



# Transitioning from Insurance to Cash Based Practice

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# WHY?

## Global PRP Market 2020

# \$476 M

Global PRP Market in 2020

# 12.0%

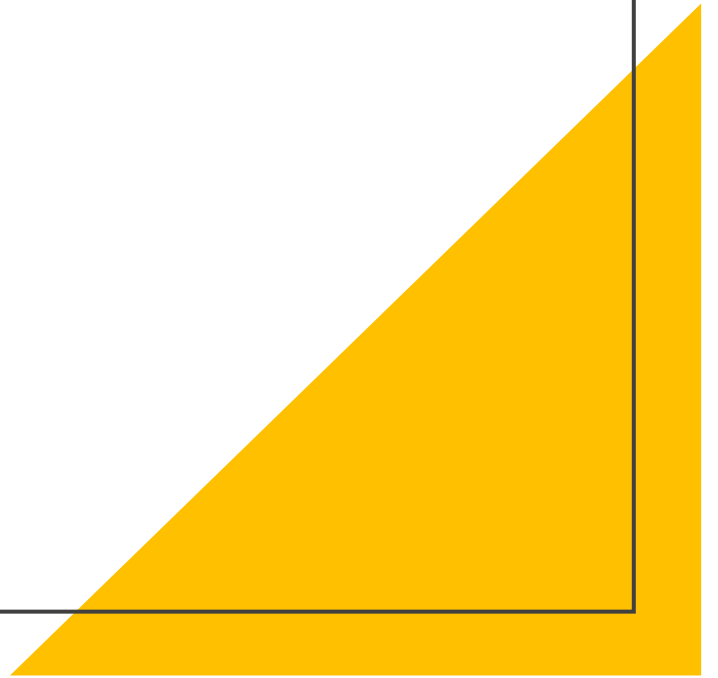
CAGR from 2021 to 2028

# 29.8%

Orthopedics Largest Revenue Share

# Think like a CEO

- Have a vision for your role.
- Become the voice of care, not just a care provider





## Take “Business” and Dissect It!

**BUSINESS**

1

Product | Service

2

Company  
Strategy

3

Profit Structure

4

Operational  
Functions

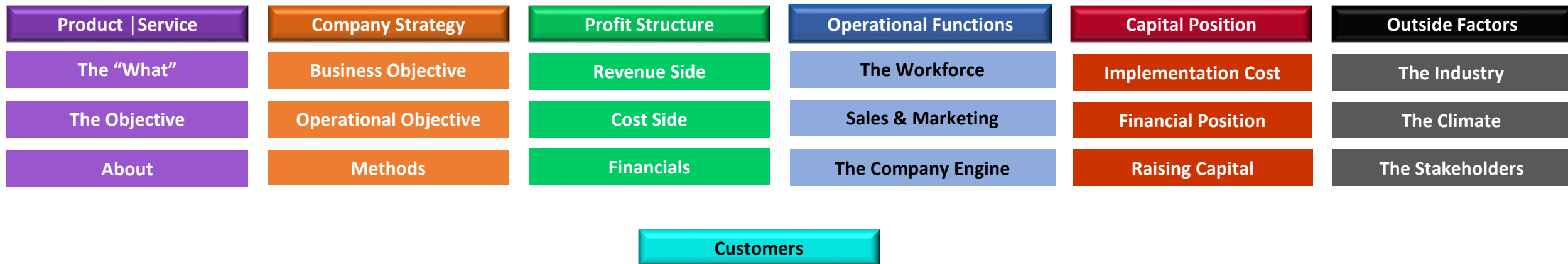
5

Capital  
Position

6

Outside Factors

## The Characteristics of the **Six Board Members** of Business



# Patient Framework



Product | Service

Company Strategy

Outside Factors

Profit Structure

Operational Functions

Capital Position

PEOPLE. VISION. DATA. PROCESS.  
Invest. Operate. Owner.

Immediate Recommendations  
& Follow Up Plan.  
Consults: Accountant. Lawyer. Advisor. Expert.

# Sales Mindset Outcomes Focused

Saying yes is based on an Emotion: FEELINGS

What it is going to do for me!



