

Special Webcast

**Beyond Physical Care:
A Multi-Dimensional Approach to Tackling MSK Pain**

THE CONFERENCE BOARD 

 **Hinge Health**

September 13, 2022



Our agenda for today

- Pressing trends impacting access to MSK care in America
- Addressing the mind + body connection
- Behavior change and its impact on sustained pain relief
- 3 steps to implement a holistic approach to tackling MSK pain
- Q&A



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(via the Q&A box)

A square icon with a blue border containing the letters 'Q' and '&A' in a stylized font.

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Today's Speakers



Amitabh Gulati, MD
President
*World Academy of
Pain Medicine United*



Valerie Black
Director of Behavior Change
Hinge Health



Regina Brayboy
(Moderator)
Senior Fellow, Human Capital
The Conference Board

Continuing to pioneer digital MSK care

Founded in 2015

8 peer-reviewed studies, 2.2x – 3.5x ROI

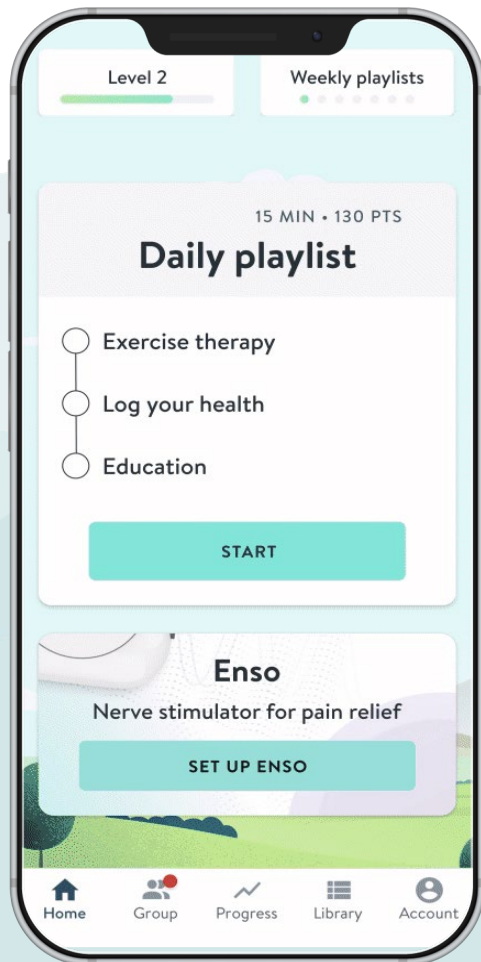
900+ Employer clients, 35+ health plan partners,
20M covered lives

1200+ Employees,
500+ Full-time clinical care team members

\$826M total funding



Our vision: to be the world's most patient-centered digital clinic



Only Hinge Health has a comprehensive Digital MSK Clinic on 1 platform

Now including: Women's Pelvic Health

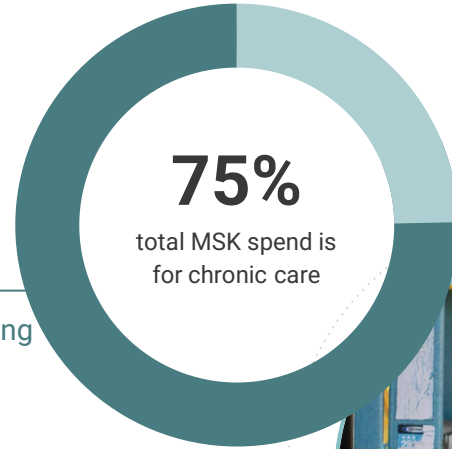
- ✓ **Care for the unique MSK needs of women** including prolapse, ab separation, bladder/bowel problems, pelvic pain
- ✓ **A complete care team at your convenience** including a pelvic floor PT to customize care and a urogynecologist for escalation
- ✓ **Proactive identification of high-risk members** that would benefit from a pelvic health assessment

MSK spend is driven by high-risk members with chronic MSK

Care gaps in:

