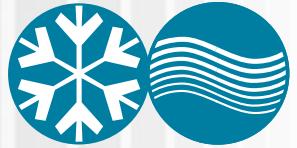


Turning Challenges into Opportunities: A Path to Growth and Innovation



Amy Erickson Hagen



Welcome!

Turning Challenges into Opportunities:

1. Challenge
2. Case Study
3. Innovative Solutions

Let's get started on the path!



Exploring challenges together...

*Quick! What is the first word
that comes to mind when
I ask...*

**What is your biggest
laboratory challenge?**

Is it... Staffing?

Abandoned
embryos

Space

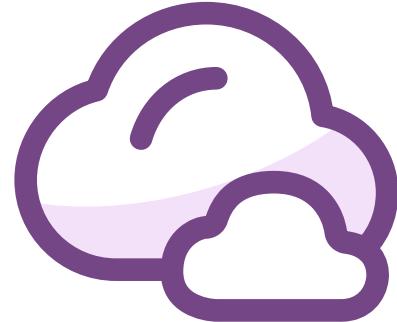
Inventory

Too many
tasks

Billing

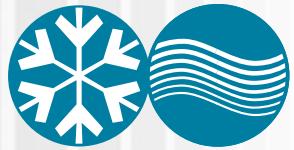
EMRs

Please download and install the Slido app on all computers you use



**SWES attendees.... what is your
biggest laboratory challenge?**

- ① Start presenting to display the poll results on this slide.



Challenge –

Rapidly growing inventory reaching capacity in your lab

**What specimens
are in your tanks?**

Current use
+
Abandoned
+
Not being billed

Our team will deep dive into all elements of your data

- EMR reports, excel, etc. can be uploaded to our portal weekly

Direct contact with your patients

- Specialized service in locating patients and maintaining connections with them even after their clinic experience has ended.

Invoice clients and execute disposition options

- Patients will be contacted to login to portal to select to transfer, discard or donate.

Manageable inventory / less tanks for staff

- Relationship with patient is maintained



Solution – Keeping tanks “clean”

What makes a tank “clean”?

Current use +
No Abandoned +
Active billing +
Eminent use inventory

Managing client billing and following up on overdue payments

- Emails, letters, and calls > collections

Deciding how long to keep specimens at your clinic

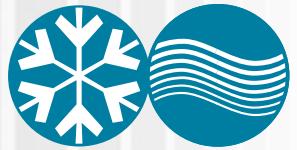
- Give experienced guidance to balance revenue vs risk

Obtain patient consent for automatic transfer to ReproTech

- Reduce risk and mitigate business liability

Your clinic increases current storage profitability while specimens are onsite

- Remit payment back to clinic for each collectible account

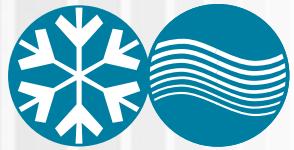


Case Study –

Clinic is faced with at capacity storage tanks

A common clinic challenge...

After acquiring this clinic, the MSO discovered challenges in managing their billable inventory. The staff required for billing tasks were better aligned with patient care and management responsibilities.



Case Study –

Clinic is faced with at capacity storage tanks

The Problem:

- The clinic was moving locations and didn't want to maintain that much floor space in the new facility.
- Not all inventory in the storage tanks were being billed.
- Some storage had been consented for discard by patients but was not discarded.
- After patients stopped treatment at the clinic, staff lost contact and were unable to keep up collection efforts.

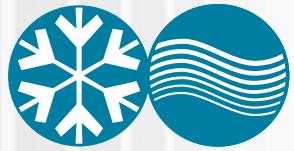


Case Study –

Clinic is faced with at capacity storage tanks

The Discovery:

- Many patients with a second tissue type, were not being billed for the additional tissue type.
- After “free” term or insurance expired, cryostorage billing was not resumed.
- When patients stopped paying, no collections efforts occurred.

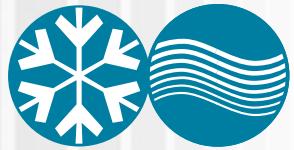


Case Study –

Clinic is faced with at capacity storage tanks

The Solution:

- Data scrubbing
- Customized communication to patients
- Continual data updates
- Custom portal



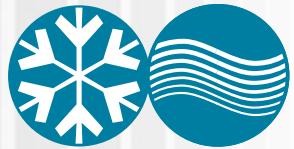
Portal Features – For Patients

Unique to ReproTech Patient Portal:

- Patient login triggers disposition options for their unique campaign
 - Fertility preservation
 - Not actively paying/abandoned
 - Past onsite storage time-period
- View Inventory
- Consent Access and Disposition Options
- Request transfer of specimen for FET
- Patient Education Modules
- Upload documents to share with ReproTech
- Live chat with customer service staff

Standard Patient Portal:

- Update contact information
- Bill Pay and update credit card
- Print invoices
- See invoice history

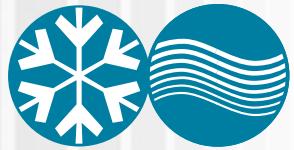


Portal Features – For Clinics

Unique to ReproTech Clinic Portal:

- View patient inventory in storage at ReproTech
- Complete inventory management solution
- See/download consents for long term storage
- Upload documents associated with specimens (cryodata, serology, etc.)
- Select inventory to initiate transfer back to clinic for FET
- Seamless data transfers/EMR integrations to ensure efficient workflow





Case Study –

Clinic is faced with at capacity storage tanks

The Results and Benefits:

- We were able to start billing about 4,300 nonpaying accounts.
- All specimens in tanks were invoiced for their cryostorage.
- As inventory is entered, patients are cued for billing.
- Documentation leading to possible discard due to abandonment has begun and is readily available to clinic staff.