# Have Systems in Your Clinic

Each and Every Step from Entry to Exit  
Must be written down

## Patient Journey Starts with



1. Starts @ social media, website, advertising,
2. KEY is in the appointment phase!
3. What Happens when client walk-in? **VALUE THEIR TIME**
3. Check & Measure
4. Ask for Feedback
5. Improve & Reassess

# CONNECT TO YOUR CLIENT HISTORY IS ALL ABOUT LISTENING.....

## ASK QUESTIONS.

- What are 3 things you can't do as a result of your pain
- What are 3 things you want to do if you are pain free
- What is it going to mean if you are able to achieve those goals.

*Its not about the medical  
history...Its about the personal  
history.*

*~ Rikin Patel, DO*

*Sometimes you have to say no to the  
professional.*

*... and say yes to personal*

*~ Daniel Clearfield, DO*

# Have a Pitch

- **LEAN: 60 seconds or less**
- **DO NOT TALK ABOUT THE SCIENCE**
- **Illuminate their pain point; you have the solution**
- **Confidence & Sincerity**
- **Staff Takes Over**

# Marketing Pearls

- Say More with Less
- Don't Make False Claims
- Know what you can & can not say
- Do not want to open yourself up to the FDA
- Patient Experience Reviews not Outcomes.

Stem Cell Reports  
Report



OPEN ACCESS

Weighing up the evidence used by direct-to-consumer stem cell businesses

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<https://doi.org/10.1016/j.stemcr.2021.10.007>

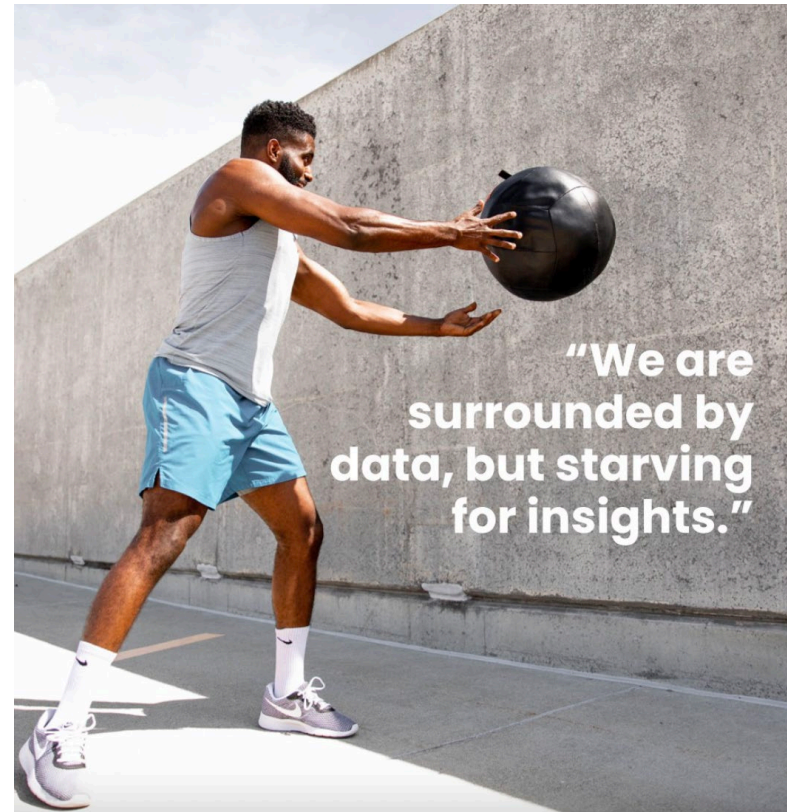


**Regenerative and Stem Cell Therapy Practices**

*Report and Recommendations of the Workgroup to Study Regenerative and Stem Cell Therapy Practices*

*Adopted as policy by the Federation of State Medical Boards  
April 2018*

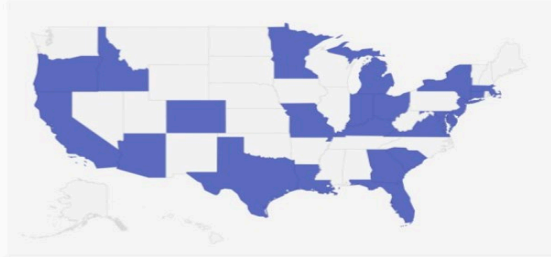
Leverage  
patient-  
reported  
outcomes  
real world data



SCIENCE IS CONFUSING: HELP US MAKE w/ SAFE & EFFECTIVE TREATMENT OPTIONS.

