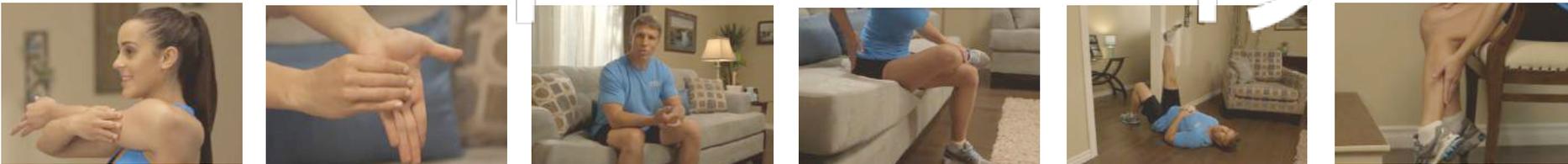


# SimpleTherap<sup>y</sup>



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

May 11, 2017

HQ: Farwell Medical Center | 39180 Farwell Drive | Fremont, CA 94538

1

# What's SimpleTherapy?



Musculoskeletal Pain Recovery  
with video-guided therapy



Employees + Retirees relieve pain by following personalized therapy sessions, right at home

- ✓ 24/7 unlimited access, on-demand
- ✓ Head-to-toe (18+ programs)
- ✓ Only 15 minutes per session
- ✓ Available on any device + HSS clinic



SimpleTherapy

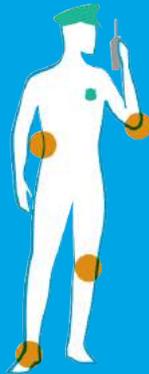
2

# Pain Data for

## SAN FRANCISCO HEALTH SERVICE SYSTEM



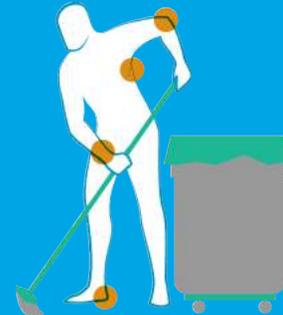
Retirees



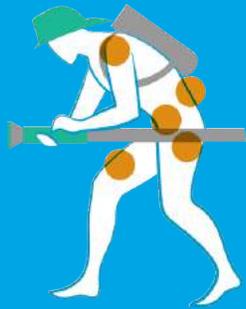
Police



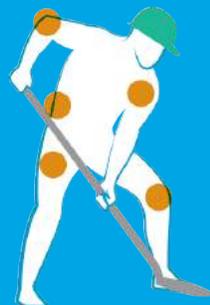
Teachers



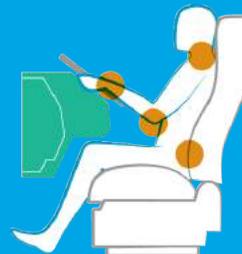
DPW



Fire  
Fighters



PUC



MTA



Desk

HSS APCD

Rolling Year 2015-2016

**Have pain-related claims:  
21%**

**Rx cost for pain-based opioids:  
\$926,608**

**# MSK surgeries:  
1,747**

**% going to PT:  
only 6%**

*Does not include  
Workers Comp claims*

SimpleTherapy

3

# HSB Question: Where does SimpleTherapy overlap with existing HSS vendor services?

	Kaiser	Blue Shield	UHC
<b>Copay per physical therapy clinic visit</b>	\$20 per visit	\$25 per visit	<i>In-network:</i> Meet deductible + 15% copay per visit <i>Out-of-network:</i> Meet deductible + 50% copay per visit <i>Retirees with Medicare:</i> \$25 per visit
<b>Any online resources in lieu of physical therapy clinic visits?</b>	Videos for: <ul style="list-style-type: none"> <li>• Shoulder (2 minutes)</li> <li>• Knee (2 minutes)</li> <li>• Back (10 minutes)</li> </ul>	Not available.	Not available.

