, they often end up out of network.
- 2024 MHPAEA Report to Congress DOL secret shopper exercise exposed that only 8-28% of therapists listed in healthplan directories could offer an appointment within 30 days.

Why Promote Rula?

Access & Network:

- 18,000+ licensed providers across all 50 states, covering 90+ specialties (therapy and med mgt).
- In-network with major carriers (Anthem/Carelon, Aetna, Cigna, United/Optum, Kaiser, local Blues) and many regional plans and TPA's.
- Virtual visits with expansion for in-person in 2025.
- Expansion into major carrier EAP plans in 2025.

Financial:

- Visits billed as fee for service in-network claims.
- Competitive fee structure, partnering with health plans to control costs.

Health Outcomes:

- All providers use Rula's Electronic Health Record, guided by active clinical management.
- 93% care satisfaction (report feeling better about their symptoms and/or concerns than they did 3 months ago).
- 73% of patients see clinically meaningful PHQ/GAD improvement (within 8 weeks, moderate & severe acuity at baseline).
- 93% therapeutic relationship.
- 80% of positive C-SSRS patients indicate a reduction in suicidality within 8 weeks.

Member Experience:

- Easy-to-use platform for booking and matching with therapists ("Open Table/Uber" experience).
- Schedule an appointment in less than 3 minutes; Appointments available as soon as the next day.
- Rula's patients are highly satisfied with their provider, with a 98% personalized match.
- 24/7/365 crisis support available.

Employer Administration:

- No additional contract required.
- Custom marketing collaterals: custom website link, emails, direct mail, posters, webinars.

Reporting:

- Client-specific reports on clinical, operational, and satisfaction metrics available.

Provider Support:

- Peer consultations, licensed clinical quality coaches, help center, and dedicated provider success team.

Amazon Partnership:

- Rula is the largest behavioral health provider in Amazon's Health Condition Programs (Amazon.com).