All in One Patient Cryo-Management Tool

Secure Portal
(Clinic Staff and Patients)

**Inventory
Management**

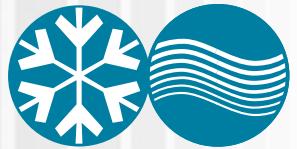
**Billing and
Collections**

**Automatic Transfer
to Long-term
Storage**

**Education
Consent Signing**

**Disposition
Requests**





Safety is a Priority

Guardian: Proprietary Tank Monitoring Application

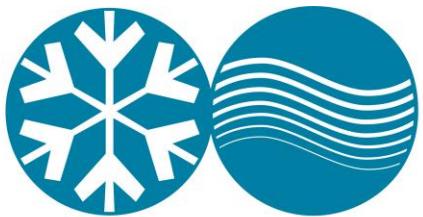
Disaster-Proof Safe Storage Rooms

Fail-Safe Preparation

Multi-Layer Monitoring & Redundant Systems

HI-TRUST Certified





REPROTECH

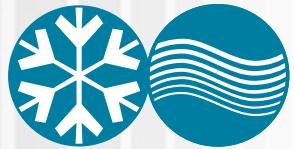
*We've been solving clinic
challenges for over 34 years!*

Questions?

Thank you!

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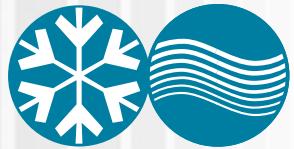
aehagen@reprotoch.com



Case study #2 Embryo

EMBRYO CAMPAIGN – 64% Response rate

STATS			
	Number	Percentages	Date Range
Starting Number:	854		
Responses from Kick-off Letter (sent 2/12/24):	88	10.30%	2/15/24 - 4/14/24
Responses from Letter 1 (sent 4/15/24):	208	24.36%	4/15/2024 - 7/7/24
Responses from Letter 2 (sent 7/3/24):	38	4.45%	7/8/24 - 7/24/24
Responses from Email (Sent 7/25/24):	71	8.31%	7/25/2024 - 9/15/24
Responses from Phone Call 1:	40	4.68%	9/16/24 - 11/19/24
Responses from Email (Sent 11/20/24):	23	2.69%	11/20/24 -
Responses from Phone Call 2:		0.00%	
Pts completed forms prior to 2/15/24 (EMD or DS):	33	3.86%	11/8/23 - 2/15/24
Pts previously moved specimens out of UH:	1	0.12%	
Pts used all specimens or is planning to:	51	5.97%	
REMAINING:	301	35.25%	



Case study #2 Egg

EGG CAMPAIGN – 88% Response rate

*Those who had email addresses were emailed another time during the 1st phone call round

STATS			
	Numbers	Percentages	Date Range
Starting number:	145		
Responses from letter 1:	74	51.03%	11/3/23 - 12/2/23
Responses from letter 2:	23	15.86%	12/3/24 - 1/9/24
Responses from email:	15	10.34%	1/10/24 - 3/25/24
Responses from phone call 1:	9	6.21%	3/26/2024 - 7/2/24
Responses from phone call 2 (done by UH staff):	1	0.69%	7/3/24 -
Remaining patients		0.00%	
Patients already shipped to RTL:	2	1.38%	
Patients who used/will use their specimens:	4		
REMAINING:	17	11.72%	



Case study #2 Sperm

SPERM CAMPAIGN – 15% Response Rate

*3rd letter was just mailed out so we haven't started the clock on the number of responses from that yet

STATS			
	Number	Percentages	Date Range
Starting Number:	1981		
Responses from Letter 1 (Sent 9/4/23)/Email 1:	213	10.75%	9/4/24 - 10/31/24
Responses from Letter 2:	79	3.99%	11/1/24 -
Responses from Letter 3:		0.00%	
Responses from Phone Call 1:		0.00%	
Responses from Phone Call 2:		0.00%	
Pts completed forms prior to 9/3/24 (EMD or DS):	7	0.35%	
Pts previously moved specimens out of UH:		0.00%	
Pts used all specimens or is planning to:	13	0.66%	
Pts with incomplete contact info:	89	4.49%	
REMAINING:	1669	84.25%	

STARTING: 1981
REMAINING: 1669
3 letters
136 have completed the Formstack but have not completed the requisite consents