

RethinkCare Positioning & Messaging

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1. Positioning Canvas

Market category frame of reference

The macro market category that RTC competes in is “**Behavioral Support for Neurodivergent Employees and Families**”

Considerations:

- Neurodiversity support is RTC’s core strength and differentiator
- Not just “mental health”
- Not just “wellbeing”
- Not just “coaching”

Others considered:

- *Mental Health & Wellbeing Platforms: Too broad; puts RTC in direct competition with Lyra and Spring where it’s not apples-to-apples.*
- *EAP Alternatives or Enhancements: Useful as a contrast point, but EAPs are commoditized; not aspirational enough for RTC’s positioning.*
- *Neurodiversity Support Platforms: Highlights RTC’s strength, but risks being seen as too niche or narrowly focused.*
- *Caregiver and Family Support Platforms: Reflects RTC’s model, but not widely recognized or prioritized by buyers yet.*

Competitive Alternatives

What customers would use as an alternative to RTC (including solutions or doing nothing):

1. Do nothing - rely on EAPs or general benefits
2. EAP bolt-ons - newly launched ND modules from EAP (Spring, Lyra)
3. Point ND solutions - Joshin (US only, narrow focus)

Distinct Capabilities

- **Key unique attributes** - Features, capabilities, relationships, expertise that only RTC has
 - Deepest clinical depth in neurodiversity: Master’s/Doctoral-level BCBAs, workplace, home and school support
 - Whole-family focus: Serves employees, parents, caregivers, and children. Support across life stages (kids → adults) from clinicians
 - Proven clinical and content foundation: 2,000+ ND modules; parental support for IEPs, 504s
 - Global reach (225+ countries), multilingual platform (11 languages), multilingual BCBAs 11 languages) with live translation to 180+ languages, culturally localized support. Proven adoption in

- global populations.
- Strategic integration with Optum and Personify streamlines contracting and aligns with benefits stack
- **Enabled value & proof** - The value RTC delivers for customers & why they should believe:
 - 90%+ of users say RTC improves their well-being, stress, and productivity
 - 80% say RTC helps them be more present at work
 - 6% claims reduction tied to RTC engagement*
 - More inclusive support with tailored tools for ND employees, their co-workers, caregivers and dependents
 - Proven global scale - RTC is already in place worldwide, not a pilot or beta
 - Proven clinical credibility backed by experts, not just coaching directories or search filters
- **Customer segments** - Specific groups of customers that care about RTC's value & how we recognize them
 - Global employers (5k+ employees)
 - Companies with high behavioral health claims or FMLA leave related to behavioral health
 - HR & benefits leaders seeking better support for ND employees and dependents, and their co-workers and caregivers
 - DEI leaders investing in disability inclusion, especially around ND
 - Interest in supporting both employees and caregivers

Core Differentiators

1. **Unmatched Clinical Neurodiversity Expertise**
 - RTC offers the deepest clinical ND support in the market, with Master's/Doctoral-level BCBAs trained in evidence-based, behavioral interventions
 - Unlike generalist platforms, RTC clinicians are trained to support complex needs, including IEP/504 navigation and family systems care
2. **Whole-Family, Whole-Life Model**
 - RTC doesn't just serve employees, it supports their children, caregivers, and managers with targeted behavioral tools
 - Parents get expert help navigating developmental, behavioral, and educational systems, something competitors can't match.
3. **Global Scalability with Local Sensitivity**
 - RTC delivers care in 225+ countries, translated in 11+ languages, with multilingual BCBAs and live translation in 180+ languages.
 - Our platform adapts to cultural norms, school systems, and language needs across global regions.
4. **High-Impact, Low-Barrier Access**
 - RTC enables employees, parents, and caregivers to filter and book directly with qualified neurodiversity specialists, no referral hoops, no guesswork, no wasted time. Every provider is vetted for real neurodiversity expertise, and bookings are guaranteed within 48 hours.
 - Employees get personalized guidance from day one through tailored needs assessments and goal-oriented planning

2. Foundational Messaging

The One-Liner: This is a one or two sentence description of what RTC does. It focuses on what RTC is and the greatest benefit we deliver.

