

MRioA[®] | MEDICAL REVIEW INSTITUTE of AMERICA, LLC

2026 National Sales Kick-Off Meeting

Foundation First: Turning Our Efforts Into Impact



Everyone is more interested in themselves than **they are in us.**



FRIPP **VT**

Business Development

Sales VP

Customer Care

Pharmacy Programs

Internal Trainer

Watch your "I" vs "You" ratio



FRIPP VT

You can feel confident...

How often have you...

Perhaps you agree...

In your experience...

FRIPP VT

It might interest you to know...

You mentioned you are most interested in...

Thank you for the opportunity to discuss...

Would it make sense to you...

FRIPP **VT**

Good morning, Brian.

We have not had the pleasure of meeting.

I am Patricia Fripp, I work with MRIOA.

**That is the Medical Review Institute of
America.**

FRIPP **VT**

You might be familiar with us as we have been serving Third-Party Administrators like you since 1983.

FRIPP **VT**

I understand, regulatory is an important area for you, especially with changes coming after the first of the year.

As you realize, you need to be prepared.

FRIPP **VT**

You can be confident, MRIOA can help.

Would it make sense to you to schedule a time
to discuss this?

Great Presentations

**The one-word
advantage.**



FRIPP **VT**

Example One – They do business with a competitor

We are glad you are happy with ExamWorks.

This proves you see the benefit.

One reason you might consider us to be your second IRO is this major difference.

FRIPP **VT**

Your investment with us is one-third.

We offer intake at the prior authorization level.

You capture the member immediately...

And can speak with them about options...

For a high-cost procedure.

FRIPP **VT**

You can also enjoy the option for the member to share information with their family.

For example, if your mother needs a procedure

And you live across the country...

You can easily share the information.

FRIPP **VT**

Example Two – they don't know us

We help healthcare organizations like yours improve utilization management.

We do this with compliant, high quality, and timely reviews that improve patient outcomes.

Your members need those timely, quality reviews for their peace of mind.

FRIPP VT

Example Two – they don't know us

You can feel confident we can help you make that happen. For example, if your mother needs a procedure that requires a time sensitive prior authorization...

You may feel helpless while you wait for that decision.

We can provide the resources you and your mother need for timely decisions about her healthcare.

