



## **RegenesiS Biomedical to Expand Payor Sources to Increase Patient Access**

*Appointed reimbursement and health economics vice president*

Scottsdale, Arizona, January 9, 2012 -- RegenesiS Biomedical, Inc., a medical technology company that markets the Provant<sup>®</sup> Therapy System, announced today William (Bill) Gittinger joined the company as Vice President of Reimbursement and Health Economics. In this new role, Bill is chartered with securing expanded payor sources for the Provant Therapy System. Primary emphasis is on Medicare, Medicaid and commercial payors. He is also responsible for demonstrating the cost-effectiveness of the therapy, to increase payor and clinician adoption.

Bill gained relevant experience in leadership positions with Genzyme, Smith & Nephew, Baxter Healthcare and Bionicare. He has a proven track record of developing contracts with payors, public and private, as well as a thorough understanding of clinical and economic data, coding, coverage and payment processes.

“We are pleased Bill is joining us to develop and execute our global reimbursement strategies,” said Virginia Rybski, President and CEO of RegenesiS. “His background complements the management team, and he will work closely with them as we build our expanded reimbursement capabilities.”

Bill graduated from the University of Cincinnati, McMicken College of Arts & Science with a bachelor’s degree in biology. He is a certified member of AAPC, the American Association of Professional Coders, and a member of AdvaMed and will represent RegenesiS in their Payment Advisory Work Group.

### About RegenesiS Biomedical

RegenesiS Biomedical, Inc. is a privately held medical technology company focused on developing and marketing noninvasive regenerative medicine products. RegenesiS developed, patented, and now markets the Provant Therapy System. Our customers include health care facilities, acute care hospitals, long-term acute care hospitals, skilled nursing facilities, rehabilitation centers, home health care agencies, and wound care clinics.

### About the Provant<sup>®</sup> Therapy System

Provant uses pulsed radio frequency energy (PRFE) to facilitate reduction of the pain and edema associated with post-operative, superficial soft tissues.

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