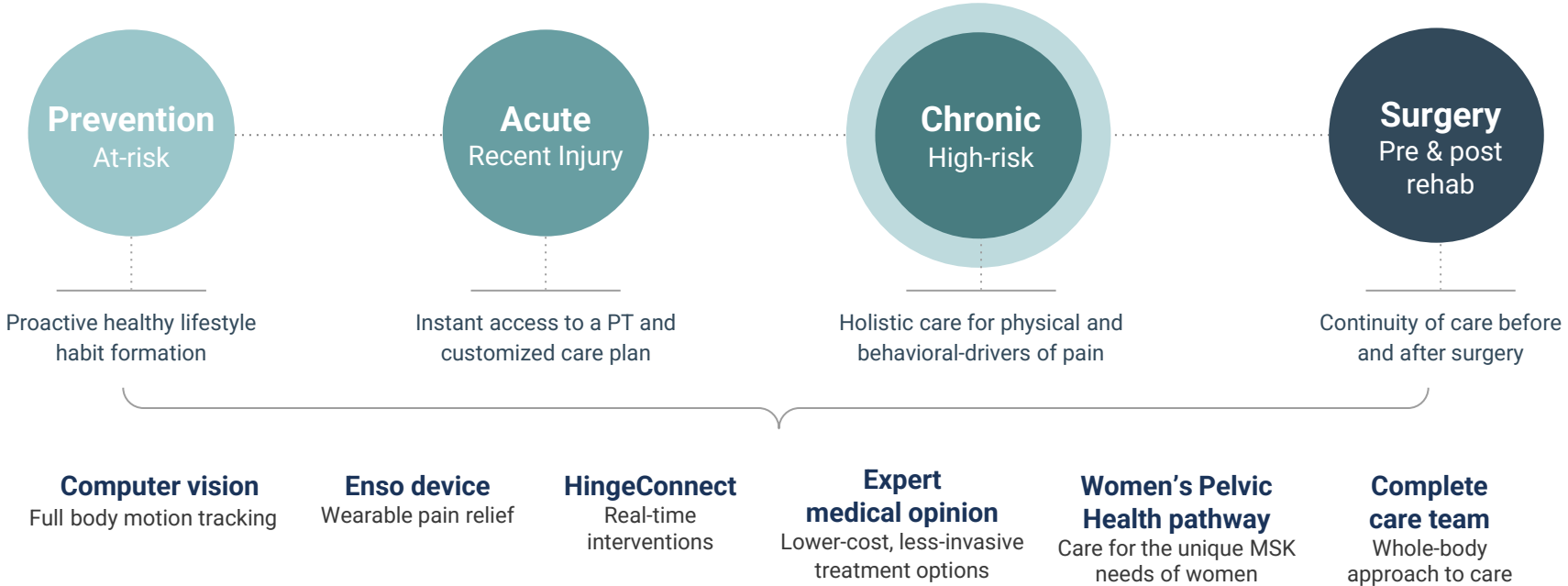
- Access & care coordination
- Patient education
- Lifestyle modifications and behavioral health support
- Overuse of surgery & opioids

Surgery, Imaging
and Rx



Tailored MSK care for all your employees

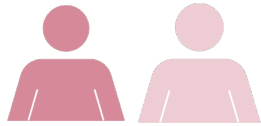
The Hinge Health Digital MSK Clinic™



01

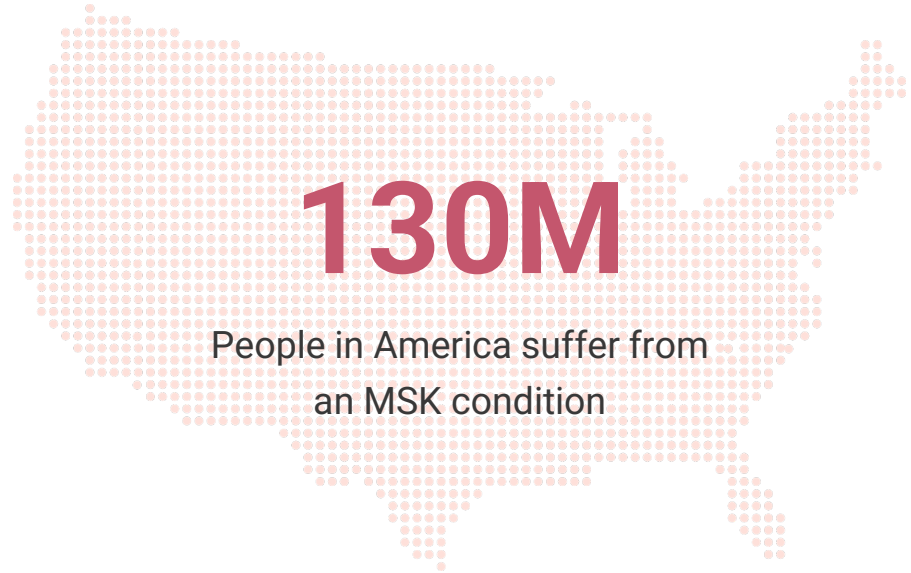
Pressing trends impacting access to MSK care in America

