



## Regenexx Corporate Case Study: Email Drip Campaign

### Overview

The need for orthopedic care is episodic, and by default, plan members approach treatment of acute and chronic conditions by following the standard MSK treatment pathways that lead toward costly and often unnecessary surgical encounters. For full utilization of the Regenexx option and accompanying plan savings, it's critical to have sufficient frequency of messaging that members receive relevant information during the window within which they're seeking care. Regenexx has developed a bi-monthly drip email campaign that contains educational material about the treatment process and options so that your plan members are empowered to make a fully informed decision about their best treatment option.

### Case Study

A large national employer with more than 4,300 employees on their self-funded health plan added Regenexx effective 1/1/2019 with an incentive program that pays 100% for Regenexx consultations and a significant portion of procedures. They did not see significant utilization.

We determined that the likely reason for their low utilization was a lack of awareness of the benefit and followed the below strategy to increase utilization through member education.

- all-company email announcement sent in June.
- members received benefits cards in July.
- three emails have been delivered to all of their covered employees since July with a new one sent every two weeks.
  - ~1,500 combined opens
  - ~75 total clicks.

As a result of this increased education effort, we've had 41 new contacts and 30 consultations from June 1 to August 7 compared to 8 contacts and 7 consultations from January through May, a four-fold increase in less than  $\frac{1}{4}$  the time! By using these strategies, no employer has seen more than the statistical maximum of 3% utilization over a plan year. Regenexx corporate procedures are performed only when a patient is determined to be on the pathway to orthopedic surgery.

Email Campaign Case Study

