



personify HEALTH™

Pain relief in the palm of your hand

Groundbreaking **digital-first therapy** for back, joint, and chronic pain

Date

12.10.24



We're here to put **pain relief**
and **expert care** right in the
palm of your hand.

Digital-first approach ensures that care
is always accessible on your device,
wherever and whenever you need it.



With no need for wearables,
our **cost-effective solution**
can reduce your healthcare
expenses by up to 80%.

Evidence-based digital therapeutics, powered by cutting-edge
motion analysis technology, offer a conservative pathway with a
human touch – the **gold standard** in pain management.

Digital-first therapy powered by motion analysis and complemented by human care

designed to address back, joint,
and chronic pain

~560K

Participants to-date

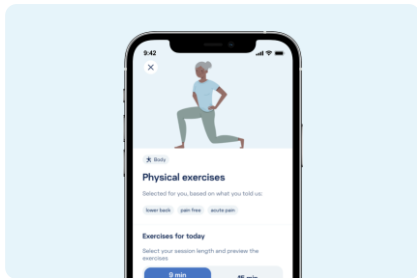
~830

US clients

- ✓ **Digital-first approach** allows care to be delivered through each member's **own device**
- ✓ **Intuitive and easy-to-use app interface**, with program content curated by our clinical team
- ✓ **Motion analysis technology** ensures exercise safety and effectiveness **24/7** through **unbiased exercise feedback** and **objective functional assessments**
- ✓ Evidence-based care proven by **11+ clinical trials** and the **highest validation level** by Validation Institute
- ✓ **Sustainable** care delivery **without sensors** or other equipment, aligned with your sustainability initiatives
- ✓ Improved **health equity** through anytime, anywhere care access and full program availability in **Spanish**

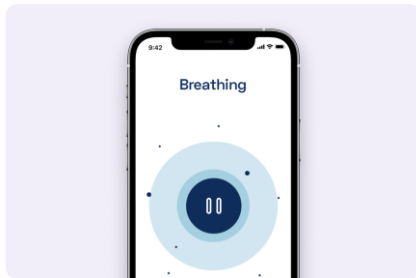
Kaia Health MSK Program

Digital-first therapy based on national guidelines to support the mind and body of your clients



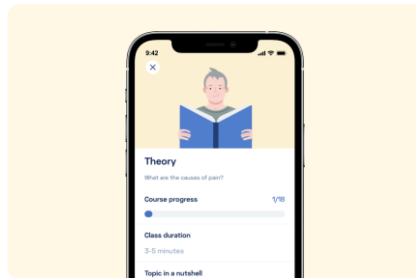
Motion analysis-guided physical exercises

400+ exercises with focused body groups



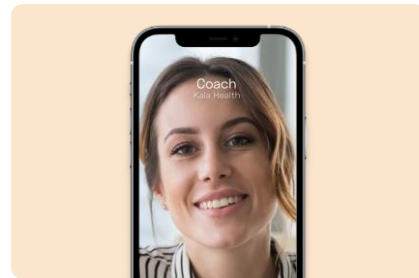
Mindfulness and relaxation techniques

50+ exercises including yoga-inspired flows*



Pain and lifestyle Education

50+ educational articles on topics related to the member's condition



Human touch and social support

In-app chat and 1:1 live sessions with health coaches and PTs

Source: [Journal of Pain Research. Digital Treatment of Back Pain versus Standard of Care: The Cluster-Randomized Controlled Trial, Rise-uP](#)

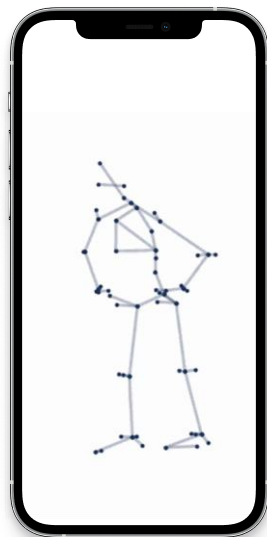
Real-time visual and audio feedback – no wearables needed