MSK pain affects millions of Americans



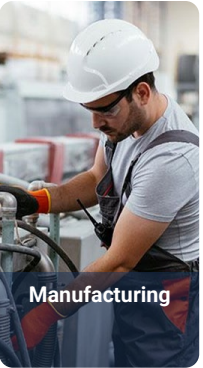
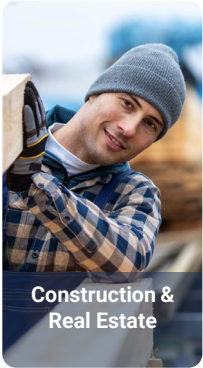
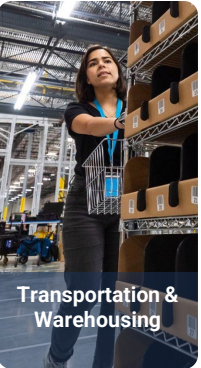
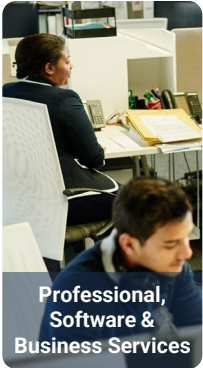
1 in 2

Have a back or joint condition
in any given year



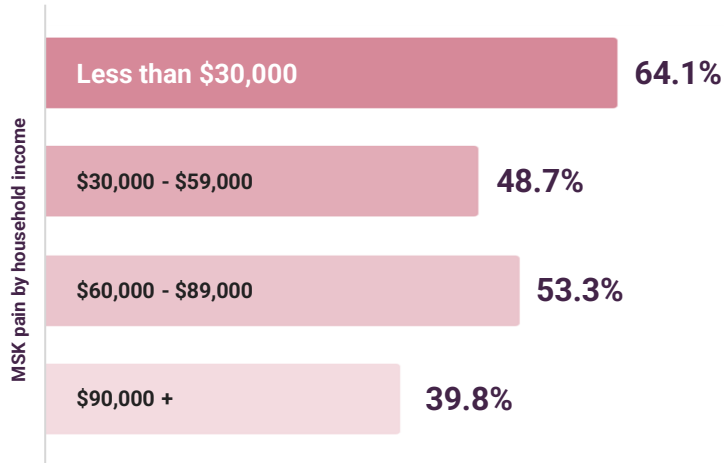
People in America suffer from
an MSK condition

Industries with highest prevalence of MSK pain

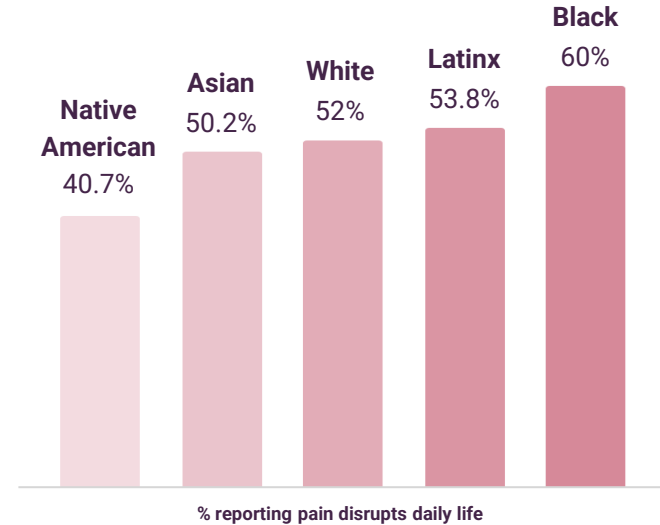


Source: State of MSK Report 2022 based on National Health Interview Survey data

Glaring inequities in MSK care



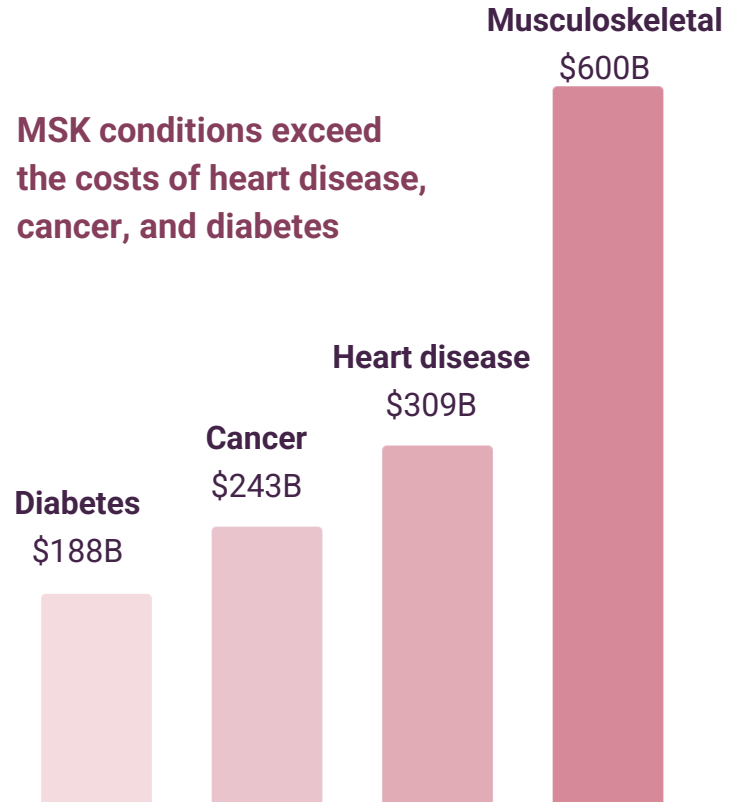
Lower income populations are most affected and they have the least access to best-practice MSK care.