**Common
Goal
Consistent
Message**

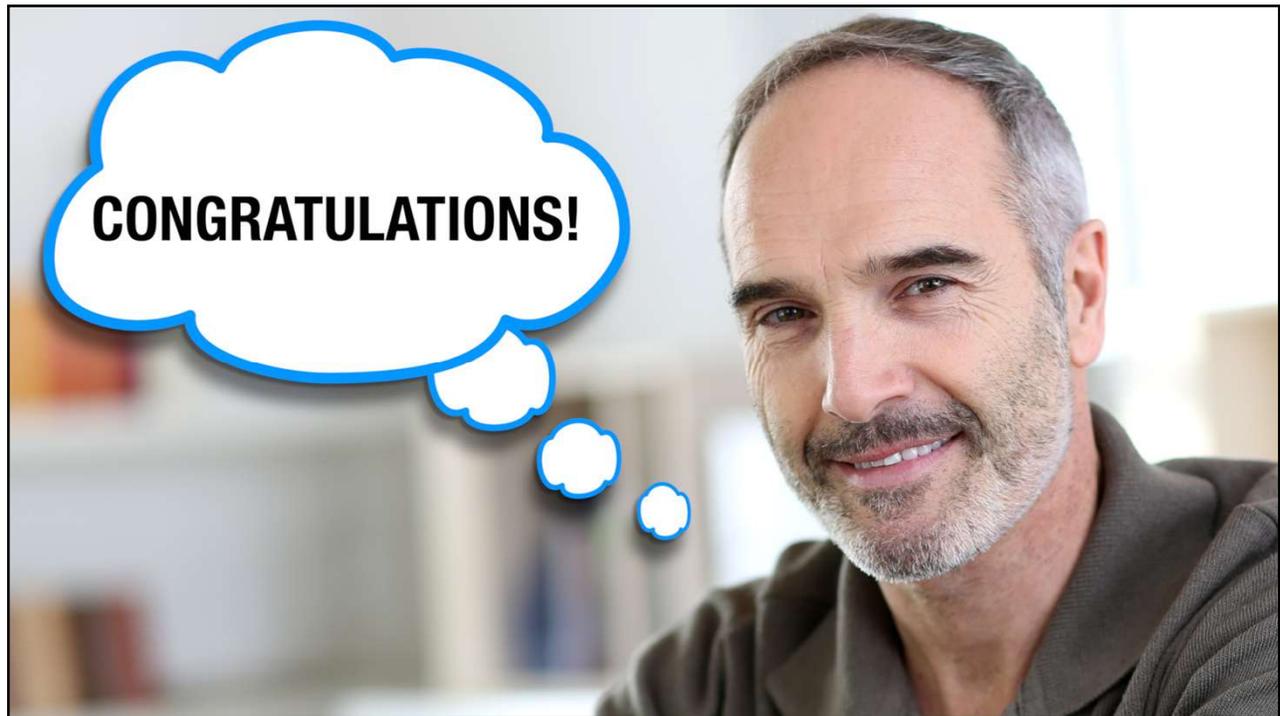


**Without
Consistency**

**There is
No True Quality**



CONGRATULATIONS!





FRIPP **VT**

You mentioned you are most interested in...OR

Your biggest challenge is...OR

Your greatest opportunity is to...

BE AWARE OF COGNITIVE OVERLOAD!



FRIPP **VT**

Sarah Crist, Customer Success, has strategic discussions with clients to understand their organizations.

In a few questions, I can pinpoint how they are structured and how their internal processes work.

Then I can tie our solutions back to needs they may not have recognized yet. Often they say, “I never thought of that...”



Great Presentations

Speak to be
remembered &
repeated.



FRIPP **VT**

Shorter sentences

Verbal punctuation

Review

Next logical step

Last words linger



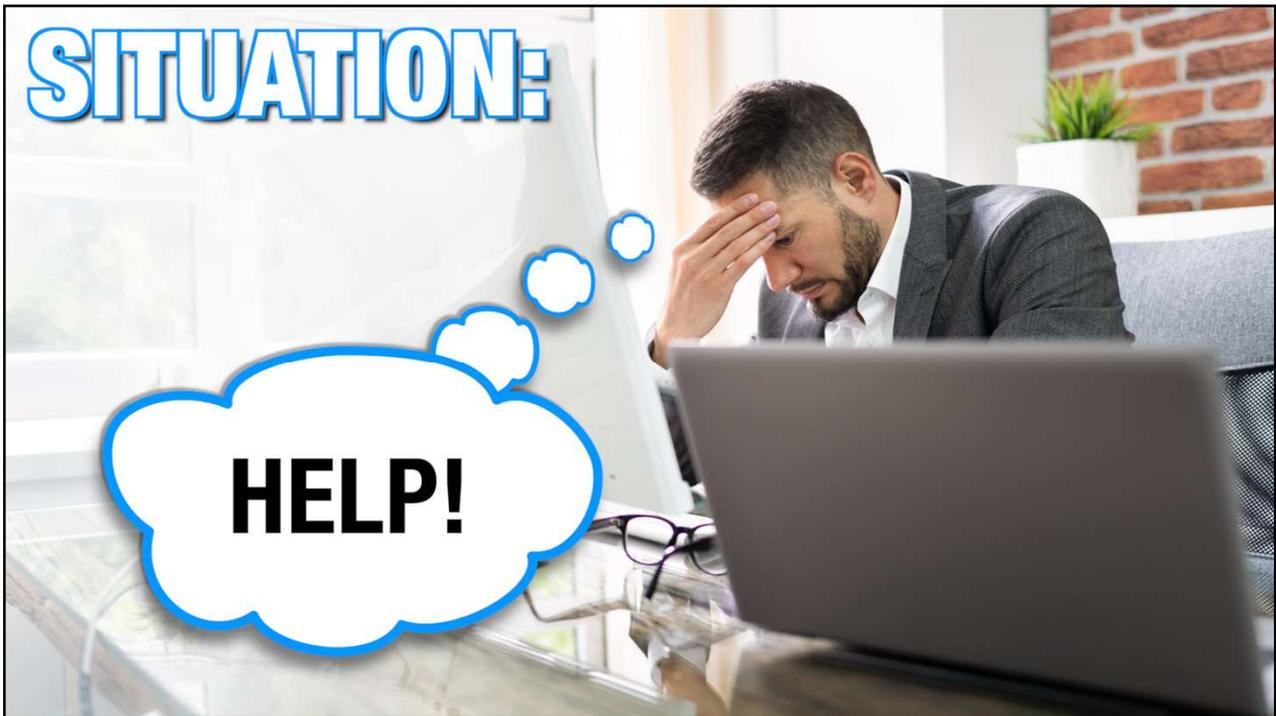
Great Presentations

Stories
shrink time.