Motion analysis ensures safe and effective PT-grade digital care



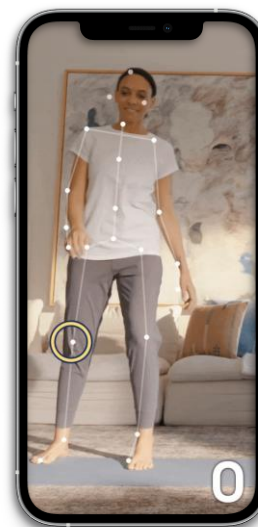
Functional tests

Measurement of functional ability over-time



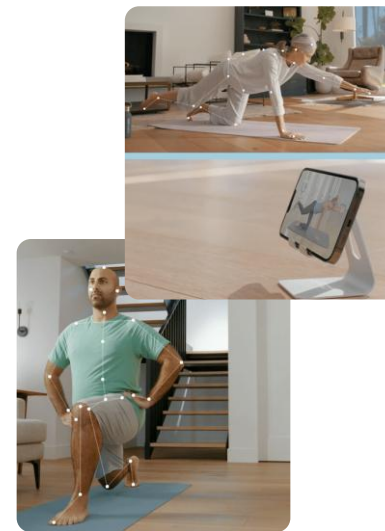
3D assessments

Measurement of strength, balance and flexibility



Gamified experiences

Interactive warm-up games and exercises



Exercise feedback

Real-time correction of form and posture

On-demand human oversight

Certified Coaches for clinical support and supervision

Motivation and goal setting via 1:1 coaching sessions

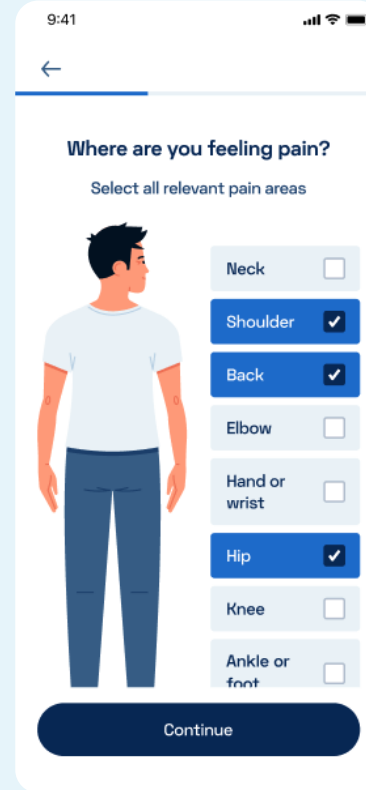
- Average coach experience of ≥ 2 years
- 4-year degree in health sciences
- NBC-HWC certification
- Specialized in habit building, mental health & wellness, nutrition



Accessibility and inclusivity

Designed for individuals from diverse backgrounds

- **Audiovisual instructions** for all exercises
- Simplified content at **7th grade reading level**
- **Native accessibility features** on iOS / Android for visual, hearing, or movement impaired patients
- **Multilingual** program availability (English, German, and Spanish)



9:41

←

Where are you feeling pain?

Select all relevant pain areas

Neck ☐

Shoulder ☒

Back ☒

Elbow ☐

Hand or wrist ☐

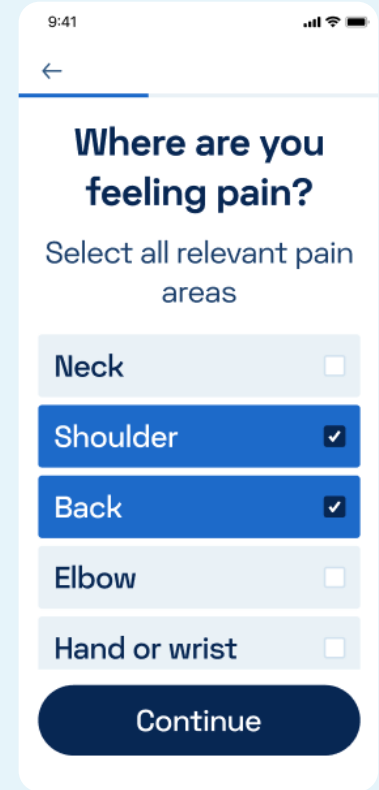
Hip ☒

Knee ☐

Ankle or foot ☐

Continue

Standard Version



9:41

←

Where are you feeling pain?

Select all relevant pain areas

Neck ☐

Shoulder ☒

Back ☒

Elbow ☐

Hand or wrist ☐

Continue

Accessible Version

- Larger text size
- Less cognitive load



Member Journey

Conservative Care > Digital First

kaia health

01

kaia

App
Download

02



Intake
Assessment

03

Kaia
Program

Physical exercises
Mindfulness & relaxation
Pain & lifestyle education
1:1 health coach



Outcomes

Improved
health, function,
and wellbeing



Quick Facts

8/10



Kaia members are exclusive
to our digital first track.

Clinical
Ecosystem

Care Coordination for member identified as at-risk



Tele-PT consultation



In-network providers



Other care partners



Julie's journey with Kaia

Sales Manager (38)

Introduction

Sign up

Julie sees an **email** for Kaia in her work inbox and signs-up.

