

Utilization Case Study: Benefits Card



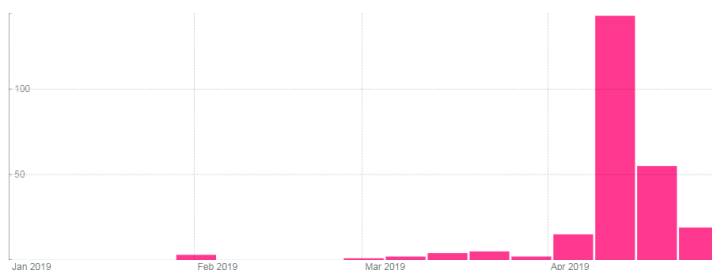
What it is

The Regenexx benefits card is the single most effective piece of our education platform that enables employees to understand the covered benefits available to them and make a well-informed decision at the time of an orthopedic event. Because orthopedic injuries are episodic, the best education elements are those that are present at the time of injury when the patient is considering treatment options. The Regenexx benefits card accomplishes exactly this.

- Designed to resemble other benefits cards; patients keep all year.
- Contains information about conditions treated and contact information.
- Provides information on how to determine candidacy for treatment and how to schedule an evaluation.
- No cost to employers. Regenexx pays to print and mail.
- Minimal effort required from partners. We only need an eligibility file.

What it does

Sending the Regenexx benefits card is the perfect way to announce the addition of Regenexx as a health benefit. Employees don't always read all-staff emails, and those emails don't always get to the correct decision-maker in the household. The main focus of open enrollment meetings is on the cost of health insurance and options. Other benefits tend to get buried.



One national employer with 17,000 health-plan members added Regenexx effective 1/1/2019 and sent the benefits card in April after they'd failed to generate significant engagement. In the month after sending the benefits card, more than 200 plan members reached out to Regenexx, and roughly half of those ultimately scheduled a consultation. That's 100 plan members who were in pain and on the pathway to orthopedic surgery who chose to reach out to Regenexx because of the benefits card. With every orthopedic surgery Regenexx is able to replace saving the plan roughly \$20,000, this one effort is generating tremendous savings.