- **Option 1: Emphasize World-Class, Hands-On Neurodiversity Expertise**
RethinkCare is the global standard for neurodiversity and caregiver support, trusted by the world's leading employers to deliver fast, expert-led care to millions of employees and families across 225+ countries, by filling the critical gaps left by EAPs and mental health platforms.
- **Option 2: Global Scale + Inclusion**
RethinkCare is trusted by the world's leading employers to power inclusion at scale, delivering expert neurodiversity support and fast, hands-on care to millions of employees and caregivers across 225+ countries.
- **Option 3: Gap-Filler / The Missing Link**
When general EAPs and mental health platforms fall short, RethinkCare fills the gap, connecting neurodivergent employees, their families, and managers to world-class behavioral expertise and global support, from early childhood through adulthood.
- **Option 4: Real Inclusion, Real Results**
RethinkCare powers genuine workforce inclusion with deep neurodiversity expertise, global family and caregiver support, and measurable impact on productivity, well-being, and behavioral claims—purpose-built for large, global employers.
- **Option 5: End-to-End, Specialist Approach**
RethinkCare connects every neurodivergent employee and caregiver to world-class, global neurodiversity specialists, practical coaching, and real-life family support, all with the impact generalist solutions just can't deliver.
- **Option 6: "Beyond the Box" Positioning**
For employers ready to go beyond check-the-box ND support, RethinkCare delivers clinical depth, real-world family guidance, and proven results for neurodivergent talent around the globe.

3. Competitive Differentiation Messaging

Competitor Claim	RTC's Response
<p>“They’re too narrow. They’re just for neurodivergence” Intent: Position RTC as a niche solution that can’t support the full mental health needs of a workforce</p>	<p>RTC delivers targeted behavioral support for the most underserved populations in today’s workforce: neurodivergent employees, caregivers of children with neurodivergent needs, and managers who need help supporting neurodivergent team members.</p> <p>Unlike generalist platforms, we focus where employers see the greatest gaps in inclusion and engagement (and claims costs). With RTC your employees get tailored tools, expert consultations and behavior-change support across both their work and home life.</p> <p>RTC isn’t narrow, it’s precise. We provide the depth others can’t, in the places it matters most.</p>
<p>“They’re a point solution. You’ll need separate contracts and workflows.” Intent: Paint RTC as operationally harder to implement than bundled options</p>	<p>RTC is built to plug into your existing benefits ecosystem. We integrate with EAPs and platforms like Optum and Personify, and provide flexible configuration options for HRIS and eligibility file management.</p> <p>While generalist platforms offer breadth, RTC delivers depth where it’s needed most. And our team supports a smooth rollout with pre-built toolkits, onboarding resources, and global scalability from day one.</p>
<p>“They don’t offer in-person therapy or medication support.” Intent: Undercut RTC’s perceived clinical breadth</p>	<p>RTC specializes in the behavioral expertise and coaching that generalist therapy networks often lack, especially for neurodivergent individuals and caregivers.</p> <p>Our clinicians focus on skill-building, behavioral strategies, and family systems, filling a critical gap in early intervention and practical support. We’re a powerful complement to therapy and psychiatry, not a replacement.</p>
<p>“They can’t show ROI or real clinical outcomes.” Intent: Question RTC’s impact vs. their claims data</p>	<p>We’re currently working directly with employers who want to move beyond engagement metrics to measure the true impact of RTC on their healthcare claims and employee outcomes.</p> <p>Through integrations with Optum and benefits teams, we’re helping clients analyze behavioral health and neurodiversity-related claims to quantify ROI.</p>

	<p>And in parallel, we provide strong proof of value:</p> <ul style="list-style-type: none"> ● 91 NPS for BCBA consultations ● 90%+ of users report reduced stress and increased well-being ● 80%+ say RTC helps them be more present and productive at work ● Select customers report a 6% reduction in neurodiversity-related claims (TBD) <p>And unlike most platforms, RTC supports not only employees, but also the families and managers around them who are essential to sustainable outcomes.</p>
<p>“They’re not a full global solution.” Intent: Discredit RTC’s international capabilities</p>	<p>RTC supports employees and families in 225+ countries, with a platform translated into 11+ languages, live translation into 180+, and culturally adapted care and resources.</p> <p>Our clinical network includes multilingual specialists, and we offer global utilization reporting and localized content, capabilities that Spring and Lyra are only beginning to build and Joshin doesn’t offer at all. These alternatives lack RTC’s global neurodiversity depth and family-specific model.</p>
<p>“They cost more than bundled Neurodiversity modules” Intent: Frame RTC as higher-effort, higher-cost</p>	<p>Yes, RTC is a premium solution because the populations we support, neurodivergent individuals, and their caregivers and managers, need more than generic check-the-box care.</p> <p>Bundled modules may be cheaper, but they’re rarely used and rarely work. The real cost is employee burnout, disengagement, lost productivity, turnover and unmanaged claims. RTC reduces that risk with proven engagement and real outcomes.</p>
<p>“They don’t offer clinical diagnosis or medication support.” Intent: Position RTC as less comprehensive than Spring/Lyra’s full clinical suite.</p>	<p>RTC specializes in behavioral expertise, not just prescriptions. Our BCBAs provide actionable support for employees, managers and caregivers, with faster access than diagnostic or psychiatry pathways. For companies who already offer therapy or medical benefits, RTC fills the practical support gap they miss.</p>

