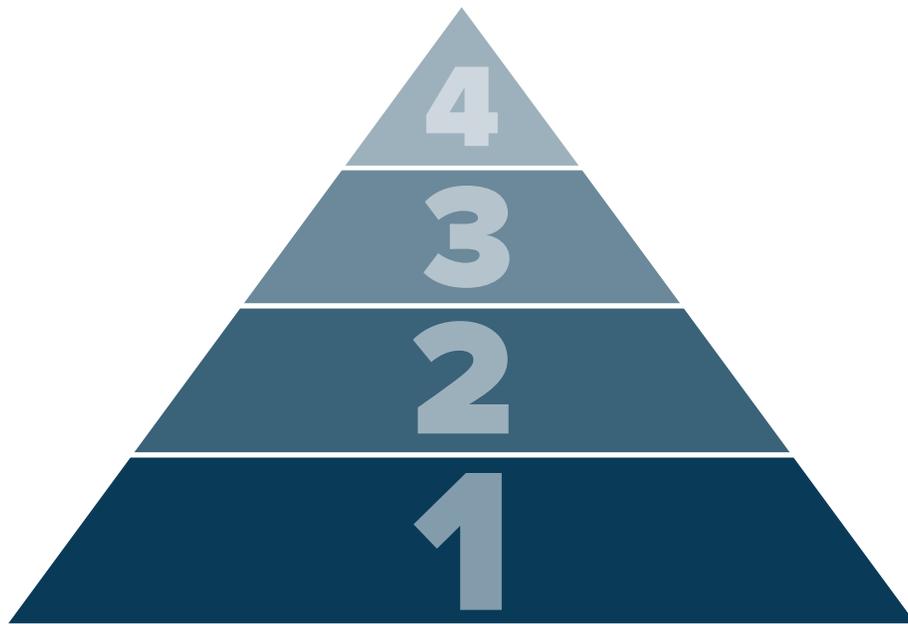


# REGENERATIVE MEDICINE LAUNCH GUIDE



**The keys to success in regenerative medicine are using the right equipment and having an integration plan.**

Whether you have already decided to add Regenerative Therapy to your treatment protocols, or are still considering it, you may be wondering how to get started. Asking the right questions on the front end will help deliver the best therapies to your customers, and provide the best possible outcomes for the pets they love. There are constructive steps and best practices to use as you begin to offer regenerative therapies to your customers. This guide provides an overview for you to successfully add these therapies to your practice.



## Step 1 Team Proficiency in Regenerative Medicine

The first and most important step is **Developing Staff Competency**. This includes staff communication, setting up your pricing, and understanding where and when to prescribe regenerative injections.

### HOW DO I GET STARTED?

### WHAT CONDITIONS CAN I TREAT?

### AND HOW MUCH DO I CHARGE?

#### ➔ Establish a Pricing Structure

When establishing your pricing we recommend a simple one or two-tiered pricing structure. Some practices will have separate pricing for stand-alone treatments, vs adjunctive injections that are combined with another procedure to improve its efficacy. There will also be different pricing structures for PRP, Stem Cell, and Protein Concentrate. Work with your rep for more guidance on pricing customization.

#### Here are some general industry guidelines:

- PRP Injections \$400 - \$800
- Stem Cell Injections \$1,000 - \$3,500
- Protein Concentrate Injections \$800 - \$1,500

#### ➔ Communicating Benefits

Make sure everyone in your staff is familiarized with your new regenerative therapy offering, and is comfortable communicating benefits and answering basic client questions. Here are some examples:

#### What is PRP & Stem Cell therapy?

"Regenerative therapies are a spectrum of cutting-edge therapeutic techniques used to naturally treat and heal the cause of a painful condition rather than masking the symptoms. Regenerative therapies stimulate and accelerate the body's natural ability to heal itself. Three of the most effective regenerative therapies include platelet rich plasma, stem cell therapy, and protein concentrate (A2M + IRAP) injections."

#### What should I expect?

Depending on the nature of the condition, additional treatments may or may not be necessary. For acute conditions or injuries, one treatment should be all your pet needs to recover and resume normal activity. For chronic or degenerative conditions, secondary treatment(s) may be recommended if regression is noted in the following months.



## Step 1

# Team Proficiency in Regenerative Medicine

### ➔ Common Conditions

- Osteoarthritis / DJD
- Post-Operative
  - » Joints
  - » Orthopedic
- Post Traumatic Injuries
  - » Fractures
  - » Wounds
  - » Other Soft Tissue
- Non-Recovery Cases
  - » Chronic Wounds
  - » Non-Union Fractures
- Tendon & Ligament
  - » Calcanean Tendon
  - » Biceps Tendonitis
  - » Cruciate Tears
- Cartilage Repair
- Muscle Damage or Ruptures
- Disc Disease / Spinal Cord Injury
- Superficial Keratitis

### ➔ Common Equine Conditions

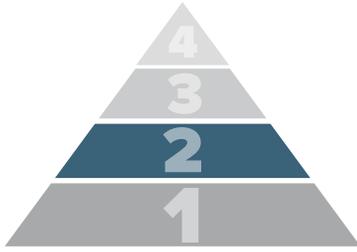
- Hock Degenerative Joint Disease
- Sacroiliac
- Suspensory Ligament
- Tendon Injuries
- Damaged Cartilage
- Non-Healing Wounds
- Periostitis
- Stress Fractures
- Corneal Ulcers

### ➔ Prescribe Regenerative Therapy

Now that you understand the conditions you will be treating, and your pricing is established, it is time to start prescribing regenerative therapy injections. In this step it is a good idea select a few common conditions where you will typically prescribe regenerative injections. Having success with a few indications will increase your confidence with other conditions that regenerative medicine is being used to treat. Develop an understanding of what conditions to use various regenerative therapies; for instance, using PRP + Protein Concentrate on joint disease. Once you have started treating patients refer back to the common condition list, or other resources, to find new areas of application.

