



Regenexx Corporate Case Study: Targeted Outreach

Overview

Regenexx is able to provide self-funded employers significant cost savings compared to traditional orthopedic surgeries by offering a lower-cost alternative in as many as 70% of cases that has less risk and faster recovery. As with many disruptive and innovative new approaches, the biggest challenge our partners face to taking full advantage of the Regenexx benefit is leading plan members to explore Regenexx as an alternative.

Working with several of our large national employers this year we have developed and successfully piloted a new utilization strategy that uses claims analysis to proactively target outreach to plan members who are on the pathway to orthopedic surgery. In our trial run, **50% of patients contacted scheduled a Regenexx consultation**. By working with your third-party plan administrator (TPA), we can identify members at high risk for or actively on the pathway to orthopedic surgery. Factors used to identify plan members for targeted outreach include:

- Prior authorization for orthopedic surgeries Regenexx can replace.
- Prior authorizations for MRIs where there is a primary orthopedic diagnosis.
- Opiate prescriptions filled for patients with qualifying diagnoses.
- Pain-management injections for patients with qualifying diagnoses.

Case Study

For our pilot program, we worked with a health interventionist that embeds Regenexx in its options for several large employers. Regenexx had not worked directly with this pilot employer or their plan population, and plan members were generally unaware of the Regenexx benefit. We obtained a list from claims data of patients who had received prior authorization for orthopedic surgery or for MRIs with a primary orthopedic diagnosis. Our team reached out to these members to educate them about Regenexx and to make them aware of their benefit.

Our pilot project produced the following results:

- **50% of patients we had contact information for scheduled a Regenexx consultation.**
- 20% of patients (20%) came with no contact information. We were unable to contact.

Implementation

The Regenexx team can work with you and your TPA to set up a file feed that will provide us with contact information for relevant plan members based on the factors we've determined to be predictive of orthopedic surgery. Contact your Regenexx representative to take the next step.