

# [Employer] / Hinge Health Communication Plan

[Qx 202x]

Version **[1]**: Updated [MM/DD/YYYY]

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# Marketing Campaign Timeline

Launch Date: January 1, 2022

Communication	Owner	Due Date
<b>Direct Outreach</b>		
Email 1	[Employer]	1/5/2022
Mailer 1	HH	Arrives week of 1/11/2022
Email 2 (as needed)	HH	1/19/2022
Mailer 2 (as needed)	HH	Arrives week of 1/25/2022
Email 3 (as needed)	HH	2/2/2022
Social Media ad goes live	HH	1/25/2022
<b>Broad Company-Wide Awareness</b>		
Digital Signage	HH	1/7/2022
Flyers/Posters	HH	1/7/2022

# Direct Outreach Marketing Assets

## Email 1

**Date:** January 5, 2022

**Sender:** [Employer]

**Subject line:** Conquer back & joint pain with [Employer]'s new exercise therapy program



Hi [First Name],

[Employer] is partnering with Hinge Health to help you get back to the activities you love. Hinge Health offers innovative digital programs for back, knee, hip, neck and shoulder pain in easy-to-do 15-minute exercise therapy sessions. Join the thousands of people who have **cut their pain by over 60%**. [Click here to learn more and apply.](#)

Best of all, this program is available **at no cost** to you and your family members enrolled in a [Employer] Health Plan. Once enrolled, you'll receive the Hinge Health Welcome Kit, which includes a tablet computer and wearable motion sensors that'll guide you through the exercises. You'll also be connected with your personal health coach who will tailor the program to your needs and be with you every step of the way. So if back or joint pain is stopping you from the things you love, [register today!](#)

If you have questions, call (855) 902-2777 or email [hello@hingehealth.com](mailto:hello@hingehealth.com).

Best,

[Employer] Benefits Team

## Email 2 (as needed)

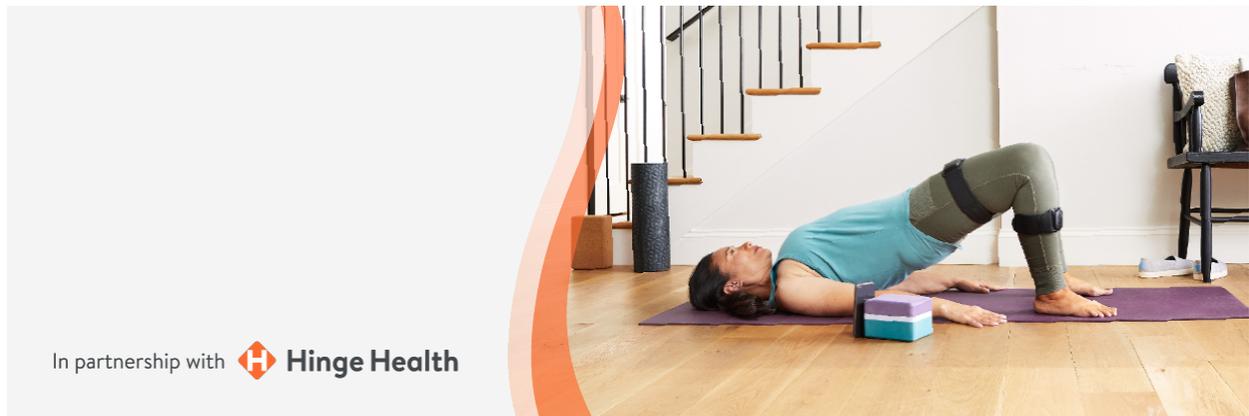
**Date:** January 19, 2022

**Sender:** Hinge Health

**Subject line:** Questions about [Employer]'s program for back, knee, hip, shoulder, and neck?

**Time tests:**

- **Time A:** 12pm ET
- **Time B:** 8am ET



Hi [First Name],

Two weeks ago, you received an email about the new back, knee, hip, shoulder and neck pain program that [Employer] is offering to employees and family members at no cost ([click here to sign up](#)). Once enrolled in the program, you'll receive a free tablet computer, wearable sensors to guide you through exercise therapy, and unlimited access to a personal health coach. Plus it takes only 45 minutes per week, so it easily fits into your schedule.

Secure your spot in the program by registering today. [You can sign up here.](#)

If you have any questions, give us a call at (855) 902-2777 or email us at [hello@hingehealth.com](mailto:hello@hingehealth.com).

Best,

Hinge Health

## Email 3 (as needed)

**Date:** February 2, 2022

**Sender:** Hinge Health

**Subject line tests:**

- **Subject A:** Space is still available in [Employer] back, knee, hip, shoulder, and neck program
- **Subject B:** XXX

Hi [First Name],

I'm Dr. Jeff Krauss, Chief Medical Officer at Hinge Health. Over the last few weeks, you've been seeing information about our digital program for musculoskeletal (MSK) pain - targeting back, knee, hip, shoulder and neck offered to eligible [Employer] employees and dependents. [You can click here to learn more and apply.](#)

Many of the patients I see tell me how hard it is to find time to address their back or joint pain, and too often they resort to surgery or pain medication - or just let the pain fester. We've developed a truly unique program that is available to you for free through [Employer]. As a quick overview:

- The average participant reduces their pain by over 60%
- Use wearable sensors to do exercise therapy
- Read personalized education articles to learn about your condition
- Plus - unlimited access to a personal health coach

So if you or a family member are experiencing back, knee, hip, shoulder, or neck pain, we'd love to help. You can [sign up for free here](#) or give us a call at (855) 902-2777 with any questions.