4. Roadmap-Driven Positioning & Messaging Possibilities

Future Roadmap Capability & Positioning Impact	Revenue Impact	Messaging Impact
If RTC offered broader employee mental health (e.g., therapy, psychiatry, crisis support) : it evolves from a niche solution to a mainstream mental health provider	High - opens up broader mental health budgets	RethinkCare delivers inclusive, high-impact mental health support for every employee, meeting the full spectrum of needs from neurodivergence to depression, anxiety, and crisis. By combining RTC's deep behavioral expertise with therapy and psychiatry, employers can offer a single, scalable solution that drives engagement, reduces claims, and improves outcomes across the entire workforce.
If RTC offered structured return-to-work coaching post-leave : it becomes a strategic partner in productivity and retention, not just wellness	High - opens up disability management budgets	RTC bridges the gap between leave and re-entry, empowering neurodivergent employees and caregivers to return to work with confidence and support. RTC bridges mental health and business performance by supporting neurodivergent employees and caregivers in critical transition points like returning to work, reducing leave recidivism and accelerating reengagement.
If RTC offered EAP services : it moves RTC from a supplement to the centerpiece	High - opens up EAP budget and expands TAM	RTC sets a new standard for EAPS as the only EAP-plus solution with deep, global neurodiversity expertise, including BCBA access, whole-family coaching, and evidence-based behavioral support, designed for today's diverse workforce.
If RTC built a manager-focused learning and support program (e.g., microlearning + nudges + consults): it becomes a leadership enablement tool	Moderate - creates new service line, strengthens renewals	RethinkCare equips managers with real-world tools to lead neuroinclusive teams, delivering just-in-time support and ongoing behavioral guidance.
If RTC added DEI and compliance-aligned training (e.g., bias, accommodations, inclusive hiring) : it moves from wellbeing into culture-building	Moderate - opens up DEI, compliance budgets	RTC helps companies build inclusive cultures, offering neurodiversity-informed DEI training that meets both ethical and regulatory goals.
If RTC offered in-person care : it becomes a true hybrid solution	Moderate - New high-margin service line	RethinkCare is the only global neurodiversity platform delivering both in-person and virtual support to empower employees, families, and workplaces with hands-on guidance at every stage.

If RTC offered workplace accommodations consulting and implementation : it becomes indispensable for compliance and performance	Moderate – opens up legal/compliance budgets and supports upsell	RTC is the only provider offering scalable workplace accommodations expertise, helping companies design, implement, and optimize adjustments that unlock neurodivergent productivity and legal peace of mind.
If RTC supported frontline & non-desk workers via SMS/chat/on-site access : it expands inclusivity beyond knowledge workers	Moderate – expands seat count some industries	RTC brings inclusive mental health and neurodiversity support to all roles, from office to operations, through mobile-first, multilingual, and in-person options that meet employees where they are.
If RTC built integrations with claims data and digital front doors (e.g., Castlight, Sharecare) : it becomes measurable and embedded	Moderate - improves win rates and retention without expanding TAM	RTC's impact is proven, not just promised. Our claims-integrated reporting and seamless platform integrations bring neurodiversity into your benefits ecosystem and analytics stack.
If RTC offered clinical assessments : it becomes a full continuum solution (end-to-end)	Low - parity play to close gap	RTC is the only global solution providing end-to-end neurodiversity care, from screening and clinical diagnosis to world-class, ongoing family and workplace empowerment.