

# SimpleTherap<sup>y</sup>



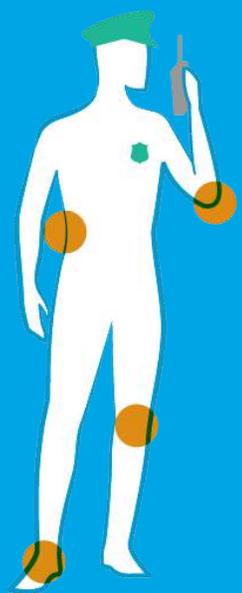
Personalized Pain Recovery<sup>®</sup>  
for City & County of San Francisco  
Employees & Retirees

March 9, 2017

# SAN FRANCISCO HEALTH SERVICE SYSTEM



Retirees



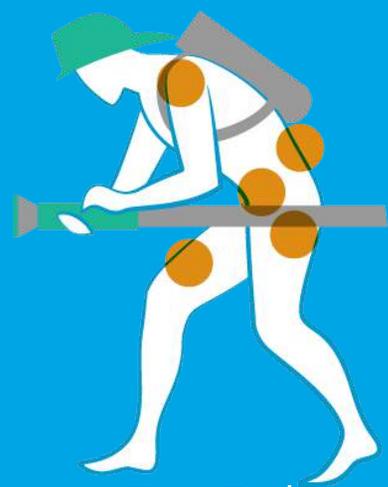
Police



Teachers



DPW



Fire Fighters



PUC



MTA



Desk

# What's SimpleTherapy?



Musculoskeletal Pain Recovery  
through personalized exercise therapy



Employees + Retirees relieve pain by following  
unique & adaptive exercises, 100% from home

- ✓ Created by orthopedists
- ✓ Head-to-toe (18+ programs)
- ✓ No prescription
- ✓ No special equipment
- ✓ 15 minutes per session
- ✓ 24/7 unlimited access
- ✓ Free to employees, no copay



SimpleTherapy

# How It Works

1

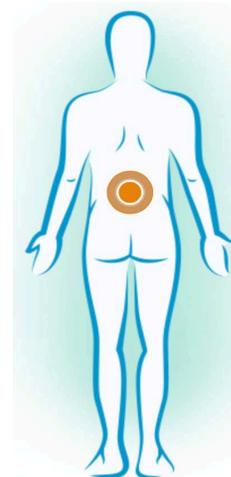
2 Minutes  
of Q&A



**18%**  
Triaged  
to  
Doctor

**82%**  
Start 1<sup>st</sup>  
15 Minute  
Session

## Where is your pain?



Does your lower back pain shoot down your leg?

Do you use a walker?

Have you had a fall in the past 6 months?