Best Regards,

Dr. Jeff Krauss

# Mailer 1

Date: Week of January 11, 2022



**Free benefit for your back and joint health**

Need help with pain, injury, or preparing for surgery? We have you covered.

In partnership with  **Hinge Health**

## Get moving again at home!

We provide all the tools you need, including exercise therapy tailored to your condition and a personal care team of experts. Best of all, it's **free** – 100% covered by [CLIENT].

Sign up today for help with any of the following:

- **Conquer pain or limited movement**
- **Recover from a recent or past injury**
- **Prepare for and recover from surgery**
- **Keep joints healthy and pain free**

To learn more call (855) 902-2777, or apply at:  
**[HINGEHEALTH.COM/XXXXXX](https://HINGEHEALTH.COM/XXXXXX)**

Eligibility: Employees and dependents 18+ enrolled in a [XXXXXX] medical plan through [XXXXXX] are eligible.

Presorted  
First-Class Mail  
U.S. Postage PAID  
Oakland, CA  
Permit No. 440

## Mailer 2 (as needed)

Date: Week of January 25, 2022

# Need help with pain, an injury, or preparing for surgery?



As a [CLIENT] employee, you and your eligible family members get **free access** to Hinge Health for help with remote back and joint care.

Your treatment can be done anywhere, and when it works best for your schedule. No need to drive to an appointment or worry about more copays! All your care is easily found in your app, and can be customized by your physical therapist.

Here's all that Hinge Health can help with:

### **Conquering pain or limited movement**

Whether you have an occasional dull ache or frequent sharp pain, we can help you move freely again.

### **Preparing for and recover from surgery**

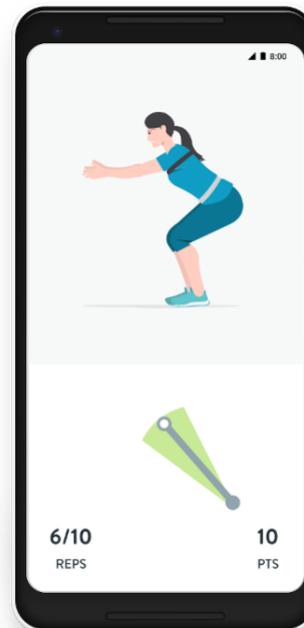
Are you on the path to surgery? Get our expert medical evaluation on your treatment plan, along with support on your rehabilitation journey.

### **Recovering from an injury**

Whether you were injured yesterday or years ago, get expert help and recover better than ever.

### **Staying healthy and pain free**

Get expert support tailored to your specific job and lifestyle.



To learn more call (855) 902-2777, or apply at:

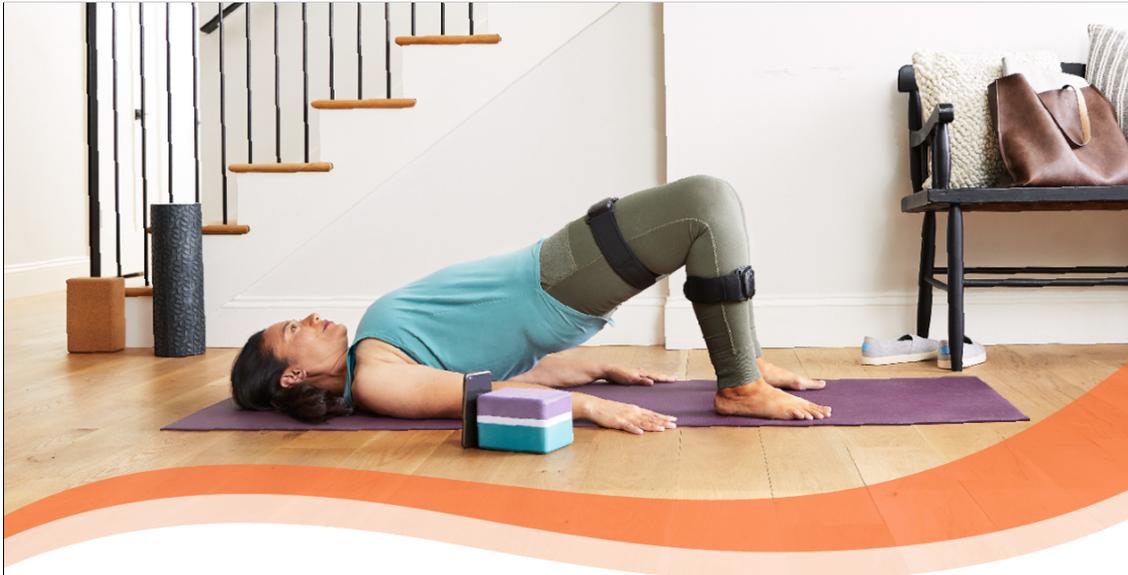
**[HINGEHEALTH.COM/XXXXXXXX](https://HINGEHEALTH.COM/XXXXXXXX)**

Employees and dependents 18+ enrolled in a [XXXXXX] medical plan through [XXXXXX] are eligible.

