

Rula delivers high-quality, evidence-based behavioral health care through a national network of 23,000+ credentialed providers, with a one-day median time to first appointment and 71% of patients demonstrating clinically meaningful improvement. With seamless integration into health system referral workflows, Rula helps connect patients to timely behavioral health services and improve outcomes.

Solution Capabilities



ANALYTICS AND
INSIGHT



WORKFLOW
AUTOMATION



CARE
COORDINATION



PATIENT EDUCATION
AND CONTENT



PATIENT SELF-
MANAGEMENT TOOLS

Key Features

- ▶ **Rapid referral and care coordination:** Providers and care coordinators refer patients directly to the Rula network, eliminating manual referral coordination and reducing time-to-care to a 1-day median.
- ▶ **Epic-integrated referral workflows and closed-loop communication:** Clinicians have visibility into referral status, appointment confirmation, and clinical notes within their existing electronic health record (EHR) workflow, restoring care continuity and eliminating the “referral black hole” that drives provider frustration.
- ▶ **Credentialed national provider network of 23,000+ behavioral health clinicians:** Health systems and patients have access to therapists, psychiatrists, and psychiatric nurse practitioners across all 50 states, with broad payer coverage and specialty matching to ensure clinically appropriate care.
- ▶ **Measurement-informed care with validated outcomes tracking:** Supports clinical quality improvement and HEDIS performance by tracking PHQ-9 and GAD-7 scores across the patient population, with 73% of Rula patients demonstrating clinically meaningful improvement.
- ▶ **Patient-provider matching engine for appropriate clinical fit:** Patients are paired with providers based on clinical need, specialty, modality, language, and demographic preferences, increasing engagement rates and reducing dropout in the critical first weeks of care.
- ▶ **Referral analytics and population health reporting:** Operational leaders and population health teams gain visibility into referral volume, conversion rates, time-to-care, and outcome trends, supporting VBC contract performance and continuous workflow improvement.
- ▶ **Multi-modal care delivery, including therapy and medication management:** Patients access care through virtual therapy, in-person therapy, psychiatric medication management, and hybrid care models, allowing health systems to address the full spectrum of behavioral health needs from mild anxiety to complex psychiatric conditions.

Benefits

Rula clients can:

- ▶ Improve operational efficiency
- ▶ Reduce clinician burden
- ▶ Improve patient outcomes
- ▶ Enhance patient experience
- ▶ Expand access to care
- ▶ Strengthen the digital front door
- ▶ Support value-based care
- ▶ Improve care coordination

Clinical Guidelines and Standards

- ▶ CMS-aligned programs
- ▶ Evidence-based / peer-reviewed protocols

Solution Type

- ▶ **Care Management:** Solutions supporting care coordination platforms, care pathways, and workflow optimization.
- ▶ **Remote Monitoring & Virtual Care:** Solutions supporting remote patient monitoring, virtual care delivery, or device-connected monitoring.

Measurable Impacts

- ▶ **Speed to Care:** 1-day median time to first appointment for patients referred into Rula's network, compared to the 4-6-week industry standard for behavioral health access.
 - ▶ **Symptom Improvement:** 71% of patients demonstrate clinically meaningful symptom improvement as measured by PHQ-9 and GAD-7 score reduction, supporting HEDIS measure performance for Depression Screening, Antidepressant Medication Management, and Follow-Up After Hospitalization for Mental Illness.
 - ▶ **Clinical Engagement:** Rula achieves unmatched patient continuity within our virtual provider group, where 90% successfully complete their second clinical appointment, 82% of patients progress to complete a third appointment, and 93% of patients report strong therapeutic alliance with their provider,
 - ▶ **Cost Mitigation:** Connecting patients to timely outpatient behavioral care provides significant downstream financial protection for health system risk-bearing entities, showing an average total medical spend reduction of up to \$2,500 per person over 15 months.
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RESULTS YOU CAN EXPECT

Case Study

At Stanford Health Care, Rula partners with Xealth to integrate within existing workflows to solve the behavioral health referral bottleneck. By connecting clinicians to a network of more than 23,000 in-network providers, primary care teams seamlessly route patients to personalized behavioral health solutions.

This infrastructure delivers appointments in less than

48 hours

Ensuring

90%

of individuals successfully complete their follow-up care.

Awards, Accolades, and Certifications



"Best Virtual Care Solution" Award (May 2026): Rula Health was named the winner of this category in the 10th Annual MedTech Breakthrough Awards. The independent market intelligence program selected Rula for its innovative digital platform, clinical quality frameworks, and focus on delivering measurable, long-term mental health outcomes.

Security, Compliance, and Certifications



HIPAA Compliant



Patient Name: S. Testpatient

DOB: 03/1998

Referrer Name: Mira Salama

First Visit Date: 04/01/2024

Provider Name: Araiza Fuentes, Paola

Next Visit Date: 03/07/2025

Primary Diagnosis Category: Depressive Disorders

Primary Diagnosis: Major Depressive Disorder, Single Episode, Moderate

Baseline PHQ-9 Score: 24.0

Baseline GAD-7 Score: 21.0

Current Medications: Wellbutrin XL 150 mg oral tablet extended release 24 hr (Take 1 oral tablet every morning x 7 days then discontinue), fluoxetine 10 mg oral capsule (Take 1 oral capsule every morning x 7 days (take with 20mg capsule -own supply)), fluoxetine 20 mg oral capsule (Take 1 oral capsule every morning), Wellbutrin XL 300 mg oral tablet extended release 24 hr (Take 1 oral tablet every morning), fluoxetine 40 mg oral capsule (Take 1 oral capsule every morning- Start after completing 7 days on lower dose)

Integration and Workflow Fit

- ▶ Prescribed and managed within the Xealth platform
- ▶ Data and insights returned to clinical workflows (e.g., EHR, dashboards)
- ▶ Supports bidirectional data exchange
- ▶ Operates alongside clinical workflow (not embedded)

Customer Support and Operating Model

- ▶ Onboarding and implementation support
- ▶ Dedicated customer success manager
- ▶ Ongoing technical support
- ▶ Clinical program support (e.g., nurses, coaches, care teams)

Business Model and Reimbursement

- ▶ Medicare reimbursable
- ▶ Medicaid reimbursable
- ▶ Covered by commercial insurance