WON'T DRIVE PATIENTS TO SAY YES!

# Contributing Clinics



**24**  
States  
**56**  
Clinics  
**107**  
Providers

# Data Overview

**7,653**  
Patients Cases

Average Age: **54**  
Average BMI: **26.8**



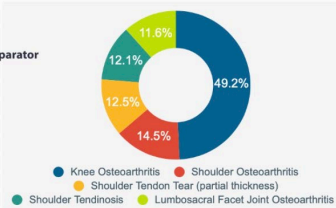
## Platelet Rich Plasma

Platelet Rich Plasma is a procedure that uses concentrated platelets from a patient's own blood to harness the body's ability to heal. Platelets are small cells in the blood that help prevent bleeding and also contain large reservoirs of growth factors known to accelerate tissue repair and regeneration. By utilizing the increased concentration of growth factors present in PRP, studies show we can stimulate healing in tendons, ligaments and bone as well as promote the growth of new blood vessels essential for health.

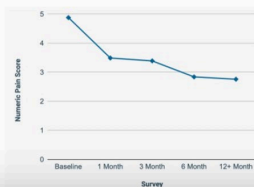
### Products/Devices Used

- Apex Biologics XCELL PRP
- Arthrex ACP
- BTI Endoret
- Cervos Medical Platelet Separator
- EmCyte AbsolutePRP
- EmCyte PurePRP
- Greyledge
- In-House Processing

### Most common diagnoses



### Average patient reported pain



**43%**

average decrease in patient reported pain at 12+ months post treatment

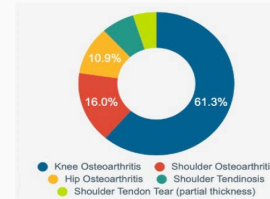
## Adipose Tissue

Autologous adipose tissue, commonly referred to as Microfragmented Adipose Tissue (MFAT), has become an increasingly validated source of cells and proteins in the treatment of various orthopedic conditions.<sup>21</sup> Recent studies have shown great potential to reduce pain and inflammation, as well as support the native cartilage tissue in patients with knee osteoarthritis.

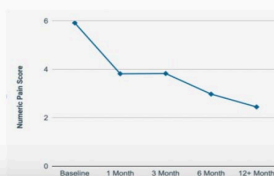
### Products/Devices Used

- HumanMed BodyJet Eco
- Intellifit
- JointechLabs MiniTC
- Lipogems
- Puregraft
- Tulip Nanofat

### Most common diagnoses



### Average patient reported pain



**56%**

average decrease in patient reported pain at 12+ months post treatment

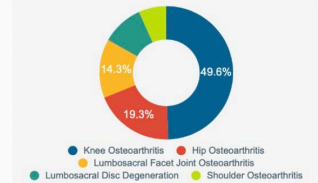
## Bone Marrow Concentrate

In a BMAC procedure, bone marrow is obtained through aspiration from the back of the pelvis area. Under certain conditions, regenerative cells from the bone marrow are capable of replicating into various types of tissue, allowing for a robust, concentrated mixture of regenerative cells following extraction. This concentrate contains various cells and proteins which modulate pain and inflammation and can facilitate tissue healing such as tendon, cartilage and bone repair.

