

Rapid Access to Personalized Behavioral Health Care

Case Study: Terumo Neuro

How it Works

Using drop-down menus, Terumo Neuro employees can select specialty, gender, ethnicity, age, faith, and many other criteria to identify a tailored selection of in-network providers, who share similar backgrounds, life stages, and worldviews.

Nationally, Rula's network includes 18,000+ licensed providers, representing more than 90 clinical specialties and modalities, 39 languages, 18 faiths and religions, and a wide range of backgrounds. Nearly half of the therapists on the platform are Black, indigenous, or people of color. Some 97% of searches for a therapist result in an exact match.

An appointment is guaranteed within three days, though next-day availability is common. Patients meet with a therapist via Zoom.

Rula provides every patient with a personalized cost estimate prior to the first appointment, and bills insurance directly, so patients don't have to pay upfront and seek reimbursement afterwards.

Rula's patient support team is available to assist Terumo Neuro's employees with therapist selection, billing, insurance questions, and more by phone and email.

- Global medical device company in California with 3,800 employees
- Diverse employee population with a wide range of ages, ethnicities, and languages
- Rula platform implemented within a month, providing swift pathways to personalized care

The Partner

Care and empowerment are core values for Terumo Neuro, a global medical device company with 3,800 employees based in Aliso Viejo, CA. The firm's emphasis on employee growth and development has attracted top talent, spanning a wide range of ages, ethnicities, and languages, including English, Spanish, and Vietnamese.

The Challenge

Terumo Neuro's insurance plan offered a roster of behavioral health specialists, but locating and securing a provider proved cumbersome and frustrating. Employees had to wade through multiple directories and make many rounds of calls to confirm providers were still in-network, offered the appropriate specialty, were compatible, and aligned on treatment methodology. Once employees found a therapist, they often had to wait days or weeks for an appointment.

Terumo Neuro wanted to make it faster and easier for staff to find and obtain personalized, in-network mental health treatment as quickly as possible, and improve their quality of life.

The Approach

Terumo Neuro began working with Rula in early 2023. Within a month of the partnership, Rula had implemented a customized landing page where employees could immediately register and connect with thousands of therapists.



Therapists on the Rula platform are fully licensed, and undergo a comprehensive background check and clinical review. Rula constantly expands its provider network, adding about 1000 new practitioners a month.

“ It’s a very supportive partnership. Rula’s platform allows Terumo Neuro’s employees to get immediate assistance in finding a therapist—rather than wading through endless choices on the insurance carrier’s website.”

Jennifer Vladimiroff-Ney
Benefits Manager, Terumo Neuro

The Outcome

In less than three minutes, Terumo Neuro employees can now schedule a behavioral health appointment, available as soon as the next day.

Rula's network of high-quality providers and detailed selection platform promotes therapeutic alignment, with a goal of fast and effective recovery.

The company shared the Rula resource with U.S.-based employees through email and at new-hire orientations. Rula also became a core piece of Terumo Neuro's Mental Health Resource hub on the company intranet, augmenting its Employee Assistance Program and medical insurance, and providing a valuable benefit for existing and potential employees. Rula recently hosted a well-attended webinar on goal setting and self-care, which generated many follow-up inquiries about accessing behavioral health services.

Rula regularly checks in and provides formal utilization data to Terumo Neuro, along with swag the firm can share with employees to build awareness and encourage engagement. Rula continues to work closely with Terumo Neuro to understand the demographics of its teams to refine communication strategy, so employees know about and understand the benefit.

About Rula

Rula makes mental healthcare accessible and affordable through our network of licensed providers and unified technology platform. We connect patients with personalized in-network care within three days, typically for \$0-\$25 per session.

Our HIPAA-compliant solution simplifies the experience for employers, health plans, and insurance brokers while delivering measurable outcomes. Visit rula.com to learn how your organization can partner with Rula.

Learn more about Rula

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