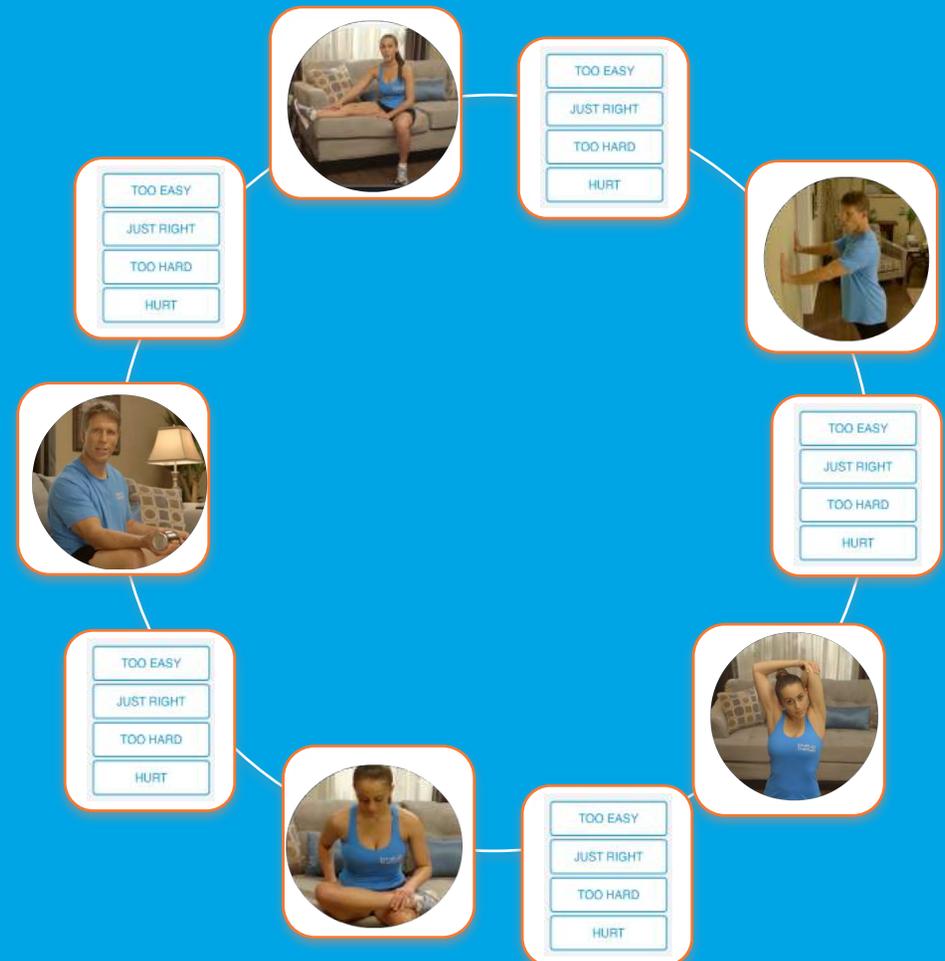
Have you had new or increasing weakness in your legs in the past 2 months?

# How It Works

2

Adaptive & progressive exercise therapy is unique to each person.

Exercise selections activated by each person's input and feedback.

