FBC: Placing Regenexx in at a Self-Funded Account

Sales and Service

This document will serve as your guide to marketing material for sales or service in addition to client implementation.

Jason Hellickson is your main point of contact during any stage of your client conversations, from initial presentation to guidance for implementation. I've included his contact info here and he will help or direct you to the proper personnel to assist in achieving your Regenexx goals.

Available Material

The marketing material is *not* branded NIS and *will* remain so as Regenexx is available to us as a vendor partner. This should be explained as such.

Jason Hellickson and staff (vendor partner) will assist and coach you through the entire process

- Regenexx Corporate Introduction to Client – Broker Short Form
- Regenexx Brochure
- Regenexx Employer Playbook
- NPS (Net Promoter Score) Document (Powerpoint Document)
- Corporate 2020 Year in Review Document
- Regenexx Failure Rate Document
- Regenexx EHIR Traction Award and Testimonials Document
- Implementation and Utilization Guide Document
- Intro to Regenexx Video
- Corporate Case Study Video
- Employee Perspective Video
- Director of HR Perspective Video
- CEO Perspective Video
- Business Owner Perspective Video
- Parent Perspective Video

Group Characteristics

- Self-funded

How to Begin the Regenexx Discussion with the Group

- Review in detail the groups current, past and ongoing utilization and High Claimant experience reports with DHA (Director of Health Plan Analytics – Pierre) for applicability prior to client discussion
- Reference the NIS Service Model to time and document your discussion
- Explain to the group what you discovered in their utilization and explain Regenexx as an option along with supporting Marketing material
- Describe why they should be looking at this as an option
  - » Educate (advantages/disadvantages)
  - » Provide Case Studies

(over)

Cover Group Considerations/Next Steps

- Comfort level with the concept
- Do they agree this would benefit them in the short and long run
- CFO/Superintendent involved from the beginning
- Have Regenexx create a savings analysis report for the group
  - » Below is what Regenexx will need to create a financial savings analysis
    - * Prior two years and current group utilization reports
- Discuss savings analysis with DHA to decide if there is value to moving forward
- Take results/notes from DHA mtg to group
- If value is there and the group wants to move to the next step set up a deeper dive appointment with Jason Hellickson
- * if moving forward/sold
  - » Relay what is needed to get started (use Regenexx team and Implementation and Utilization Guide Document)
  - » Proceed to Implementation steps

Implementation

The Implementation and Utilization Guide provides a step-by-step process

NOTE: Regenexx will assist you and coach you and the client through the entire process.

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