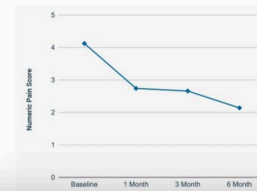
### Products/Devices Used

- EmCyte PureBMC
- Greyledge
- In-House Processing
- ThermoGenesis PXP

### Most common diagnoses



### Average patient reported pain



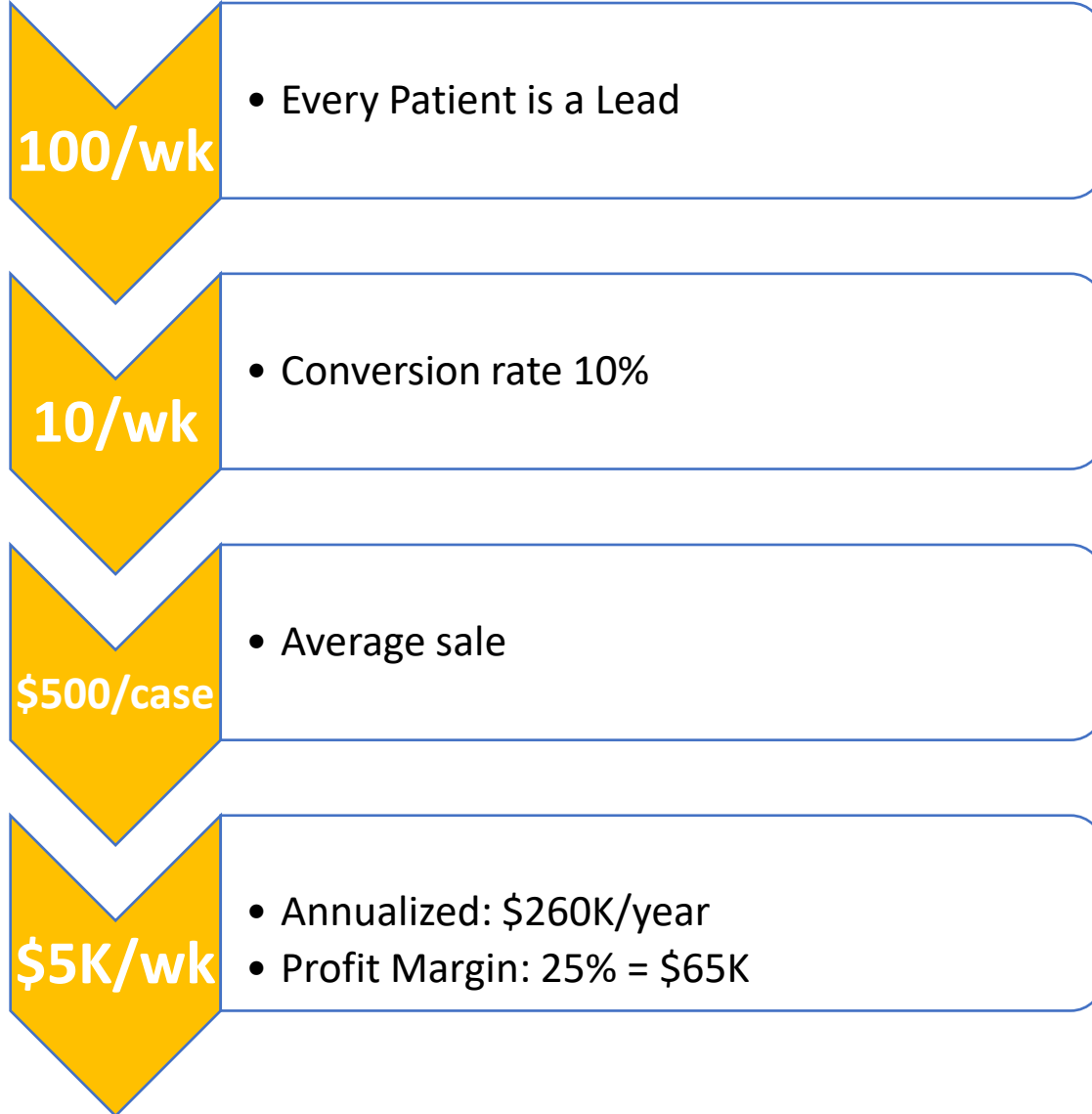
**48%**

average decrease in patient reported pain at 6 months post treatment

Databiologics  
2<sup>nd</sup> annual  
report.

