

Health E-Commerce CASE STUDY



tabor PR

Health-E Commerce® is the parent company to FSA Store® and HSA Store®, the leading online stores for FSA- and HSA-eligible products and services. The company operates at the intersection of healthcare, consumer education, and e-commerce, helping individuals better understand and benefit from their tax-free FSA and HSA funds.

Tabor PR provided content creation and earned media expertise to Health-E Commerce to raise awareness among consumers and HR professionals for FSA and HSA rules, deadlines, and eligibility. Through a tailored and consistent media strategy, Tabor PR delivered the following outcomes for Health-E Commerce:

- Achieved a 378% increase in average monthly earned media placements from 2019 through 2025.
- Secured consistent thought leadership coverage in HR industry trades.
- Dominated consumer FSA deadline coverage each year, securing sustained coverage for FSA Store from July through March each year—covering the most critical FSA deadlines.
- Secured coverage in national daily media and national broadcast media each year.
- Established a nationwide presence for the brand through network TV and newspaper placements in the Top 15 DMA cities.

Key strategies employed:

- Editorial planning
- Press releases
- Executive bylines and commentaries
- Social media content
- Video b-roll creation
- Media coaching and interview facilitation

“I’ve had the pleasure of working with Barbara Tabor for the past four years, and she’s been a true extension of our team. She’s someone I could always count on to keep projects moving, navigate competing priorities, and make even the busiest moments feel manageable. No matter what came our way, I knew Barb and her team would find a solution and keep us on track.

Beyond her expertise, Barb builds real relationships. She’s thoughtful, responsive, and genuinely invested in her clients’ success, which made her a trusted partner from day one. Her ability to quarterback complex initiatives while keeping everyone aligned is something I’ll always appreciate.

I wouldn’t hesitate to recommend Barb to any organization looking for a dependable PR partner who truly cares about the people and the work.”

— Karly Linkous, Marketing Manager at Health-E Commerce

Contact us to discuss how we can support your business needs.

Barbara Tabor at (651) 230-9192 or barbara@taborpr.com.