About Julie

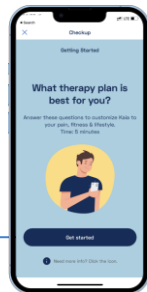
- Years of **chronic back pain**
- **Missing work**, lower productivity
- **No time** for in-person PT

Step 1



Intake Assessment

Julie downloads the Kaia app and completes an **intake questionnaire** to receive her **tailored Kaia program** in less than 5 minutes.



Step 2



Coach Welcome

Julie receives a message from her **care team member** and schedules her first **1:1 coaching session** for goal setting.

Hi Julie,
I'm your Kaia Coach! How are you feeling today? I'm excited to support you as you embark on your Kaia journey and achieve your health goals.



Thanks Coach! That sounds great :)

Step 3

kaia

Kaia Program

Julie can begin her **multimodal** program **immediately**, including Motion Coach™-guided exercises, education and relaxation modules.



Outcomes



Member Success

- **Less pain**
- **No missed work**
- **Ongoing access anytime, anywhere**





Rob's journey with Kaia

Shift Supervisor (46)

Introduction

Sign up

Rob sees a **poster** for Kaia in the **break room** and signs up.

About Rob

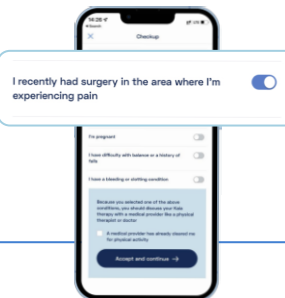
- **On his feet** for most of the day
- Doctor recently recommended he get **hip surgery**
- Has been **regularly absent from work**

Step 1



Intake Assessment

Rob downloads the Kaia app and completes an **intake questionnaire**. He indicates that he **has been recommended for surgery**.



Health Flag



Escalation to Care Team

Rob receives a message from his assigned **health coach**, who schedules him for a **1:1 virtual visit** with **Kaia DPT, Lucy**. Rob meets with Lucy via **video call**, where she creates a **tailored care plan**.

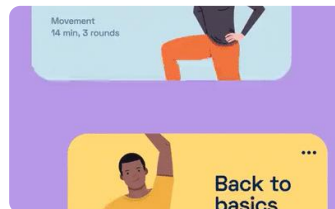


Step 2



Digital Program

Rob has access to a **curated therapy program** on the app. He adds Kaia to his **daily routine**, as a quick exercise during his **breaks**. He is relieved there is **no extra equipment or sensors** involved – these would be difficult to put on due to his pain and limited mobility.