# Current Opportunity

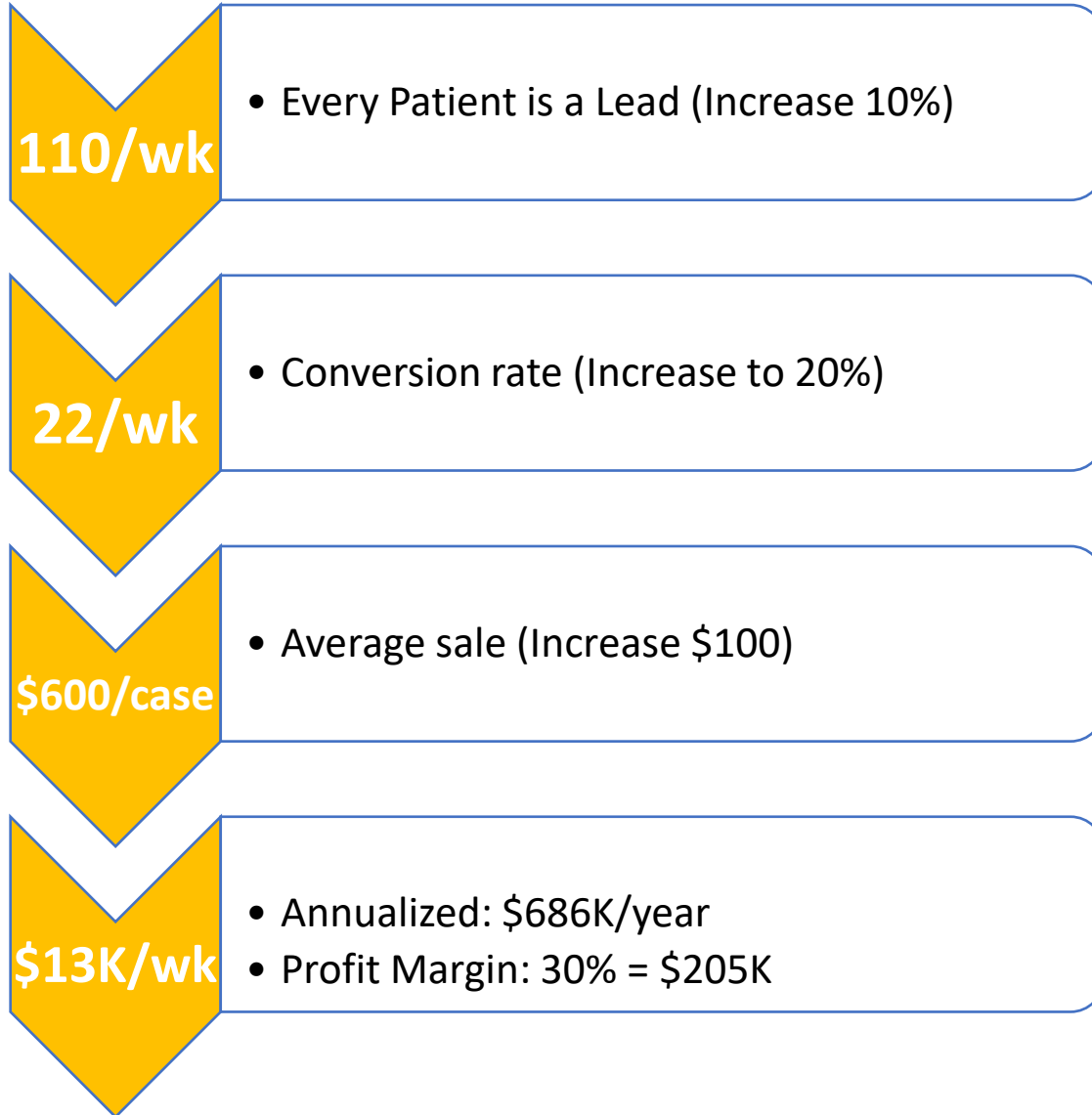
Enhance  
Per Patient  
Value.