The Black populations with MSK pain and mental health conditions are most impacted by disruptions in their daily life.

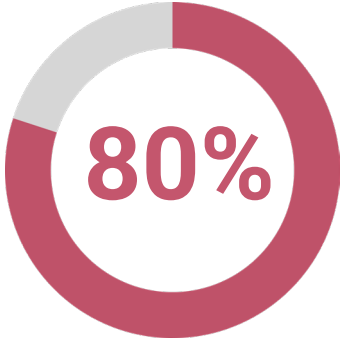
MSK conditions are a growing economic burden

- MSK medical claims have doubled in the U.S. over the last decade
- People with MSK pain missed 8.2 days of work, double the average sick days
- MSK care remains one of the top 3 cost drivers in the US health systems



Source: State of MSK Report based on 2022 National Health Interview Survey data

Urgent need to address connection between chronic pain and mental health



8 out of 10 people with chronic MSK pain and mental health needs are not using exercise therapy

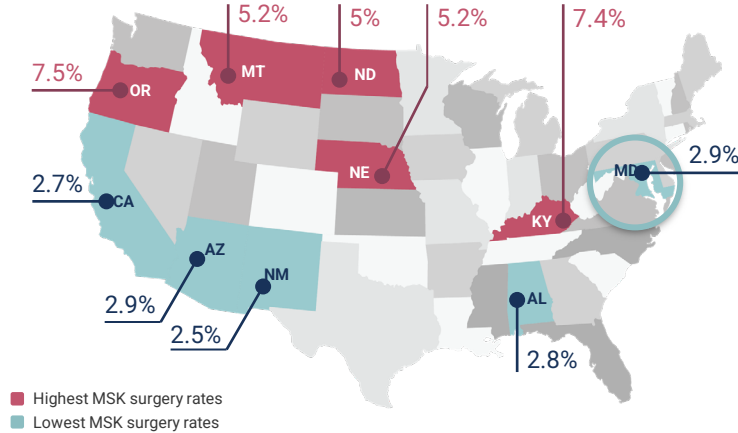
2 in 5



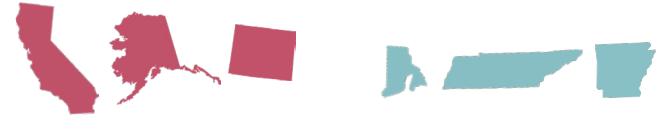
People aren't getting social and behavioral support to make lifestyle changes

Source: State of MSK Report 2022 based on National Health Interview Survey data

MSK surgery rates and costs vary widely by state



Surgery rates in Oregon, Kentucky, and Montana are almost 3 times higher than the lowest rate states



Highest average cost per hospital stay for spinal procedures

1	California	\$28,180
2	Alaska	\$25,294
3	Wyoming	\$22,162
4	New Mexico	\$22,182
5	Iowa	\$20,947

Lowest average cost per hospital stay for spinal procedures

Rhode Island	\$11,966
Tennessee	\$12,856
Arkansas	\$13,374
Oregon	\$13,464
Oklahoma	\$13,540

Surgery cost in California, Alaska, and Wyoming are almost 2.3 times higher than the lowest-cost states