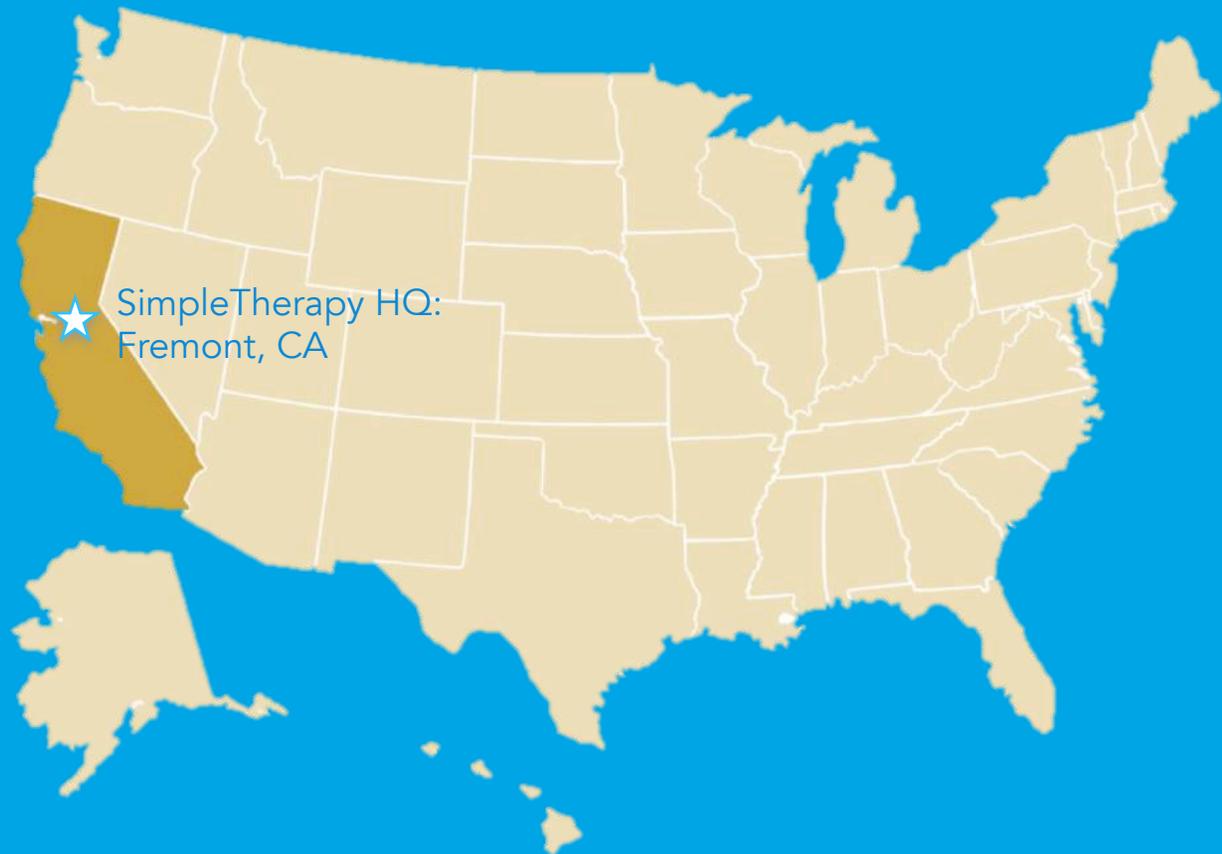
4

# HSB Question: How many SimpleTherapy users are in California?

Across US:  
4,000+

California:  
153

(2016 Data)



# California User Testimonials

*"I had fractured my ankle. I was able to do [SimpleTherapy] anytime I want throughout the week, day or night, to help my pain management."*

Donn E., Age 52, Lake Elsinor, CA

*"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 31, Menifee, CA

*"SimpleTherapy helped me control the stiffness and pain that I was having in my neck, back, and shoulders. I really felt the difference in how my body was reacting."*

Lisa R., Age 51, Riverside, CA

*"The program fits your schedule. No scheduling or traveling are needed. It's nice that the session adjusts according to my needs."*

Debra G., Age 56, San Mateo, CA

6

## HSB Question: What % of participants first sought physical therapy before SimpleTherapy?

*Question references statistic from Aetna user survey:*

- 82% say it's more effective than physical therapy

Answer: ALL.

Members with previous history of PT utilization were targeted as first batch of users, for purpose of comparative feedback. Any survey participant who indicated s/he had not experienced PT first was recorded as "N/A" for this data point.

