

Model of Excellence Profile – First Stop Health			
Company Name:	FSH Associates, LLC	ICG#	11378
Address:	222 N. Columbus Drive, Suite D, Chicago, IL 60601		
Product Name:	First Stop Health		
URL:	www.fshealth.com	CEO Name:	Patrick Spain
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate -- Reference & Intelligence	<i>Business Model:</i> Mixed Models – Limited Free	
	<i>Content Models:</i> Original Compilation – Primary Research: Manual Aggregation -- Licensed	<i>Distribution Model</i> Direct Response – Web-Based	
Company Overview	<p>First Stop Health is a data-driven online and telephonic health concierge service for individuals and families. It combines health related web tools, authoritative and patient-centric disease and condition information, and 24/7 medical advice and diagnoses and next business day physician referrals to meet members’ minor and major, urgent and chronic, healthcare needs.</p>		
Product/Service Description	<p>First Stop Health is a moderately priced health concierge service that helps its members (largely insured) get quick and convenient, solutions to health issues using a panoply of information, tools and services.</p> <p>First Stop Health provides members online access to authoritative, jargon-free information on thousands of health topics heretofore unavailable directly to patients. When the health issue is complex, patient advocates will advise on such matters as second opinions and insurance coverage. When the need is urgent, First Stop Health provides 24/7 telephonic access to a physician, usually in under one minute, all through a single web/voice platform. And, when an in-person follow-up exam is necessary, First Stop Health will provide a prompt (usually next business day) referral to a primary care physician or specialist in the member’s area.</p> <p>Data drives First Stop Health. Its proprietary integrated technology platform merges patient provided data (e.g., zip code and symptoms) with multiple proprietary databases (e.g., of conditions and physicians) that lead the member through a convenient and efficient process of diagnosis and treatment. First Stop Health operates on a “freemium” business model providing access to healthcare resources at each of several (free and premium) levels.</p>		
Year Founded:	2011	BizDev Contact:	Ken Anderson
Employees:	1-10 (estimated)	Main Telephone:	312- 291-1390
Profile Date:	October 2011	Primary Market Served:	62 - Health Care
Ownership:	Private	Funding Source:	Private
MofE Class:	2011	MofE Status:	NOMINEE