02

Addressing the mind + body connection

2 in 5

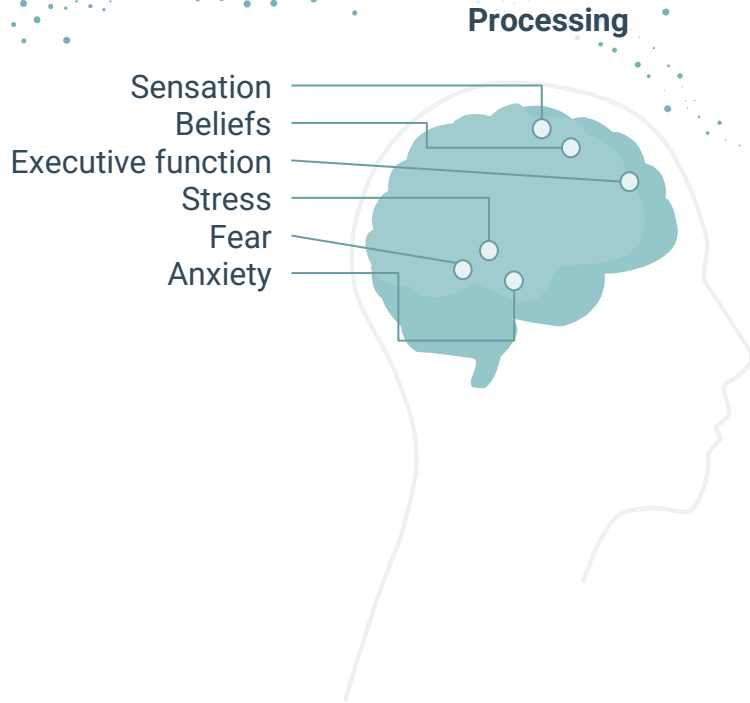


people with chronic pain also
suffer from depression

Source: 2020 National Health Interview Survey (NHIS) data



Chronic pain results from a hyperactive nervous system



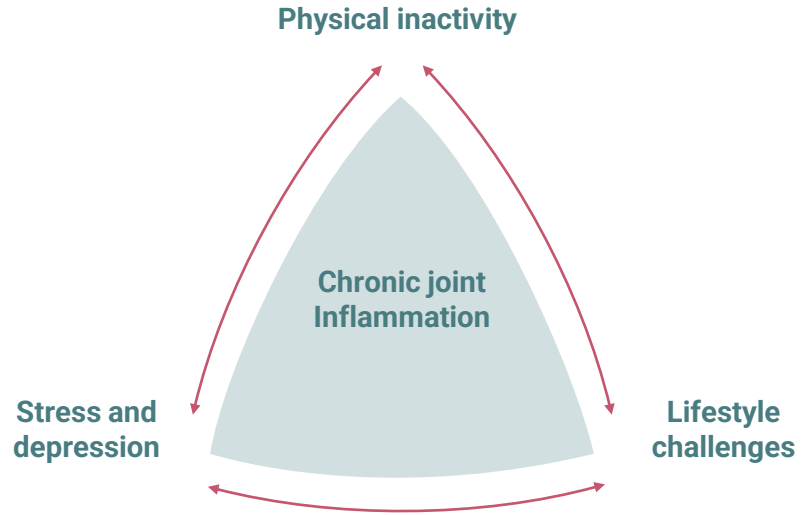
The mind-pain connection

The brain process information and sends an output signal to the body that determines a reaction heightening or dampening pain.

Lifestyle choices, inflammation, and pain are all connected

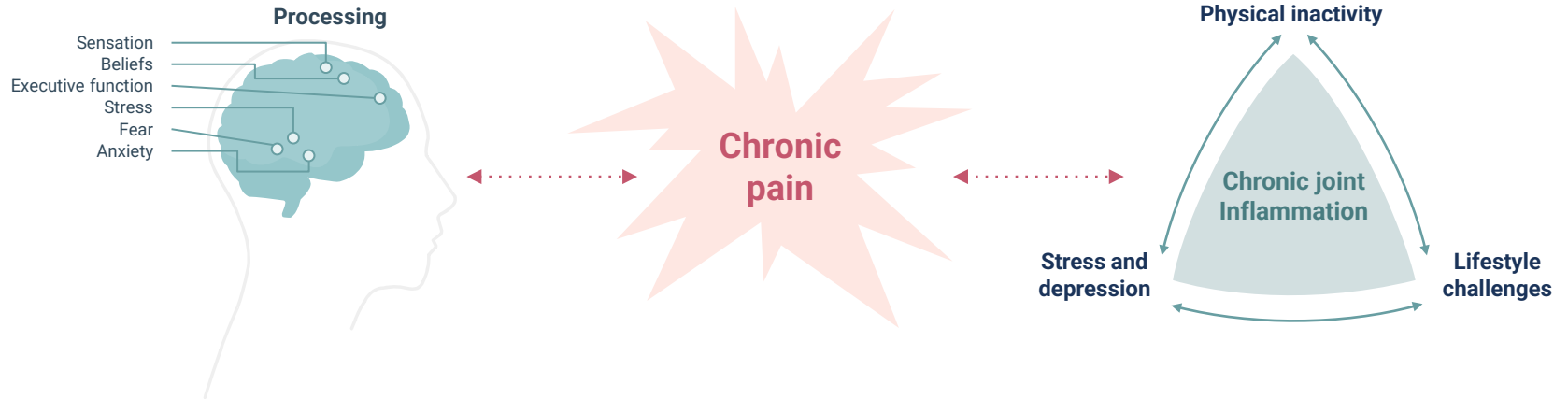
The lifestyle-pain connection

Lifestyle challenges and behavioral health factors can worsen pain: weight, diet, stress, sleep, and physical inactivity.