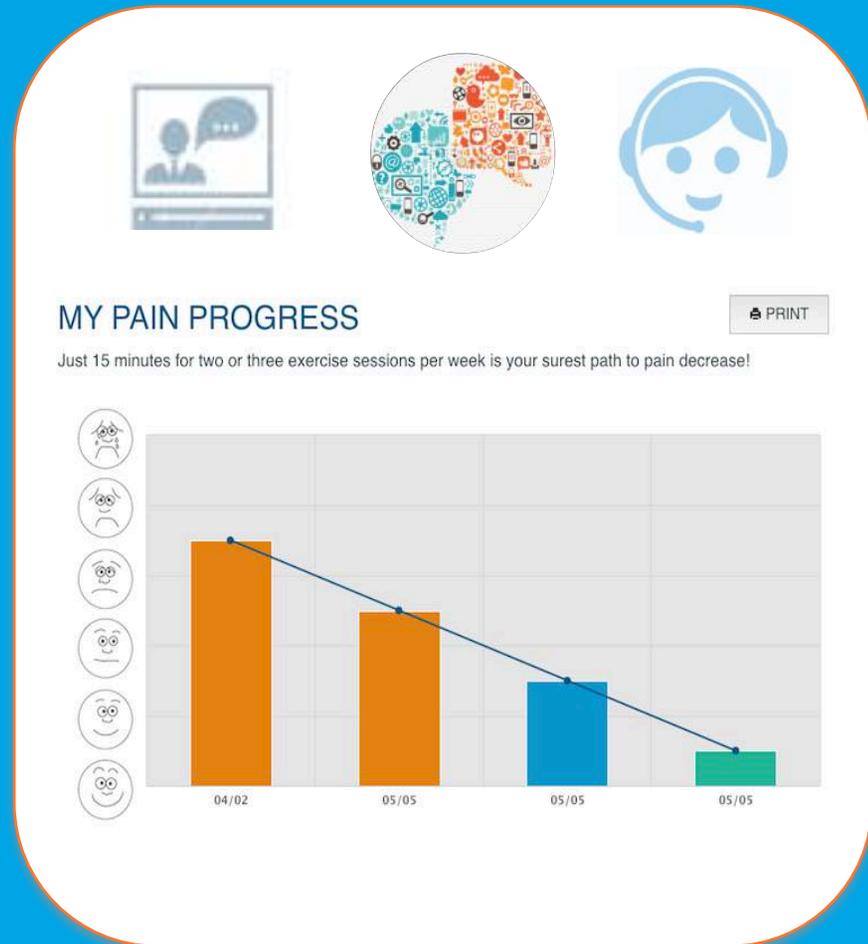


# How It Works

3

Each user chooses his/her own reminders & times.

Users also access motivational coaching as much as needed (unlimited) until recovery



# Safety as Priority #1

- Peer reviewed & approved by 15+ physical therapists at Top 5 US insurers
- 18% screened out & referred to in-person care instead
- Risky exercises and equipment used in clinics are not included
- Coaching in the videos shows how to avoid strain
- “Super-human” clinical oversight monitors users 24/7
- 4,000+ users with zero injuries or complaints



## INSURANCE

- Medical Malpractice
- General Liability
- Professional Liability
- Cyber Coverage

# In Our Users Own Words...

“It's physical therapy online in your own time and at your own pace. I would do the exercises throughout the day.”

Denise M. (Age 30)  
Upper & Lower Back

“SimpleTherapy helped me meet my goal of no pain. I would describe it as going to a physical therapist without leaving your home.”

Janet S. (Age 61)  
Neck, Thigh, Upper  
Back, Hamstring & Hip

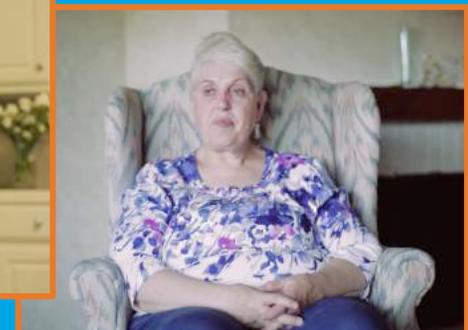
“Easy-to-follow. The questions and answers recommended just the right exercises.”

Chuck C. (Age 72)  
Heel & Knee

Neck  
Shoulder  
Upper Arm  
Elbow  
Forearm  
Wrist  
Hand  
Upper Back  
Lower Back  
Hip  
Quadriceps  
Hamstring  
Knee  
Shin  
Calf  
Ankle  
Heel  
Foot

# User Data & Engagement

- Median age user: 56
- 73% return for 2nd session
- Average # of sessions: 7-13
- 72% report significant pain recovery
- 82% say it's more effective than physical therapy
- 29% add more than 2 programs (unlimited)

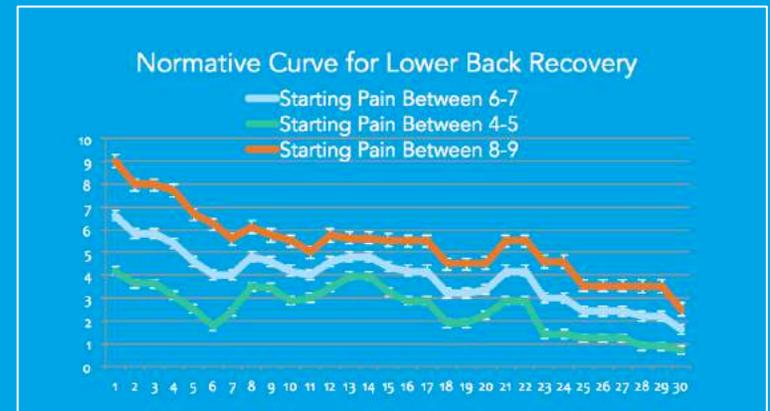


# Outcomes Reporting

## Quarterly reports include:

- Total attempted enrollments
  - Total actual enrollments
  - Aggregate user demographics
  - Average starting pain level
  - Average number of sessions completed
  - % population with pain decrease
  - Average % pain decrease
  - % enrolled in multiple programs
  - Top program selections
- +