Outcomes



Member Success

- **Less pain**
- **No missed work**
- **Ongoing access anytime, anywhere**



Less pain, better sleep, improved results

Leading engagement rates and clinical outcomes



7%

**Enrollment across
total population**



73

**Net Promoter Score
(NPS)**



-55%

Pain reduction



+30%

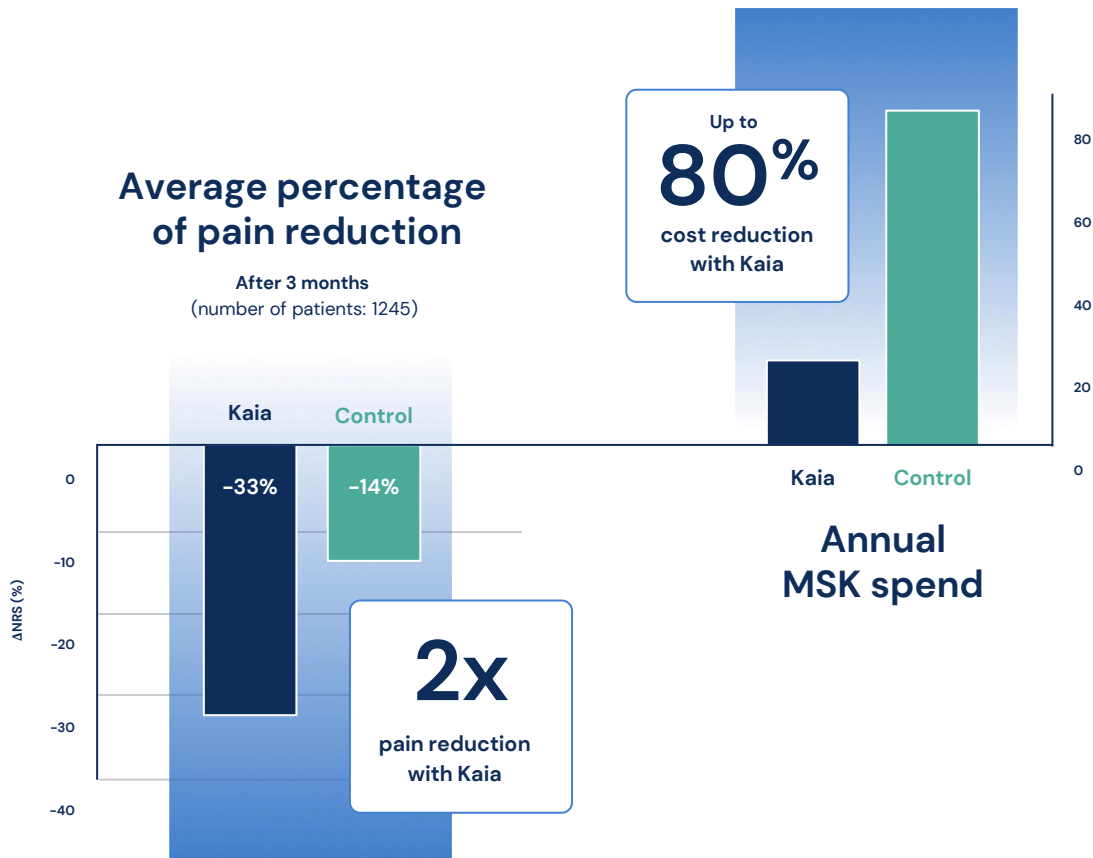
**Sleep quality
improvement**

Randomized controlled trial
(Rise-uP)

Significant decrease in pain and MSK costs

After 3 months, users on the Kaia program showed **2x pain reduction** and **80% cost reduction** compared to traditional PT treatment

Published in: Journal of Pain Research [Accessible here](#)





Kaia Health is the first and only **digital MSK company** to have received the **highest level of validation** from Validation Institute

Credibility Guarantee

Up to \$50,000 guarantee for Kaia's impact on health and financial outcomes as part of Validation Institute's [Credibility Guarantee Program](#)

Client success

Ensuring a seamless partnership with Kaia

Our Clients will be assigned a designated **Client Success Manager (CSM)**, who partners with you to customize our approach based on your population needs

Program Launch

- Clear implementation **project plan**
- Regular **implementation meetings**
- **Cross-functional delivery team** including implementation, technical, and marketing support
- Implementation timeline: usually **2-3 months** depending on client

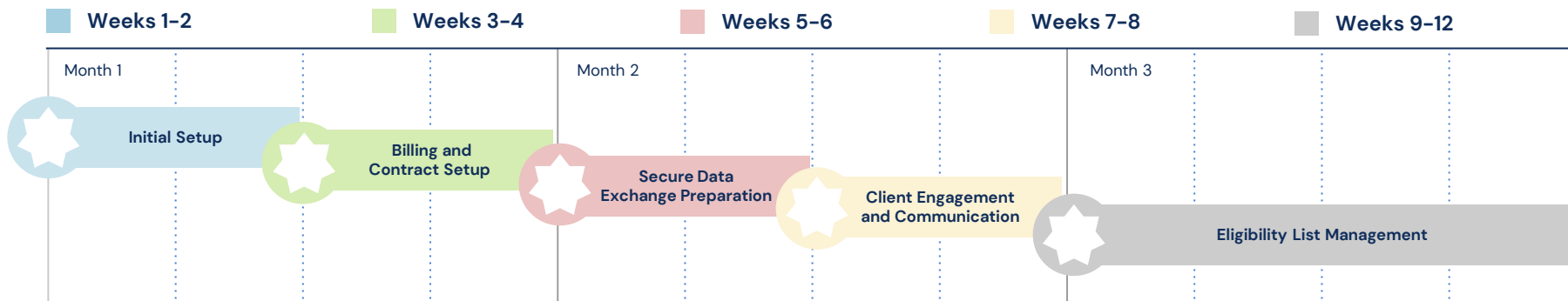
Ongoing Success

- **Cross-functional support** via CSM
- **Regular meetings** for strategy and client advocacy
- Coordination across **communication, engagement** and **education efforts**
- **Quarterly reporting** for metrics and goals
- Specialized in habit building, mental health and wellness, and nutrition



Implementation timeline

Program launch in less than 90 days

**Initial Setup**

- **CLIENT** to review and approve the submitted eligibility list template

Billing and Contract Setup

- **CLIENT** to provide input and approve new billing model
- **CLIENT** to review, provide feedback and sign-off on billing contract

Secure Data Exchange Preparation

- **CLIENT** to acknowledge receipt of SFTP credentials and confirm setup completion

Client Engagement and Communication

- **CLIENT** to distribute the landing page URL within their organization

Eligibility List Management

- **CLIENT** to provide the eligibility list in the agreed format for review
- **CLIENT** to confirm receipt of the first uploaded eligibility list