# Who Will SimpleTherapy Help?

## For Employee

- 72% experience pain decrease
- Productivity ↑; Absenteeism ↓
- No appointments to schedule
- No need to miss work hours,
- No transportation to arrange,
- No paperwork and no copays

## For Retiree

- \*New\* Fall & Fracture Prevention
- 1 in 3 over age 65 fall each year!
- Greater mobility and confidence in independence
- Avoidance of bone fracture, hospitalization, surgery, and rehab

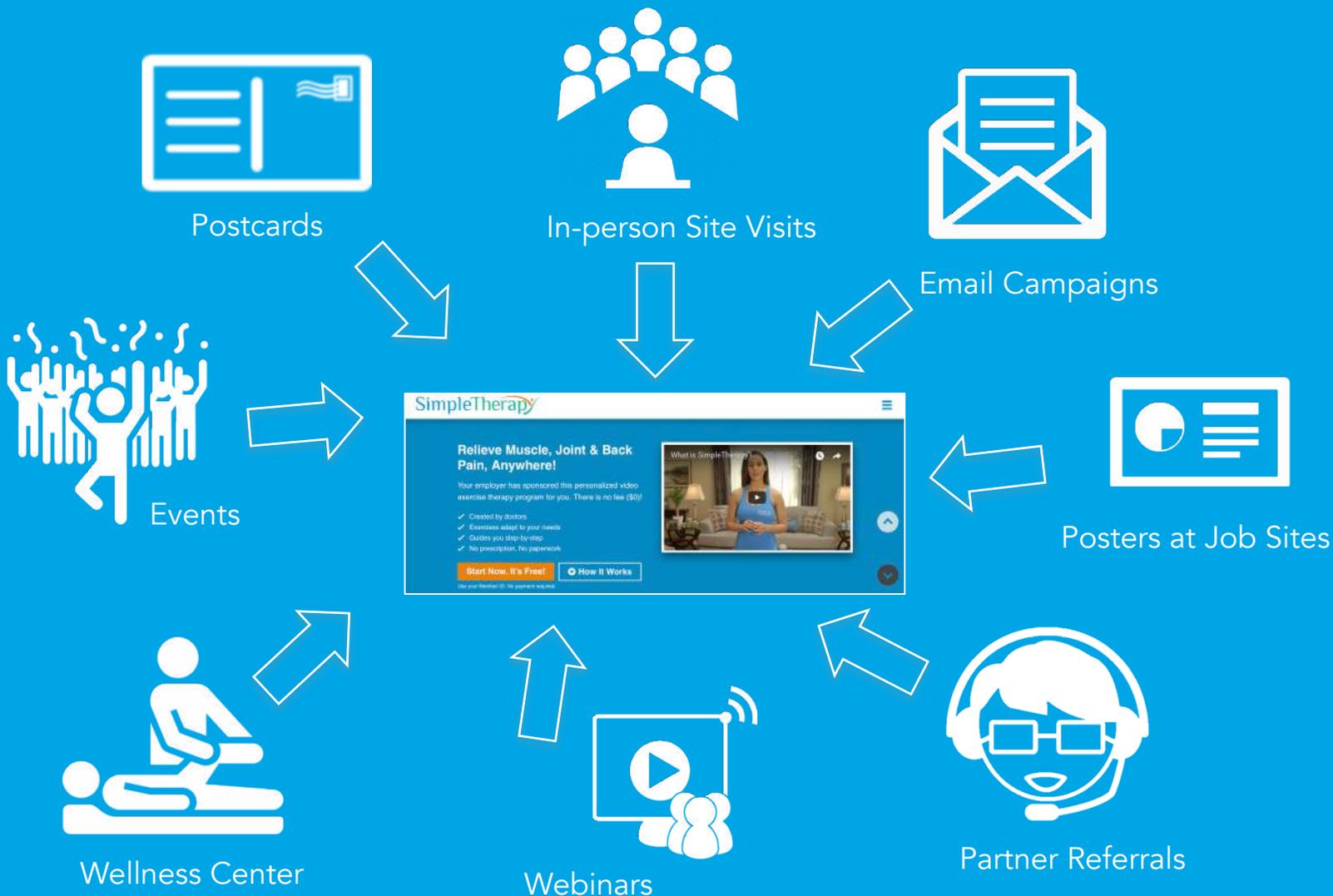
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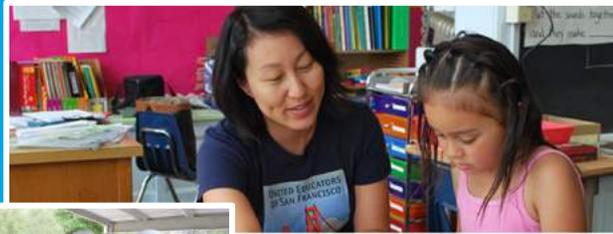
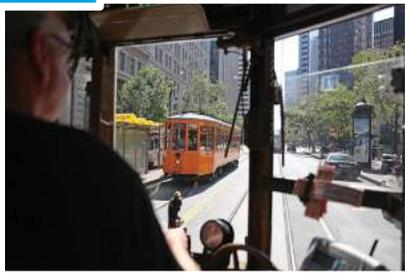
### for:

