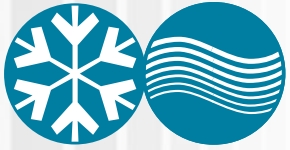


Turning Challenges into Opportunities: A Path to Growth and Innovation



Amy Erickson Hagen

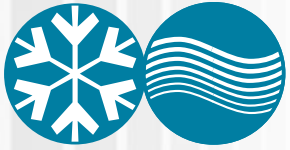


Welcome!

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

Too many tasks

Inventory

Billing

EMRs

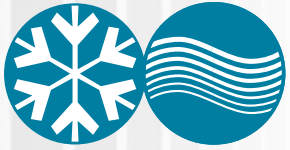
slido

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

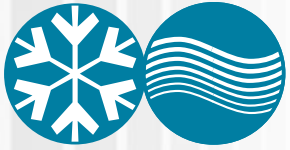
- Specialized service in locating patients and maintaining connections with them even after their clinic experience has ended.

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

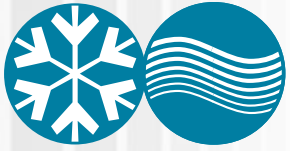
- Give experienced guidance to balance revenue vs risk

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

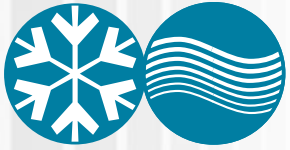


Case Study –

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.

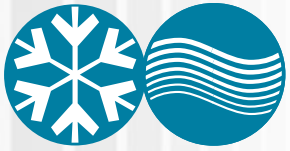


Case Study –

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.

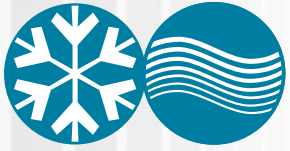


Case Study –

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.

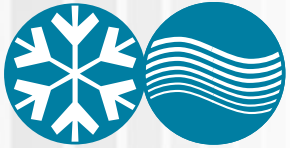


Case Study –

Clinic is faced with at capacity storage tanks

The Solution:

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



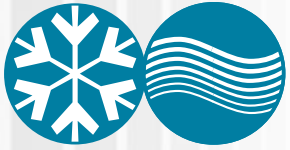
Portal Features – For Patients

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:

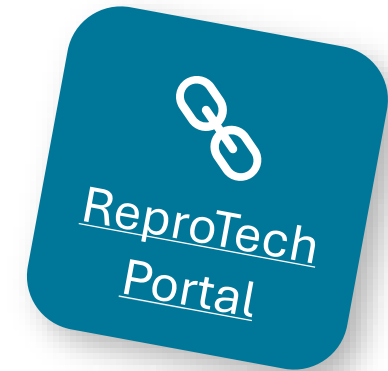
- Update contact information
- Bill Pay and update credit card
- Print invoices
- See invoice history

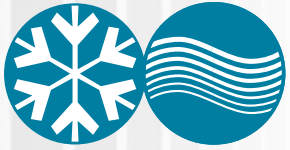


Portal Features – For Clinics

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



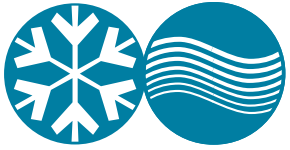


Case Study –

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**

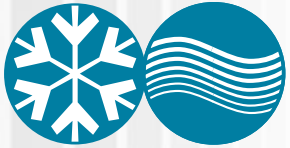


**Billing and
Collections**

**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

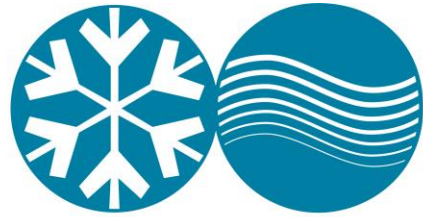


Multi-Layer Monitoring & Redundant Systems



HI-TRUST Certified





REPROTECH

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

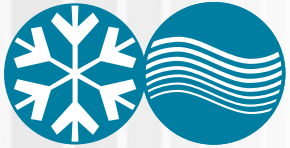
Questions?

Thank you!

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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% | |

Starting number: 854

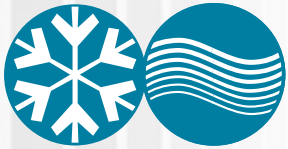
REMAINING: 301

3 Letters

2 Emails

1 Phone Call

54 have completed the Formstack but have not completed the requisite consent forms

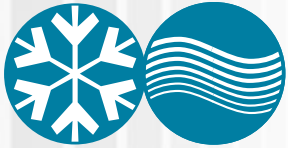


Case study #2 Egg

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 | | | | Starting number: 145 |
| Responses from letter 1: | 74 | 51.03% | 11/3/23 - 12/2/23 | | REMAINING: 17 |
| Responses from letter 2: | 23 | 15.86% | 12/3/24 - 1/9/24 | | 2 letters |
| Responses from email: | 15 | 10.34% | 1/10/24 - 3/25/24 | | 1 email |
| Responses from phone call 1: | 9 | 6.21% | 3/26/2024 - 7/2/24 | | 2 phone calls |
| 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 | | | STARTING: 1981 |
| Responses from Letter 1 (Sent 9/4/23)/Email 1: | 213 | 10.75% | 9/4/24 - 10/31/24 | REMAINING: 1669 |
| Responses from Letter 2: | 79 | 3.99% | 11/1/24 - | 3 letters |
| Responses from Letter 3: | | 0.00% | | 136 have completed the Formstack but have not completed the requisite consents |
| 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% | | |