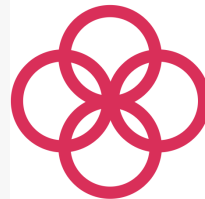


OpenLoop Expands Its Platform to Widen Access to Medically Necessary Care

The company names Sara Crate as General Manager of Health Systems and Employer to lead growth across employer, payer, and hospital channels.



OpenLoop™

OpenLoop Logo

DES MOINES, IA, UNITED STATES,
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[OpenLoop](#), the leading infrastructure telehealth platform powering more than 300 organizations nationwide, today announced a broad expansion of the programs it runs for employers, payers, and health systems, extending its infrastructure into higher-acuity care for patients managing complex conditions. The expansion builds on the medically necessary care programs OpenLoop already runs for employers, payers, and health systems.

OpenLoop is expanding programming and partnerships across four growth areas:

- Medical nutrition therapy for complex populations, including patients managing pregestational diabetes, congestive heart failure, and recovery from bariatric surgery
- Employer health benefits, moving upstream into the large self-insured employer and ASO market
- Hospital and health system programs spanning post-discharge transitions, disease management, and remote patient monitoring
- Provider-of-record support for digital health, DME, and pharmacy partners that need a clinical partner to enroll and manage patients

Demand from employers and payers already running these programs prompted the decision to invest in a dedicated team and bring in leadership to run it.

"For years, our medical nutrition therapy and chronic disease management programs have helped patients get the ongoing, coordinated care that complex conditions require," said Jon Lensing, Co-Founder and CEO of OpenLoop. "The demand continues growing, so we built a team

around it. The companies that reach patients with complex conditions over the next few years will be the ones that can already enroll them, confirm the care they need, and handle the billing without assembling all of it from scratch."

"At 1 True Health, every partnership we form is evaluated based on one question: Will it help us deliver a better healthcare experience? OpenLoop stood out because of its nationwide reach, operational excellence, and ability to scale alongside our growth without compromising quality. Their experienced provider network and proven infrastructure make them an outstanding partner as we continue expanding our care delivery capabilities and helping more organizations deliver high-quality care," said Shawn Smith, Chief Executive Officer of 1 True Health.

To lead the expansion, OpenLoop has hired Sara Crate as General Manager of Health Systems and Employer. Across these areas, OpenLoop operates as the layer that enrolls patients, acts as provider of record, and runs the back-office billing, so employers, hospitals, and health companies can offer clinical programs without standing up their own provider groups or reimbursement operations.

Crate was most recently CEO of Homebase Medical, delivering in-home and virtual care to high-needs seniors. She brings more than 25 years in healthcare, with commercial leadership roles held at DispatchHealth, Honor, Evolent Health, and Walgreens spanning the provider, payer, and in-home care markets.

"I've spent my entire career working to get people the care they actually need, and the hardest part is almost always the infrastructure behind it, like reaching the patient, enrolling them, being the provider of record, and handling the billing," said Crate. "OpenLoop already built that, which is what pulled me in. It means we can walk into an employer, a payer, or a health system and start supporting their members' health from day one, even the most complex patients."

Crate plans to hire dedicated leads for large self-insured employers, hospitals and health systems, digital health partnerships, and payer contracting. Open roles are posted at <https://openloophealth.com/careers>.

Together, these programs advance OpenLoop's goal of building a single infrastructure that gives patients reliable access to the care their conditions require, in place of the fragmented point solutions that have long defined the market.

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About OpenLoop

OpenLoop is a provider of virtual care operations, powering 300+ organizations to deliver scalable care solutions. By offering end-to-end infrastructure like clinicians, technology, and clinical compliance, companies can launch a fully operational telehealth program on demand,

under their brand. OpenLoop has been recognized on TIME's Top HealthTech Companies (2025).

Learn more at <https://openloophealth.com/>

Kamila Khasanova

On Top Strategy

kamila@ontopstrategy.com

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