# Broad Company-Wide Awareness Assets

## Poster / Flyer

Post date: Week of January 7, 2022



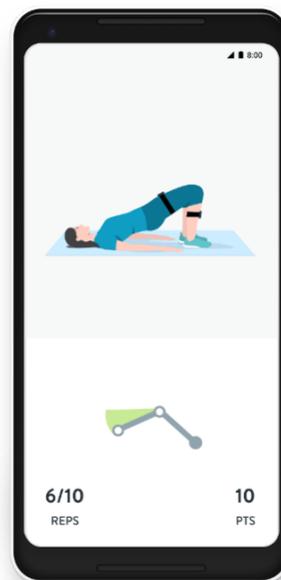
## Free benefit for your back and joint health

We provide all the tools you need to get moving again from the comfort of your home. You'll get exercise therapy tailored to your condition and a personal care team of experts. Best of all, it's **free** – 100% covered by [CLIENT].

Sign up today for help with any of the following:

- Conquer pain or limited movement
- Recover from a recent or past injury
- Prepare for and recover from surgery
- Keep joints healthy and pain free

Eligibility: Employees and dependents 18+ enrolled in a [XXXXXX] medical plan through [XXXXXX] are eligible.



To learn more call (855) 902-2777, or apply at:  
[HINGEHEALTH.COM/XXXXXX](https://HINGEHEALTH.COM/XXXXXX)

## Digital Signage

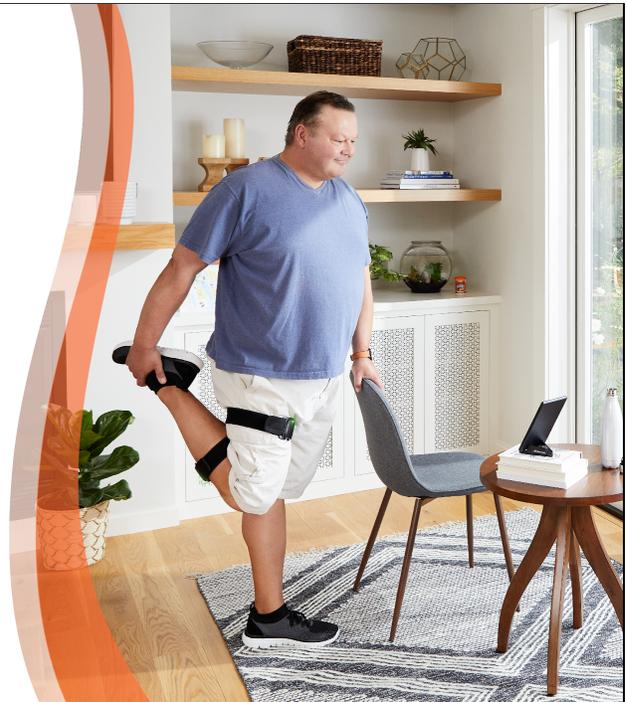
Post date: Week of January 7, 2022

# Free benefit for back or joint care!

Work with a physical therapist on back or joint pain, injuries, or preparing for surgery.

To learn more call (855) 902-2777, or apply at:  
[HINGEHEALTH.COM/XXXXXX](https://HINGEHEALTH.COM/XXXXXX)

Eligibility: Employees and dependents 18+ enrolled in a [XXXXXX] medical plan through [XXXXXX] are eligible.





# Complete digital MSK care for public sector members

The health and wellbeing of front-line workers, educators, healthcare workers, policymakers, and their families is critical for delivering vital services for us all.

## Tackling musculoskeletal (MSK) spend with digital solutions

MSK conditions contribute to rising health care costs and add pressure to public budgets. While MSK costs have decreased during COVID-19, surgeries and other treatments have simply been delayed.

This provides a unique opportunity to redirect your members from expensive, ineffective treatments, and opioids, by offering conservative care programs that are proven to reduce pain and result in significant cost reduction—while delivered from the comfort and convenience of the member’s home.

# \$40 BILLION

Public sector medical claims for MSK conditions in 2020

Source: [Hinge Health, 2021 State of MSK Report](#)

## Outcomes proven at scale

# 69%

**Pain reduction, 4x better than opioids**

Source: Bailey (2020). JMIR. 10,000 Participant Longitudinal Cohort Study.

# 2 out of 3

**Surgeries avoided**

Source: Bailey (2020). JMIR. 10,000 Participant Longitudinal Cohort Study.

# 2.26x

**Return on investment**

Source: 2021 Hinge Health 2-year, multi-employer medical claims analysis



# Go beyond digital physical therapy

Hinge Health helps tackle high MSK spend by providing convenient access to care, anytime, anywhere. We combine a full clinical care team—including doctors, PTs, and board certified health coaches—with advanced technology, to deliver proven, lasting outcomes.

Our approach goes beyond digital physical therapy to address each member's unique physical and behavioral health needs, with health coaches trained specifically in adherence, motivation, and accountability.

And our all-in-one app, advanced motion sensors, and non-addictive, non-invasive wearable pain technology work together to create an easy, seamless experience.



Our Digital MSK Clinic™ includes a program for everybody and every body part, so we have your entire population covered.

