

# RUSSELL HEALTH

A Mini-Amazon for Regenerative  
Medicine

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Ryan Salvino | CEO

In recent years, the benefits associated with regenerative medicine has increased considerably. Also, the researchers are continuously working to discover new ways to apply this treatment approach to common chronic conditions. The adoption of these innovative methodologies is an initiative to ensure that patients live their life without any limitations or pain. Working towards a similar initiative are Ryan Salvino and Jonathan Benstent the founders of Russell Health.

Ryan is an MBA graduate and while serving as a sales representative for a regenerative company he first handily experienced regenerative medicine's revitalizing effects. Ryan collaborated with his childhood friend Jonathan, with an aim to provide life-changing regenerative therapy products to physicians and patients globally. Being a graduate of Management Information Systems, Jonathan witnessed the potential of regenerative medicine during his tenure selling orthopedic medical devices and servicing Level-1 Trauma Centers while assisting in surgical cases as a device consultant. Together, they established Russell Health—a unique distribution model that allows hundreds of thousands of patients to utilize these regenerative therapy products for multiple severe disorders when all other treatments have failed.

### A Safer Alternative

With the joint efforts of Ryan and Jonathan, Russell Health began its journey to offer Stem Cell Recruitment Therapy® products. These products help in boosting the body's ability to heal itself. A national distributor of safe and effective regenerative therapy products - Russell Health's products are a safer alternative to expensive and high-risk surgical interventions for patients. Furthermore, these products are also being utilized as an alternative for opioid drugs. Healthcare providers have reported these products to help patients in pain. Its Stem Cell Recruitment Therapy® products help the body boost its ability to heal itself.

Nevertheless, today, any kind of medical treatment can be highly expensive indeed there is a high need for companies like Russell Health. Its minimally invasive products can be used as an alternative to expensive and high-risk surgical interventions for patients. This is highly beneficial especially for the elderly as they can potentially avoid operative care before and after surgery, along with its risks. The advantage of Russell Health's products is benefiting in nature helping numerous patients. Administered utilizing acellular tissue allografts, the products assist in the reconstruction and repair of the recipient's tissue, thereby helping to alleviate pain and assist with recovery. Developed using a proprietary process, the acellular tissue allografts are convenient and

versatile allografts derived from donated human placental tissue. They contain naturally rich growth factors that assist with the body's healing process.

### Redefining Medicine Market

Ryan and Jonathan were keen to notice the gap between professionals and the regenerative medicine market. Ryan quotes, “We saw a major disconnect within the ordering process that was needed in the regenerative medicine market.” Consequently, through Russell Health the duo has created a platform that provides a full-service ordering portal—with each member having their own personal account. The platform is built with an IT perspective thus offering a seamless ordering process that facilitates ease-of-use for physicians and their office staff.

Understanding the demographics of the industry, Russell health has curated the perfect platform that has more than just products to offer. Having a personal account comes with additional benefits for the users. For instance, when one activates their account, the Russell Health's Stem Cell Recruitment Therapy® Program will offer,

- **Extensive marketing support:** As a doctor, your first business is caring for your patients. We know you don't have time to focus on sales, marketing and product distribution. This program provides in-office marketing support such as posters, brochures, and information to promote the products and trademarks on clients' websites.
- **Apollo Claims' Patient Insurance Verification:** The clients can connect with Apollo Claims for billing the products and place the order in the dedicated ordering portal. Furthermore, several of Russell Health's products contain insurance coverage based on medical necessity.
- **Better Client Experience:** The program allows private clinics, surgical centers, and hospitals to offer effective and safe alternative treatments while providing a new strong revenue stream.

*“We have built a mini-Amazon for regenerative medicine,” quips Ryan.*

### A Steady Growth

Russell Health distinguishes itself from the competitors. Its innovative and superior-quality bouquet of services has highly contributed to its success. The team of Russell Health has been committed to ensuring the best client

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*Regenerative Medicine is our specialty*

experience since the inception. Consequently, the company has experienced organic growth within few months of inception and has been growing strong since then. All these factors have contributed to making Russell Health the national distributor of safe and effective regenerative therapy products.

Due to the positive experience, several clients started referring to other patients and physicians. Word of mouth has been one of the main pillars for the organic growth of Russell Health. The company has achieved profound clinical outcomes in multiple therapeutic areas, including cosmetics, wound care, ocular, pain management, and orthopedics. Today, the platform has integrated dedicated products for specific applications sourced from the same acellular tissue allografts used in Stem Cell Recruitment Therapy®.

### **Providing Innovative Products**

While the pandemic caused major disruption throughout the industry, but it managed to pivot the patients and physicians for alternative treatments such as stem cell therapy. This demand can help in further enhancing regenerative medicine therapies and discover new applications. As a result, Russell Health is working with some of the top leaders in the regenerative medicine field to continue to grow and provide innovative products to our customers and their patients.

Despite the disruption, the aim is to expand the products and services to wider geographies. Jonathan concludes, *“Our ultimate goal from the beginning has been to help people by providing safe alternatives to risky procedures and expensive treatments while offering an alternative to synthetic drugs and embracing more holistic and organic products. We want to continue to become the number one supplier of regenerative medicine in the U.S.”* **CBL**