<u>**TPA Solutions Play Book:**</u>

Product Overview

A **Third Party Administrator (TPA)** for employer drug and alcohol testing manages and oversees the testing process on behalf of employers while providing a network of drug testing collection sites that are both ARCpoint Branded and third party collection sites. Beyond testing, TPAs may offer other employer solutions such as employee background checks, employee assistance programs, drug and alcohol employee policy development and training, and compliance support. These services help employers maintain a safe, healthy, and productive workplace while reducing administrative burdens and ensuring legal compliance while promoting a safe, drug-free workplace. ARCpoint strives to be a TPA for employers to maximize revenue from a given account as well as becoming a valuable partner that is hard to move away from.

Ideal Customer/Target Audience

The target audience for Third-Party Administrator (TPA) Solutions from ARCpoint Labs includes businesses and organizations that need assistance managing drug and alcohol testing programs, especially those in regulated industries. Here are the key segments:

1. DOT-Regulated Businesses
- Examples: Trucking companies, bus services, aviation firms, railroads, pipeline operators, and maritime companies.
- Why: DOT-regulated employers must comply with strict drug and alcohol testing requirements (pre-employment, random, post-accident, etc.). ARCpoint's TPA services simplify compliance and help manage testing programs and random selection pools.

2. Non-DOT Businesses with Drug-Free Workplace Programs
- Examples: Construction firms, manufacturing companies, energy companies, any professional services office, healthcare businesses and more.
- Why: These industries often operate in safety-sensitive environments and use drug-free workplace policies to reduce liability and promote safety. ARCpoint provides all Drug Free Workplace components which are good fo any type of business.

3. HR and Safety Managers
- Examples: HR professionals in mid-sized to large companies and safety officers in industries like logistics or healthcare.
- Why: HR teams often lack the time or expertise to handle the complexities of drug testing, regulatory compliance, and recordkeeping. ARCpoint's TPA services offer a hassle-free way to manage these processes.

4. Small to Medium-Sized Businesses (SMBs)

- Why: Many SMBs don't have the internal resources to maintain a compliant drug and alcohol testing program or source the various solutions that ARCpoint offers under our umbrella.

5. Companies with Multi-State or National Operations
- Why: Organizations with employees in different states face varying drug testing laws and regulations. ARCpoint's national network of collection sites coupled with a local expert is a key differentiator from other competitors.

6. High-Turnover Industries
- Examples: Retail, hospitality, temp staffing agencies, and warehousing/logistics.
- Why: These businesses frequently hire and need pre-employment testing and screening programs managed efficiently.

7. Healthcare Facilities or Healthcare Schools
- Healthcare workers typically need screened before employment and even post employment for ongoing compliance
- Students need screening both with background checks and drug testing as a condition of their education

Key Characteristics of Target Audience
- Operate in safety-sensitive or regulated industries.
- Require drug and alcohol testing for compliance or workplace safety.
- Lack internal resources or expertise to manage drug testing programs.
- Value a streamlined, cost-effective, and compliant solution.
- Desire for a Drug Free Workplace

ARCpoint Labs' TPA Solutions target businesses looking to simplify program management, ensure compliance, and promote safety and productivity in their workplaces

Value Props/Customer Benefits/What problem does this solve

ARCpoint Labs provides significant value to businesses with their **Third-Party Administrator (TPA) services** by offering expertise, compliance assurance, and convenience. Here are the key value propositions:

1. DOT and Non-DOT Compliance Expertise
- ARCpoint ensures all drug and alcohol testing programs meet federal, state, and industry-specific regulations, including strict DOT requirements.
- Reduces the risk of fines, penalties, or lawsuits by keeping businesses compliant and audit-ready.

2. Simplified Program Management

- Handles the administrative burden of drug and alcohol testing, including random selection pools, test scheduling, and result tracking.
- Allows businesses a one stop shop for most services a business will need for pre-employment screening, safety in the workplace and compliance with regulations

3. Nationwide Network of Testing Locations
- Access to ARCpoint's extensive network of locations ensures employees can get tested conveniently, no matter where they are based.
- Supports businesses with multi-state or nationwide operations by standardizing testing processes across locations.

4. Fast and Reliable Results
- Delivers accurate and timely test results through streamlined platforms
- Ensures compliance with state and federal regulations

5. Customizable Solutions
- Tailors testing programs to the unique needs of each business, whether DOT-regulated or non-DOT.
- Every component of a Drug Free Workplace under one roof

6. Supervisor and Employee Training
- Offers DOT-mandated reasonable suspicion training for supervisors and educational resources for employees.
- Provides educational webinars with valuable insights and best practices regarding various services lines ARCpoint provides

Discovery/ Needs assessment Questions

1. Current Screening and Testing Processes
- How do you currently handle background checks and drug testing for your employees?
- Are you using multiple vendors, or do you have a centralized platform for these services?
- What types of screenings do you typically require (e.g., criminal history, employment verification, drug testing)?

2. Pain Points and Challenges
- What challenges do you face with your current background check or drug testing process?
- Do you find it difficult to manage all the various pieces of your compliance program?

3. Policy upkeep
- When is the last time you updated your policy?

- Have you made adjustments to your policy to account for the changing marijuana laws or even the new DOT oral fluid testing option?

4. Hiring and Workforce Management
- How many employees do you hire on average per year? Will you be growing next year?
- Are you looking for a more efficient hiring process?
- Do you require ongoing screening for current employees (e.g., random drug testing or re-screening)?
- Are you managing a geographically dispersed workforce?

5. Cost and Efficiency
- Are you looking to reduce costs by consolidating services into a single provider?
- Do you find your current process time-consuming or inefficient?
- Would automating parts of your screening process be valuable?

Closing Questions
- What would you change about your current screening and testing process if you could?
- Would you like to see how ARCpoint Labs' TPS Services can address these needs?

Where to get leads

- Zoom Info (https://www.zoominfo.com/) lead lists – ARCpoint Franchise Group
- SHRM chapter participation
- Chamber of Commerce networking
- Referrals from existing customers
- Industry Trade Shows
- Safety conferences

Marketing/Sales Resources

B2B Packet flyers (1 page per service): Business Solutions Packet Flyers

Proposal template and Statement of Services template: Proposal Templates

General B2B Marketing assets: B2B Marketing Resources

DOT Marketing Assets: DOT Marketing and Sales Resources

Scripts/Email templates