## Hinge Health is the only digital MSK solution:

- ✓ Delivering a complete clinical care team
- ✓ Designed with First Dollar Coverage in mind
- ✓ Validated by the most rigorous US academic institutions
- ✓ Easily implemented with the most extensive network of industry partners

600+ customers • 14M covered lives • Proven public sector experience



To learn more visit [hingehealth.com](https://hingehealth.com) or email [public.sector@hingehealth.com](mailto:public.sector@hingehealth.com)



# Cutting Through the Hype: Does Digital Health Actually Work?

Large-scale research on solving  
back & joint pain with digital care



# New Digital Musculoskeletal Research Reveals

With all the hype around digital health, many employers and health plans might be wondering: **Do digital health solutions actually solve chronic back or joint pain and reduce medical spend?** Musculoskeletal (MSK) issues are the number one cost driver for medical spend – outpacing other conditions such as diabetes and cancer.<sup>1</sup> However, new research has proven digital health solutions offer better outcomes at lower costs.

This white paper highlights the results of the world's first large-scale digital MSK study conducted by researchers at Stanford University, University of California San Francisco, and Vanderbilt University.<sup>2</sup>

**Better outcomes,  
improved productivity<sup>2</sup>**



**69%**

Reduction in pain



**58%**

Reduction in depression & anxiety



**62%**

Improvement in work productivity

# The Rise of Digital Health

The convergence of new technologies like wearables, sensors, and AI combined with smartphones and tablets are rapidly redefining the healthcare landscape. Moreover, these consumer-friendly digital health apps result in better patient outcomes at a fraction of the cost.

As patients avoid doctor and hospital visits during COVID-19, digital health is currently experiencing a sharp uptick in demand.



## Part 1: The Rise of Digital Health

Moreover, the new remote workplace is also creating new workforce health issues. With employees working in makeshift home offices and enduring long hours of videoconferencing with minimal physical activity, musculoskeletal (MSK) issues like back and neck pain are exacerbated. Remote healthcare is likely here to stay. Businesses and governments will continue to shift to innovative, remote models of delivering health care to offer better care at lower spend.

Employer benefit leaders play an important role in redefining healthcare benefits to support employee well-being at home during COVID-19 and beyond.

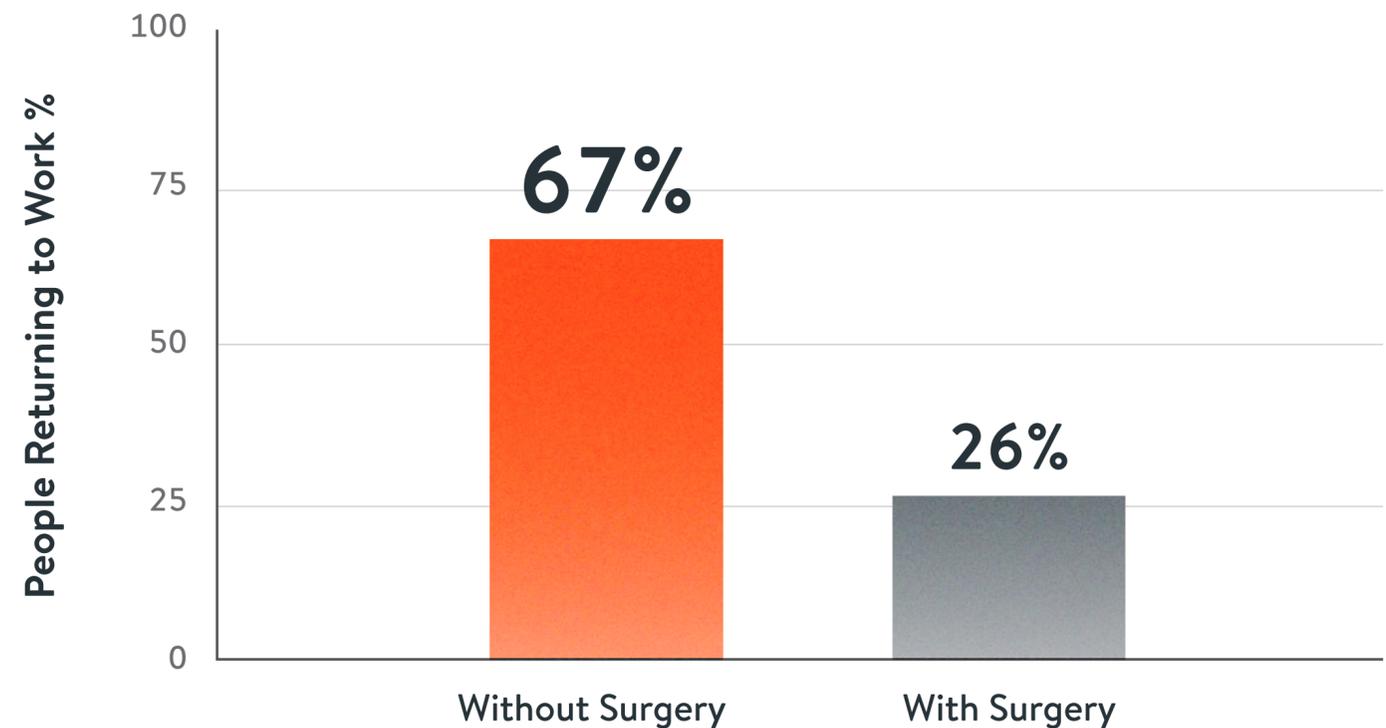


## MSK surgery is costly & ineffective

For chronic or long-term musculoskeletal issues like back or joint pain, surgery and opioids are not recommended as initial treatment options and are often unsuccessful.

