



CarePlan Rural – Purpose-Built Benefits for Rural Healthcare

Recruit.Retain.Reward.

CarePlan by Ameritas

A unique, rural-focused deferred compensation recruiting and retention program, tailored specifically to healthcare providers in rural communities.

Rural Integrated Benefits Program

A health insurance alternative that saves money while offering free care to employees. Expands coverage through direct contracting and preferred pricing for community employers.

Retirement+ with AssetMark

A modern 401(k) solution solving legacy retirement challenges in rural healthcare through smart design and compliance flexibility.

BenefitEd Tuition Reimbursement

A streamlined tuition reimbursement platform that reduces administrative burden and improves staff education pathways across rural hospitals.

Who We Serve

We partner exclusively with rural-based healthcare facilities — including Critical Access Hospitals, Rural Health Clinics, and provider-led networks — delivering high-impact solutions with local needs in mind.

What Sets CarePlan Apart

- Built by rural healthcare operators for rural systems.
- Every program is tailored for Critical Access Hospital constraints and opportunities.
- Savings-focused models with growth incentives.
- Integrated strategy across insurance, retirement, compensation, and education.

Custom Analysis Process

1. . Brief overview meeting to learn goals, budget considerations, and define the problems we're solving
2. . Submit an information request based on the census template available at careplanrural.org. considering the Rural Integrated Benefits Program, additional data is needed: census, recent insurance renewal, plan details, and facility services offered.
3. . The CarePlan team completes a thorough analysis with insights into cost reports, direct expense and recruiting/retention impact.
4. . We present findings that align with your budget and illustrate the specific capabilities and dire impact of each program for your facility.

Get In Touch

Ready to elevate your rural hospital's benefit strategy? Let's talk. Visit us at www.careplanrural.org or contact your CarePlan advisor to schedule a walkthrough.