### Tips

- Keep pricing simple with a stand-alone and adjunctive fee structure
- Decide what conditions will always have regenerative recommended
- Practice explaining regenerative therapy using your customer facing brochures
- Refer to common conditions to see where you can expand treatments



## Step 2

### Starting Patient Treatments

The second step of the process is **Applications Training**. It is important that staff is properly trained on how to use the system and how to handle the components inside of the sterile kit. It is also important to make sure that the regenerative company you are working with provides training and guidelines on correct injectable processing.

### HOW DO I START PATIENT TREATMENTS?

#### ➔ **Veterinary Technician/Support**

Support staff will need to be trained on the regenerative procedures and understand how to draw blood, and process Injectables. Training can be done online or onsite. We recommend watching online processing videos while reviewing the step by step PRP or BMC processing guides.

#### ➔ **Veterinarian**

Veterinarians should understand the injection techniques they will use for various applications. We have training resources to help guide doctors through various regenerative injection therapies.

#### ➔ **Process**

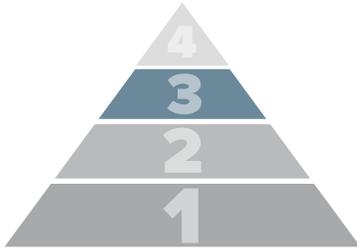
It is important to establish procedural guidelines. Decide where you would like to set up your processing equipment and workspace. Consider who will draw blood and who will process the injectable. Your process may vary depending on the patient. Some other things to consider would be the timing of sedation, and the timing of injections when being administered with an adjunctive procedure.

#### ➔ **Identify Early Adopters**

Identify clients who are very involved with their pets and would be good candidates for regenerative therapy. We recommend your staff make personal phone calls to these clients and explain how their pet can benefit from regenerative injections. Consider contacting some pet owners struggling with their pet's osteoarthritis. These cases can be used to generate excitement and word of mouth referrals.

#### **Tips**

- **Become familiar through videos, processing guides, and on site training**
- **Contact your customer list with patients that will benefit**
- **Continues prescribing treatments on new types of cases**



## Step 3 Market to Current Customers

The third step to success in regenerative therapy is in Practice Promotion. Here are a few key things you can do to raise customer awareness.

### HOW DO I PROMOTE REGENERATIVE THERAPY TO MY CUSTOMERS?

#### ➔ Share Testimonials

Document your success with individual cases, and capture positive feedback from your clients. Share these successful cases via a testimonial board or folder, on your website, and social media.

#### ➔ Promote Around Your Practice

Prepare your staff to have conversations about regenerative therapies. Keep the provided posters and brochures visible and in stock. Your regenerative supplier should be able to provide you with these resources and communication tools.

#### ➔ Phone

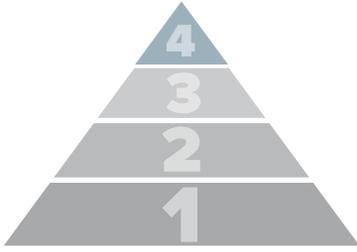
One of the easiest and least expensive ways to connect with clients is telephone. We recommend using a script to reach out to clients who have pets that would be good candidates for regenerative therapies.

#### ➔ Email & Direct Mail

Email and direct mail are very effective means to communicate with a larger portion of your client base. Your message should provide information on your new therapy, and outline what types of cases would be good candidates.

#### Tips

- Share positive feedback, testimonials, and cases
- Email customer base announcing your innovative new treatment option
- Keep posters & brochures visible



## Step 4 Market to New Customers

The last step you may want to consider is External Promotion. Regenerative therapies are becoming popular in human medicine. Try reaching out in your local community to let people know that you can treat their pet with these innovative therapies. Here are some Ideas.

### HOW DO I ATTRACT NEW CUSTOMERS WITH REGENERATIVE THERAPY?

#### ➔ Regenerative Web Page

Add a dedicated page to your website. This page is a place to detail the differences in regenerative therapies, how they work, and how patients can benefit. Consider adding video content and customer testimonials.

#### ➔ Search Marketing

For new customers, your website is only as good as their ability to find it in a Google search. Ensure that your website is designed based on Search Engine Optimization (SEO) best practices and that the search engines know that you are a local business with a physical location. Consider testing paid search once your website is set up properly. Start with a low budget and test to see what works before investing significantly.

#### ReganVET Contact

**E-Mail:** [regenvet@apexbiologix.com](mailto:regenvet@apexbiologix.com)

**Website:** [apexbiologix.com/regenvet/](http://apexbiologix.com/regenvet/)

#### ➔ Local Media

There are many opportunities to promote your business and raise awareness of unique therapies that you offer. Look for creative ways to share your story with your community. Newspapers, radio and television are always looking for local stories to highlight, and pet news is always welcomed.

#### ➔ Social Media

Be sure to use your social media platform(s) to communicate positive stories about successful cases. Encourage your clients to do the same, and to link back into your social media.

#### Tips

- Add regenerative therapies to your website
- Make sure your website has SEO (Keywords) so new customers can find you
- Encourage clients to share testimonials on social media that link back to you
- Reach out to local media