Research has shown back and joint surgeries can be unnecessary and ineffective, despite the hefty price tag of up to \$100,000 per patient. A randomized control trial published in the New England Journal of Medicine showed that real and placebo knee surgeries showed no difference in clinical outcomes.<sup>3</sup> In fact, a peer-reviewed study in Spine demonstrated patients who did not have back surgery had better outcomes than those who did have back surgery.<sup>4</sup>

**Patients who don't have surgery are 2.5x more likely to return to work<sup>4</sup>**



## In-person physical therapy has low adherence rates

In short, exercise therapy generally can be more effective and less costly than surgery at reducing joint pain. However, in-person physical therapy (PT) has low adherence rates as patients fail to do their exercises or find time in their busy lives for PT appointments. The therapy route requires a more concerted effort to ensure patients stay on track and achieve positive outcomes.

7 out of 10 patients can't adhere to physical therapy regimens.<sup>5</sup>



## At-home digital health solutions can reduce pain & medical spend

Helping people achieve significant behavior change requires sustained coaching at a time and place that conveniently fits into their daily lives. Remote coaching with emotional support via phone and frequent text reminders plays an important role in achieving positive outcomes for patients.

In fact, research demonstrates sensor-guided exercise therapy paired with remote 1-on-1 health coaching and personalized education results in significant chronic pain reduction. With chronic pain resolved, expensive surgery is avoided — cutting medical spend for employers and health plans.



# World's First Large-Scale Digital MSK Study:

## A higher bar for clinical effectiveness

How effective are digital MSK solutions? The majority of previous digital MSK clinical studies involved 500–1000 participants and lacked significant scale to assess real-world effectiveness.

Small clinical trials demonstrated the positive impact of a digital MSK solution like Hinge Health versus a control group,<sup>6</sup> which is the highest form of proof in the research world. But are digital MSK solutions effective at a larger sample size?



## Are digital MSK solutions effective on a large scale?

The world's first large-scale digital MSK study set out to answer this question. Researchers at Stanford University, the University of California San Francisco, and Vanderbilt University evaluated the implementation of Hinge Health's digital MSK solution with 10,000+ participants.

### Study Demographics

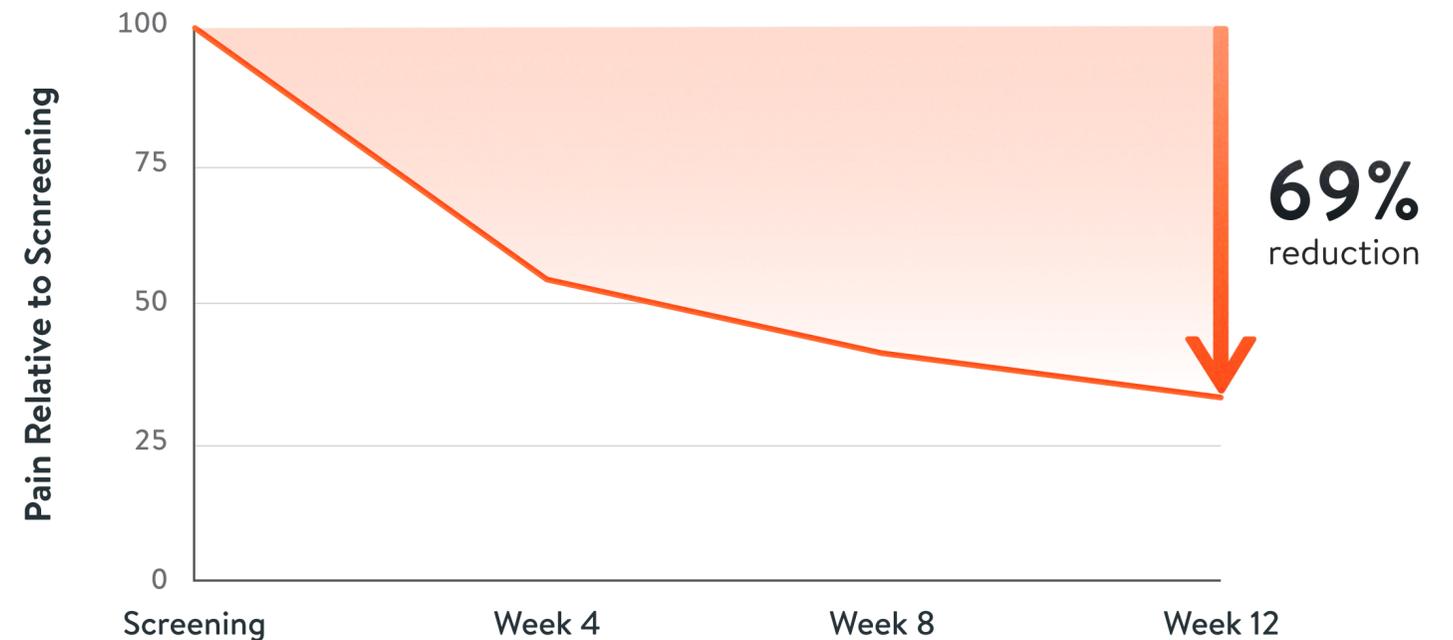
- Number of participants: 10,264
- Average age: 43.6
- Gender distribution: 50/50
- Avg BMI: 30.3 (obese)
- Avg baseline pain: 45.1 out of 100