# Growth Opportunity

## Understand Levers

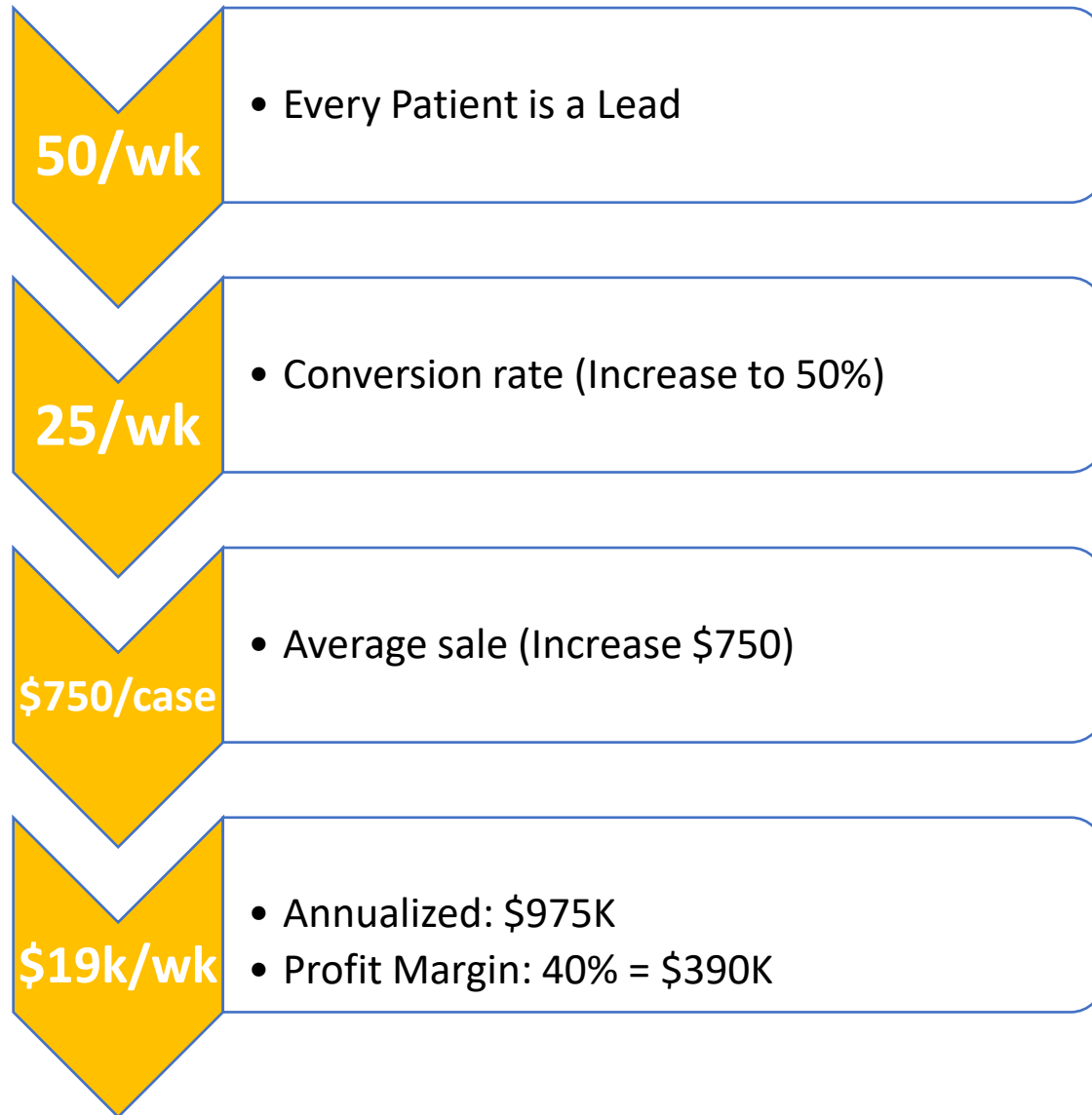
## Compounding Effect




# Lifestyle Opportunity

Less Patients

More Per Patient Value





Success in medicine and in business requires the same thing:  
shifting your perspective — finding the extraordinary  
potential in the ordinary.

[www.thinkbusinessmd.com](http://www.thinkbusinessmd.com)

[www.tobinetworks.com](http://www.tobinetworks.com)