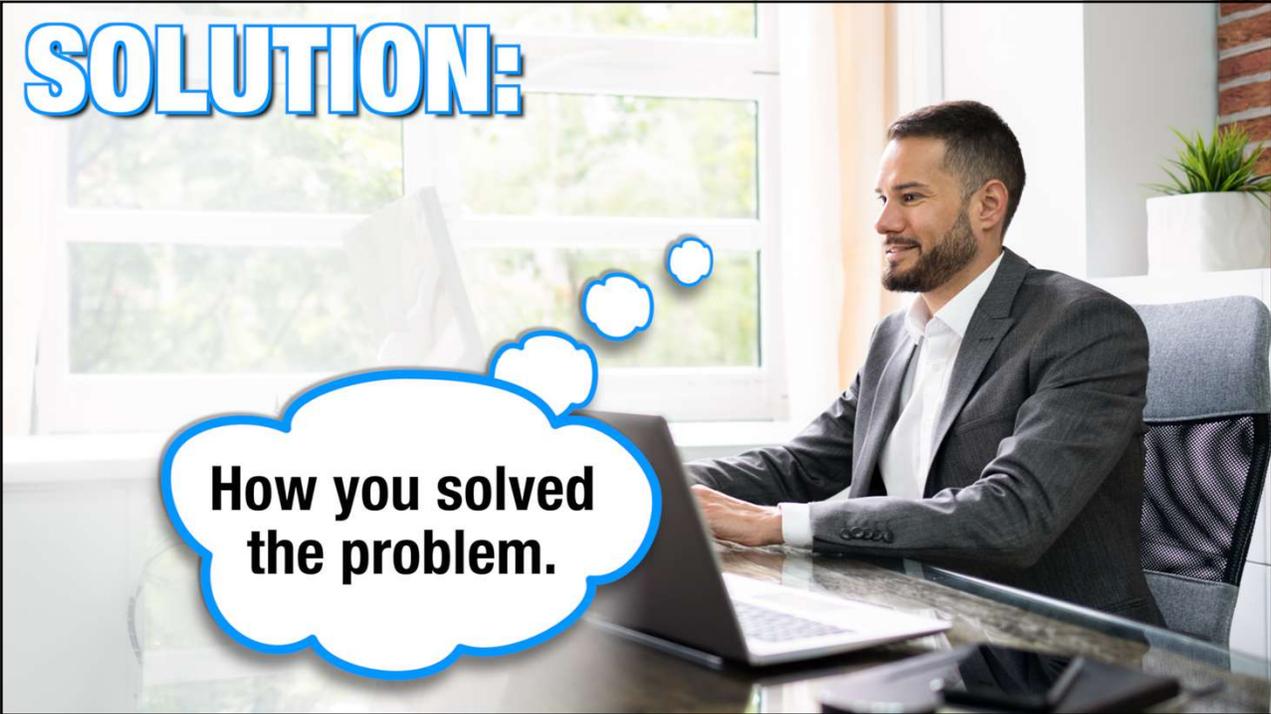


SITUATION:

HELP!



SOLUTION:



How you solved
the problem.

SUCCESS:



Happy
Ever
After!

FRIPP **VT**

Neha, VP of Medical Management a large health plan similar to yours.

She said, "Jamie, we have enjoyed exponential growth. We need additional medical directors in Ohio. Can you help us?"

FRIPP **VT**

We were able to work with them and ramp up for these reviews and assist them for 2026.

As you are experiencing the same challenges that come from growth?

FRIPP **VT**

**Would it make sense to you to learn more...
about how our processes and services can
help as you increase your staff?
We can accomplish this in a 30-minute
meeting.**

FRIPP **VT**

**You will meet some of our team members.
Who else would you like to invite?
If Neha were here, she would tell you, "The more people
in your organization who understand the capacity of
how MRIOA can help, the more manageable your
expansion will be."**

BE BETTER

Better Words
Better Results

**SPECIFICITY
BUILDS CREDIBILITY**

CREDIBILITY BUILDS CONFIDENCE





FRIPP **VT**

Actually, literally

Basically, simply

Kind of, sort of

Be prepared

**Perpetually
Prepared**

FRIPP **VT**

Opening of your most frequent conversation

Three reasons why MRIOA is your best option

Story or example of a client experience

What do you do?

3 minutes best advice to this audience