## The results? A positive correlation

[Published in the peer-reviewed journal JMIR in May 2020](#), researchers discovered a direct correlation between the use of Hinge Health's digital MSK solution and significant reduction in back and knee pain. This is the world's first large-scale digital MSK study to demonstrate consistent improvements in pain, surgery intent, employee productivity, and mental health. Hinge Health participants experienced an average 69% reduction in pain and a 58% reduction in depression and anxiety.<sup>7</sup>

Each participant had an average of 69% pain reduction<sup>7</sup>



# Validated MSK outcomes & medical savings for 10,000+ Hinge Health participants<sup>8</sup>

Clinical Outcomes
<b>↓ 69%</b> Reduction in chronic MSK pain
<b>↓ 58%</b> Reduction in depression & anxiety
<b>↑ 62%</b> Improvement in work productivity



**2 of 3  
surgeries  
avoided**



“

**I'm not going to have surgery because of what I learned through Hinge Health.**

**Garry**  
**Hinge Health participant**

## Higher engagement, greater pain reduction

Participants in the Hinge Health digital MSK program also demonstrated high completion and engagement rates.

Hinge Health has the industry's  
highest completion rate at 73%<sup>9</sup>

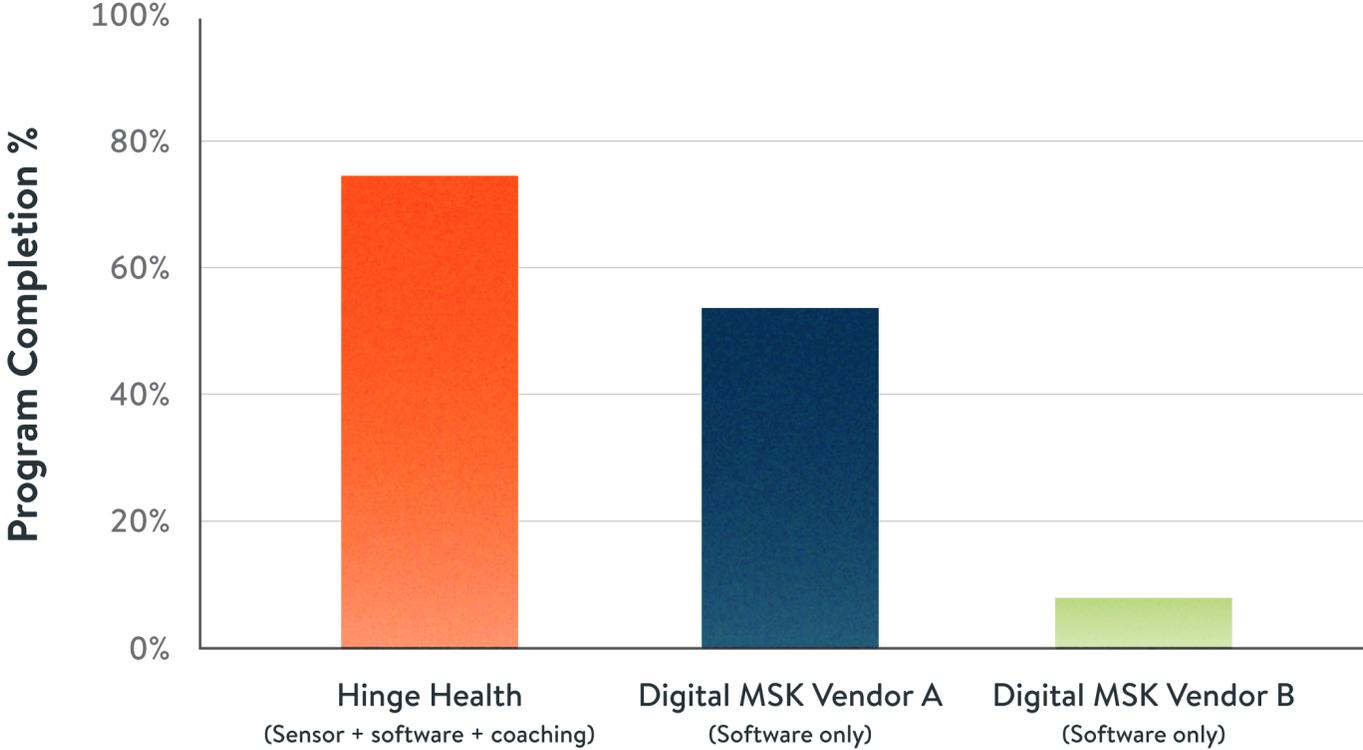


# Why coaching matters

When comparing Hinge Health's unique combination of sensors, software, and coaching to other vendors with software-only solutions, the study found Hinge Health's participant completion rate was double the industry average. This high completion rate underscores the importance of a dedicated health coach working with participants 1-on-1 throughout the Hinge Health program.