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

8

# How We'll Reach Employees, Retirees





- 1 Provide Employees more accessible pain recovery
  1. Reduce absenteeism
  2. Decrease workers comp claims
- 2 Help Retirees reduce fear and likelihood of falling
  1. Increase mobility and independent living
  2. Decrease cost burden of hospitalization from falls
- 3 Reduce cost of claims so HSS premiums decrease
  1. Determine ROI in partnership with HSS vendor health plans
  2. Integrate into HSS medical plan coverage in future years

**9/1/17-12/31/17 \*Free\* Pilot**

Fall & Fracture Prevention for All Retirees

**\$0.29 PMPM (103K Employees + Retirees)**  
starting Jan 1, 2018 includes:

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

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



# SimpleTherapy



Personalized Pain Recovery®  
1-800-644-2478 | [info@simpletherapy.com](mailto:info@simpletherapy.com)

[APPENDIX SLIDES]

1

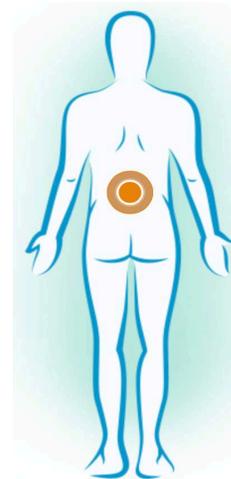
2 Minutes  
of Q&A



**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?

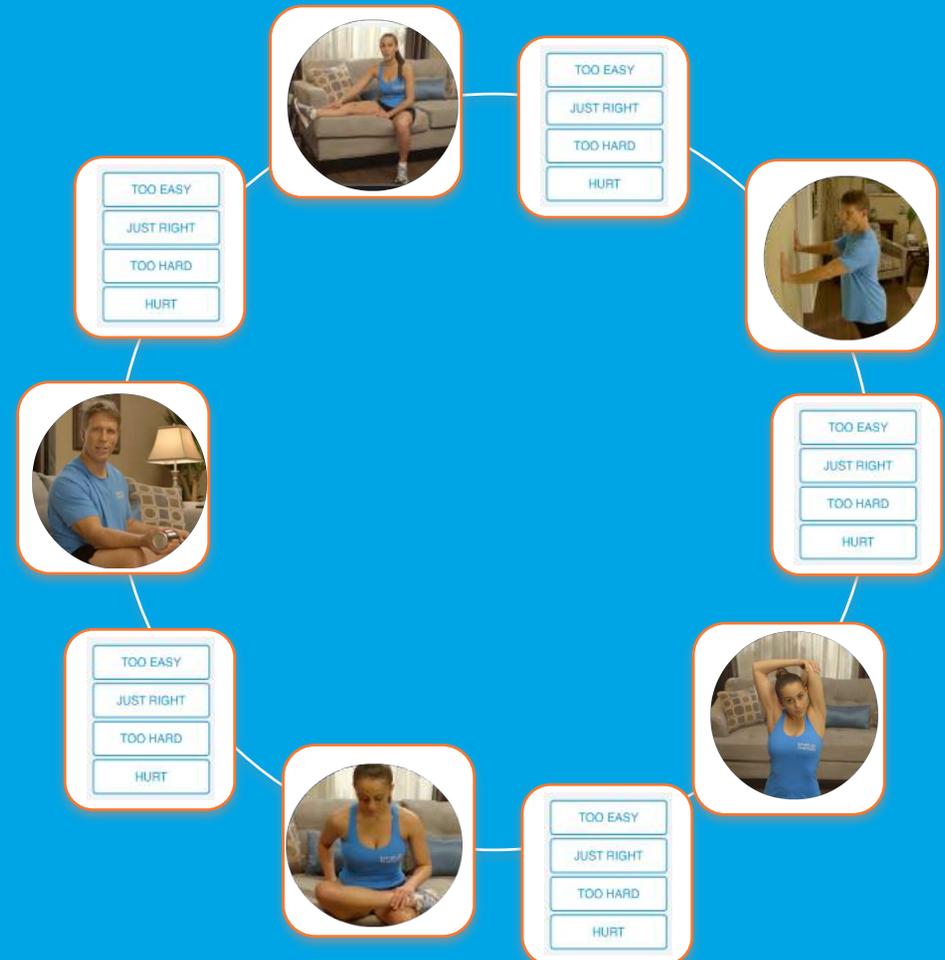
Have you had a fall in the past 6 months?