Understanding chronic pain

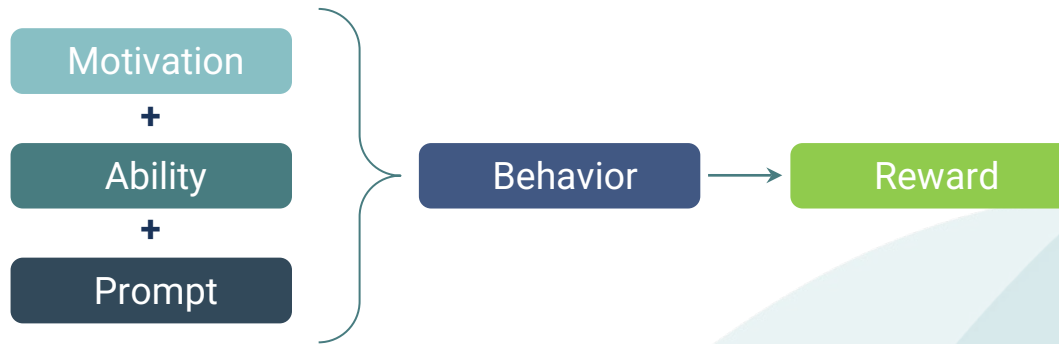
Pain science research demonstrates the need for a whole-body approach to treatment



03

Behavior change and its impact on sustained pain relief

Behavior change 101



 Hinge Health

At Hinge Health, we know that big changes start small. In honor of Pain Awareness Month, we have suggested a small, simple action that you can take each day to focus on your health and wellness.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	★	★	★	★	★	★
★	★	★	★			