**3 out of 4 participants completed the Hinge Health program — 2x the industry average**

**High treatment completion rates, double the industry average<sup>10</sup>**

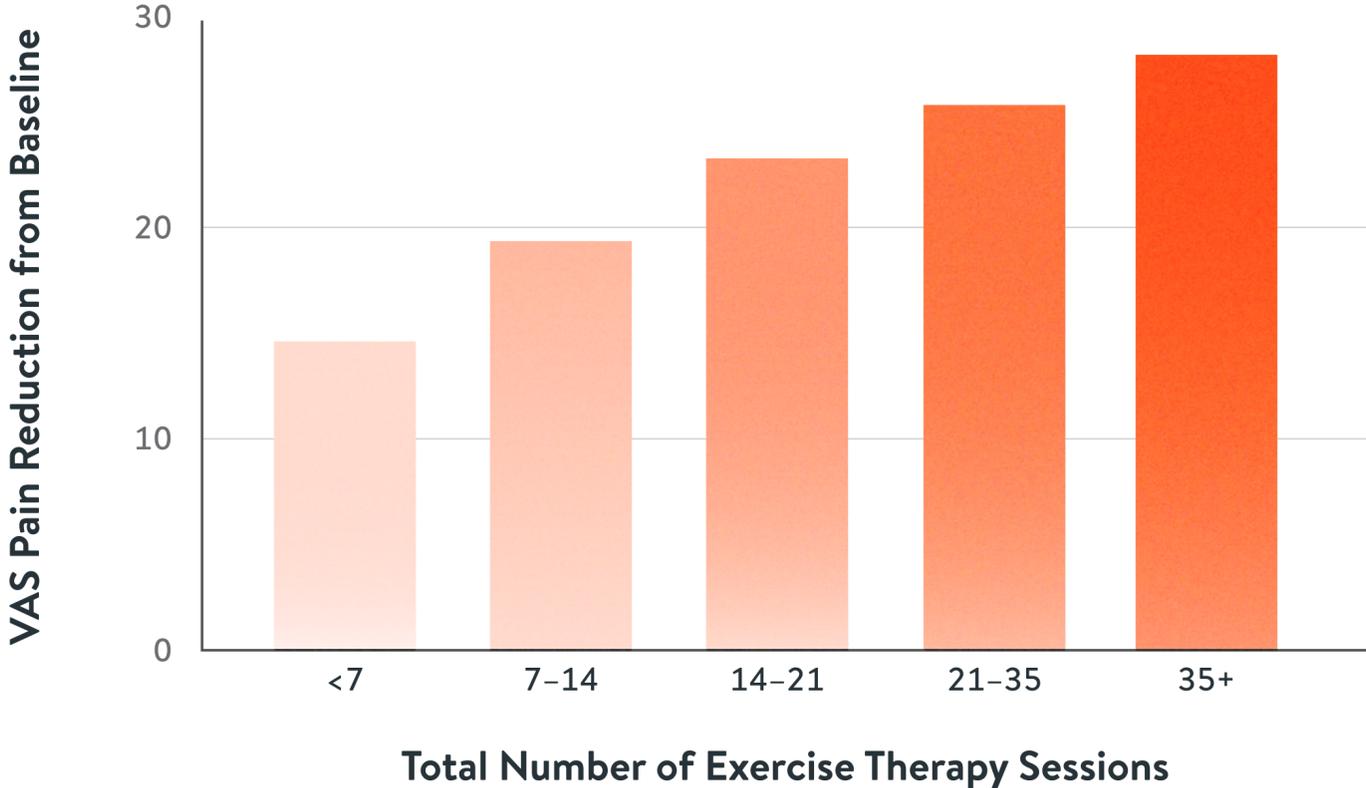


# More exercise therapy, lower pain

Hinge Health is the only digital MSK solution to clinically demonstrate that its sensor-guided exercise therapy sessions and health coach sessions each incrementally contributed greater pain reduction.

The unique combination of real-time sensor feedback and personalized human support enabled participants to complete the Hinge Health program and see improved clinical outcomes. Health coaches help participants with behavioral change by setting personal goals, tapping into their inner motivations, offering emotional support, and creating accountability.