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

2

Adaptive & progressive exercise therapy is unique to each person.

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



3

Each user chooses his/her own reminders & times.

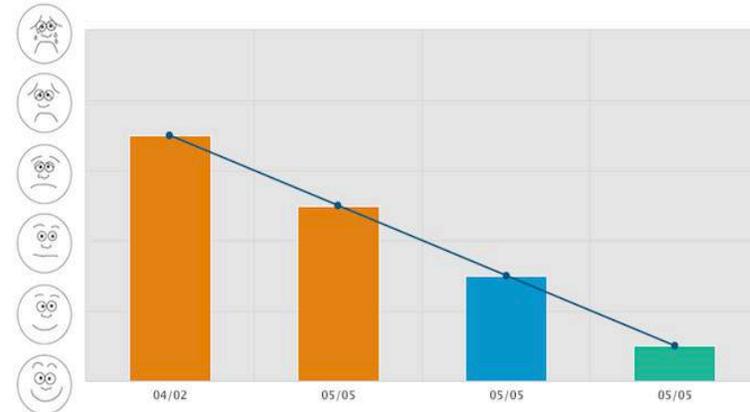
Users also access motivational coaching as much as needed (unlimited) until recovery.



#### MY PAIN PROGRESS

[PRINT](#)

Just 15 minutes for two or three exercise sessions per week is your surest path to pain decrease!



# 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

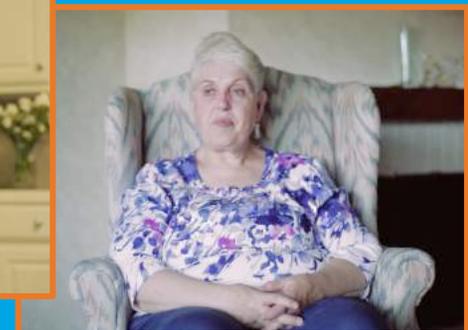


## INSURANCE

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

# 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)

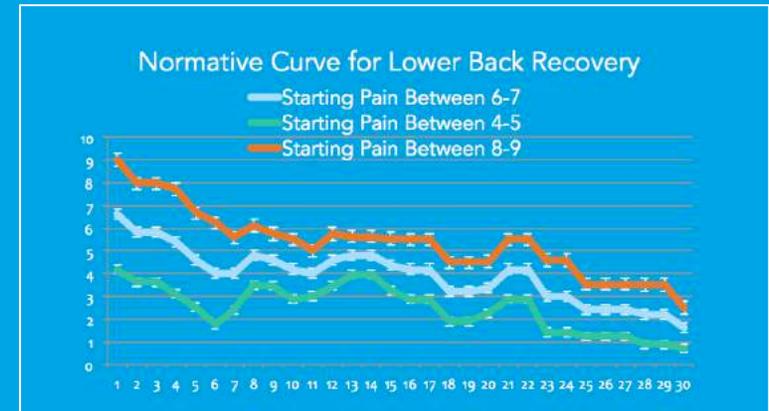


# Outcomes Reporting

## 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



# 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