Behavior change and MSK pain



Motivation, Ability, Prompt

I want to be free of pain
I can set aside 10 mins today
My coach sent a reminder



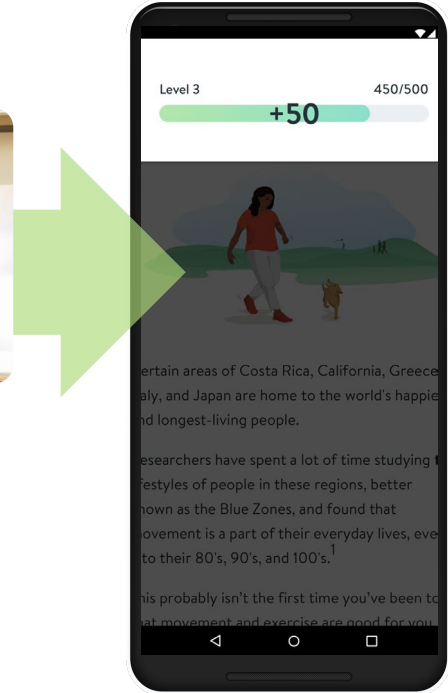
Behavior

Exercise therapy
3x a week

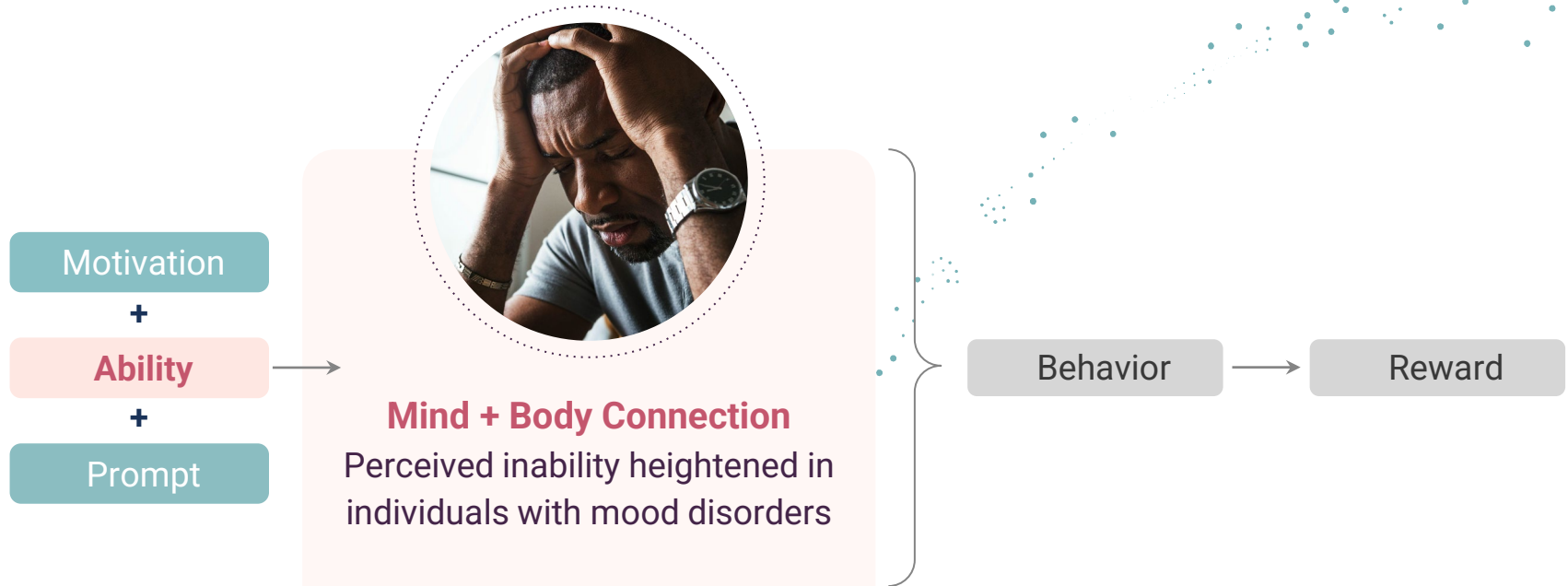


Reward

Points earned, and
I feel better



Perceived lack of ability creates an adherence problem



Health coaches

Catalyst for behavior change



Motivational interviewing & ability building

Educates on pain science

Motivates and drives adherence

Creates accountability



Advocated by the American Medical Association to help patients with chronic conditions

Ability building for those suffering from anxiety and depression

Hinge Health's Boost program anchors on near term goals and celebrates milestones



Coach Justin

1. Initial decision balance

"Alex, what obstacles are you facing?"

2. Nearterm goals

"Nice work today! What can you commit to tomorrow?"

3. Therapeutic alliance

"Alex, excellent progress! How do you feel?"



**Higher onboarding rate
with Boost program**

04

3 steps to implement a holistic approach to MSK care

1. Support members with a complete, high-touch care team

Only a complete care team can drive long-term outcomes



Licensed doctors of physical therapy

Focuses on physical recovery



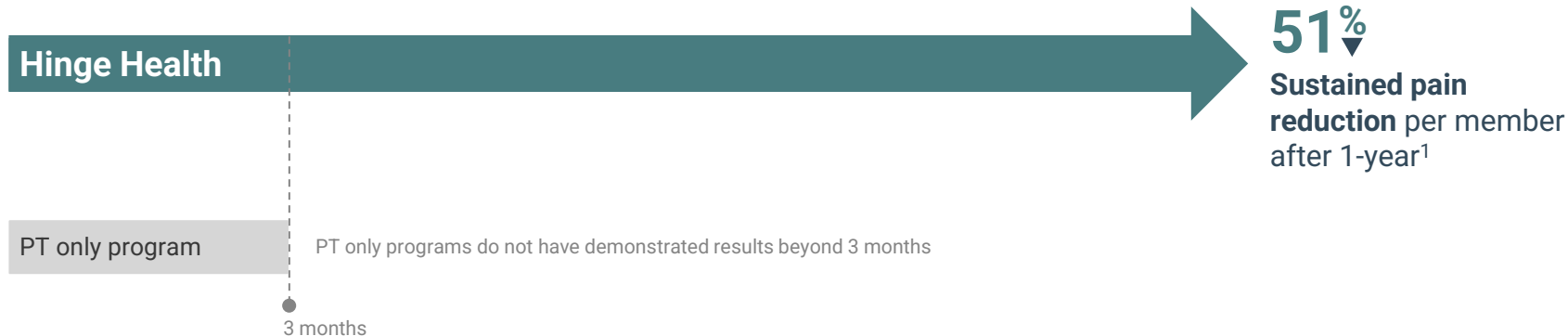
Health coaches

Catalyst for behavior change



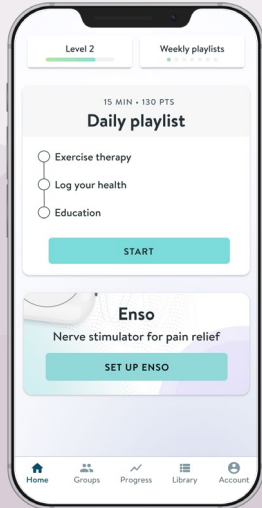
Physicians and orthopedic surgeons

Lead program design and expert medical opinion



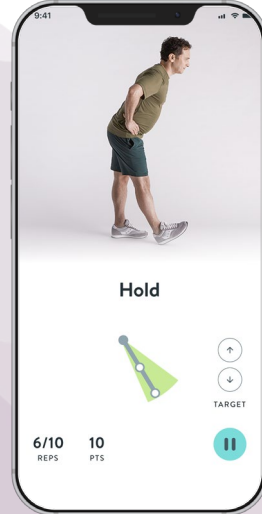
2. Enable access to MSK care with advanced technology