**More exercise therapy leads to greater pain reduction <sup>11</sup>**





“

**I stopped taking my pain medication entirely after 10 years. I'm much more confident that I can avoid surgery.**

**Margaret**

**Hinge Health participant**



“

**I'm now waking up without pain. My social life is back. I feel more alive and energetic.**

**VP**

**Hinge Health participant**

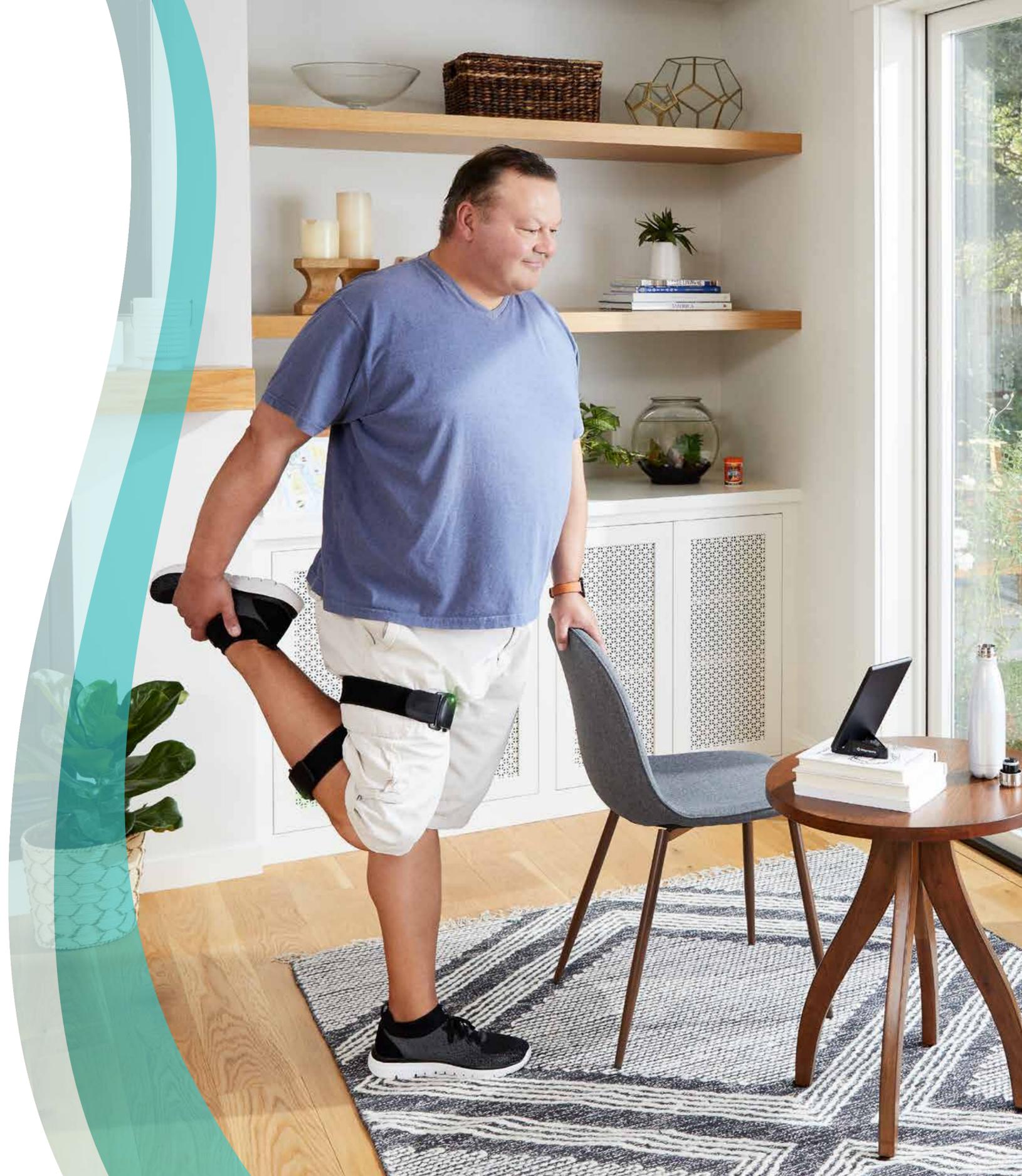
# Achieve Better Outcomes & Lower Spend with Hinge Health

Only Hinge Health has clinically validated sensor-guided exercise therapy and health coaching to reduce pain and medical spend.

That is why 4 out of 5 employers with a digital MSK solution partner with Hinge Health.

Are you looking for a clinically validated digital MSK solution?

[SCHEDULE A DEMO](#)



# References

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2. Bailey JF, Agarwal V, Zheng P, Smuck M, Fredericson M, Kennedy DJ, and Krauss J. “Digital care for chronic musculoskeletal pain: 10,000 participant longitudinal cohort study.” *JMIR*, 2020.
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6. Shebib R, Bailey J, Smittenaar, P et. al. “Randomized controlled trial of a 12-week digital care program in improving low back pain.” *NPJ Digital Medicine*, 2019.  
Mecklenburg G, Smittenaar P, Erhart-Hledik J, Perez DA, Hunter S. “Effects of a 12-week digital care program for chronic knee pain on pain, mobility, and surgery risk: randomized controlled trial.” *JMIR*, 2018.
7. Bailey JF, Agarwal V, Zheng P, Smuck M, Fredericson M, Kennedy DJ, and Krauss J. “Digital care for chronic musculoskeletal pain: 10,000 participant longitudinal cohort study.” *JMIR*, 2020.
8. Ibid.
9. Ibid.
10. Ibid.
11. Ibid.
12. Ibid.



Hinge Health is building the world's most patient-centered Digital Musculoskeletal (MSK) Clinic™. It is now the leading Digital MSK Clinic, used by four in five employers and 90% of health plans with a digital MSK solution. Hinge Health reduces MSK pain, surgeries, and opioid use by pairing advanced wearable sensors and computer vision technology with a comprehensive clinical care team of physical therapists, physicians, and board-certified health coaches. Hinge Health's HingeConnect integrates with 750,000+ in-person providers and enables real-time interventions for elective MSK surgeries, driving proven medical claims reduction. Available to over 11 million members, Hinge Health is widely trusted by leading companies, including Boeing, Salesforce, and US Foods.

Learn more:  
[www.hingehealth.com](http://www.hingehealth.com)