Annual results of employee satisfaction survey



## 9/1/17-12/31/17 FREE PILOT

Fall & Fracture Prevention for Retirees Age 65+

### \$0.29 PMPM starting Jan 1, 2018 includes:

- 18 pain recovery programs
- "Move Every Morning" 5 minutes stretch program
- Fall and Fracture Prevention program for retirees 65+
- Office ergonomics injury prevention program
- Cantonese & Spanish options
- Marketing & communications
- Quarterly & annual reporting

\$29K/mo.  
\$358K/yr.



# Multiple Ways To SimpleTherapy



Postcards



In-person Site Visits



Email Campaigns



Events



Posters at Job Sites



Wellness Center



Webinars



Partner Referrals

SimpleTherapy

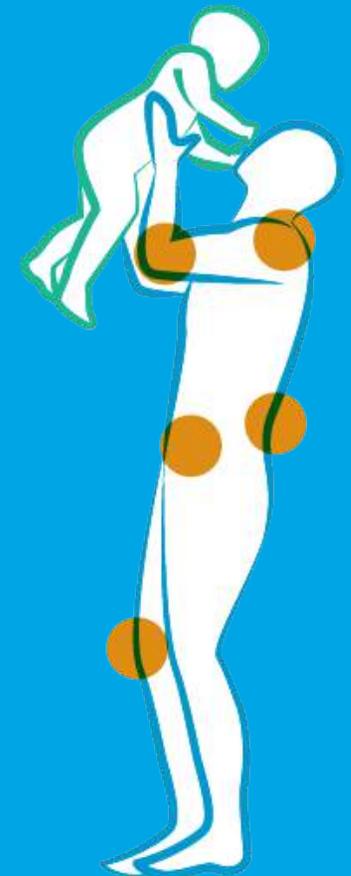
# Recap

For  
Employee

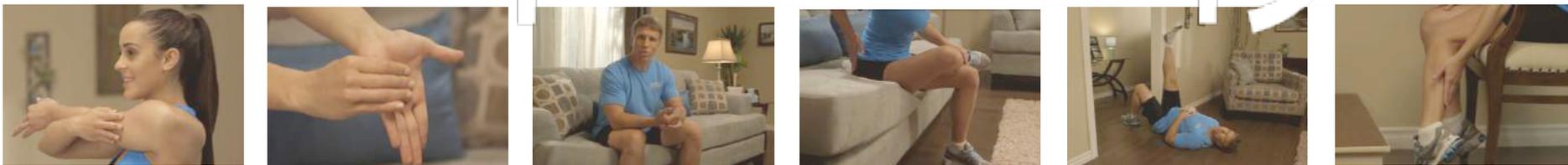
- Requires no transportation, no scheduling or missing work, no paperwork, and no copays
- 72% experience pain decrease
- Better function, range of motion
- More productive at work, less likely to miss days

For  
Retiree

- Fear of falling reduced
- Greater confidence in independence
- Avoidance of bone fracture, hospitalization, surgery, and rehabilitation



# SimpleTherapy



Personalized Pain Recovery®

Any Questions?  
1-800-644-2478 | [info@simpletherapy.com](mailto:info@simpletherapy.com)

# About Fall & Fracture Prevention

Addressing the:

- 1 in 3 adults 65+ who fall annually
- 10-20% of falls that result in fractures of the wrist, hip, back, and shoulder

Program designed to:

- Improve balance and stability
- Develop stronger & more flexible, and more coordinated musculature
- Increase bone density around fracture-prone areas
- Individualize the pace so that it is appropriate and sustainable for each retiree's capabilities



# About Office Ergonomics

Regular motion and stretching has been shown to significantly improve:

- Lower Back pain
- Carpal tunnel
- Neck, Shoulder, Elbow, Knee, Etc.

Focus on injury prevention with simple exercises able to be performed on the job, during breaks, in a cubicle setting, with no necessary items or equipment