Easily
access care

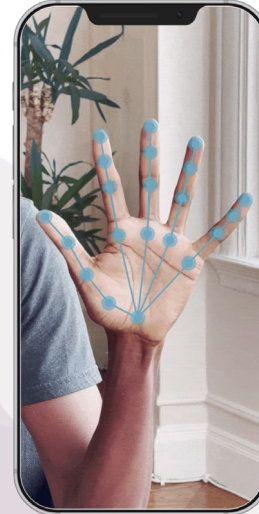


All-in-one app
Exercise therapy, education,
care team communication

Track every
movement

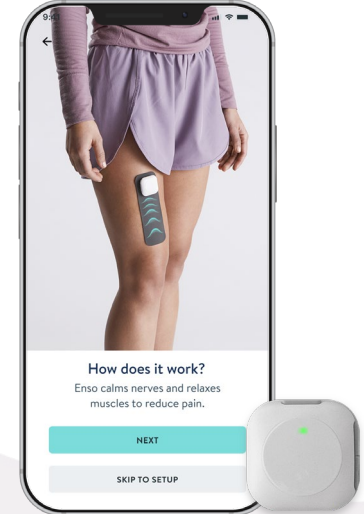


Wearable sensors
Motion sensors for
guided PT



Computer vision
Motion tracking for
full-body assessments

Manage pain
without opioids



Hinge Health Enso
Wearable device
for pain relief

3. Identify and intervene high-risk members faster

EMR integration is 59 days faster than medical claims



80% of members pursue a less costly, less invasive care option

Implementing a holistic approach to MSK care

1. Complete clinical team

Physical therapists
for physical recovery

Coaches for lasting
behavior change

Surgeons for expert
medical opinion

2. Comprehensive technology

Personalized care
accessible in one app

Motion tracking with
computer vision & sensors

Enso, wearable pain
relief device

3. Connected care

Two-way data exchange
with in-person providers

Real-time identification
and intervention

Warm referrals

Q&A



Amitabh Gulati, MD

President

World Academy of Pain
Medicine United



Valerie Black

Medical Director

Hinge Health

Upcoming Webcast Programming from The Conference Board



- [Human Capital Watch™: Harnessing the Power of the Multi-Generational Workforce \(September 13, 2022\)](#)
- [Beyond Physical Care: A Multi-Dimensional Approach to Tackling MSK Pain \(September 13, 2022\)](#)
- [Aligning Mental Health Benefits that Support the Workplace Culture \(September 13, 2022\)](#)

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Navigating the Economic Storm

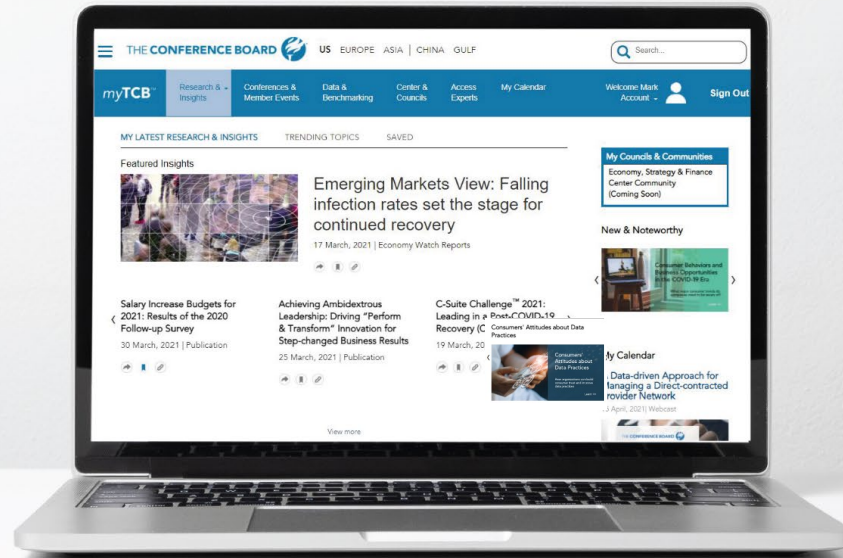
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THE GLOBAL RECESSION**



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