

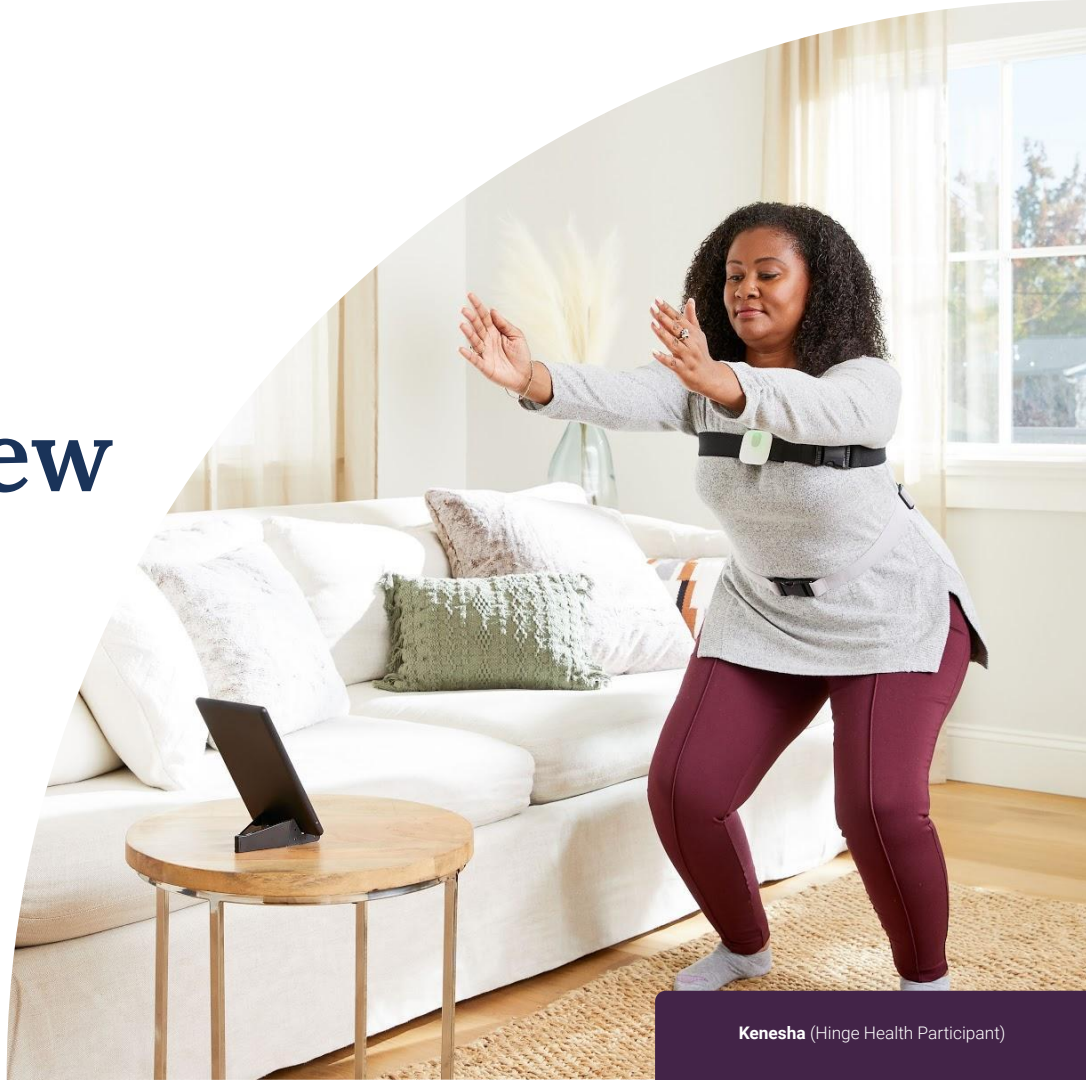


Mid-Year Review

September 1, 2022



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Kenesha (Hinge Health Participant)

Today's agenda

- 01 Program Results
- 02 User Testimonials
- 03 Looking Ahead
- 04 Appendix

01

Program results

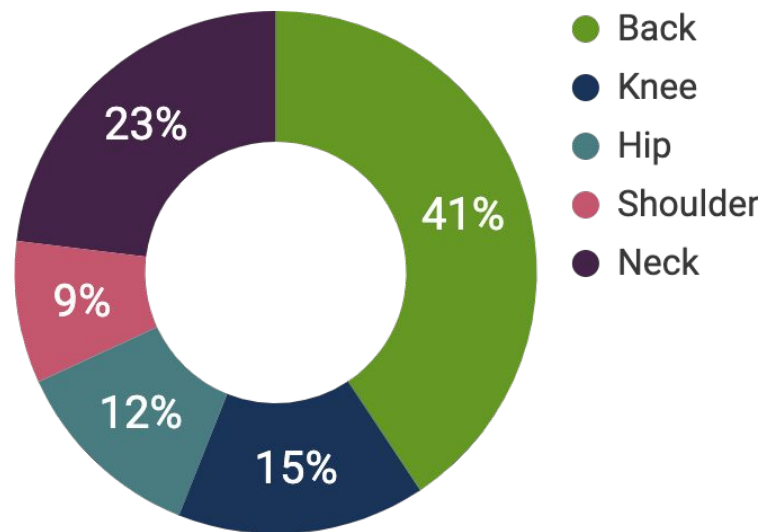
PROGRAM ENGAGEMENT

2022 Launch Breakdown

8,600 employees & dependents eligible

Chronic Users Engaged	93
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Acute Users Engaged	8
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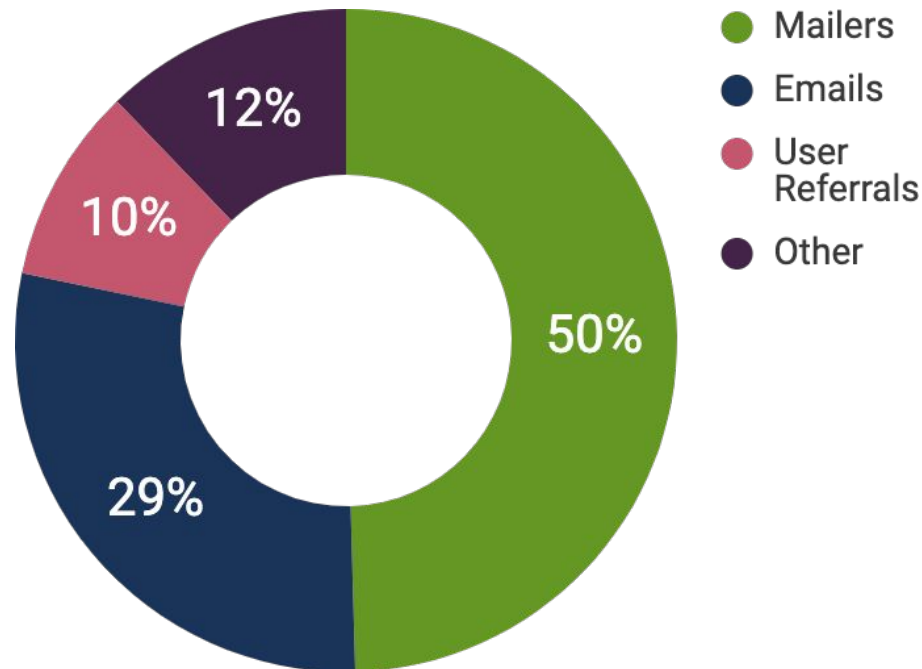
Breakdown by Chronic Pathway

Marketing channels

Enrollment breakdown by channel

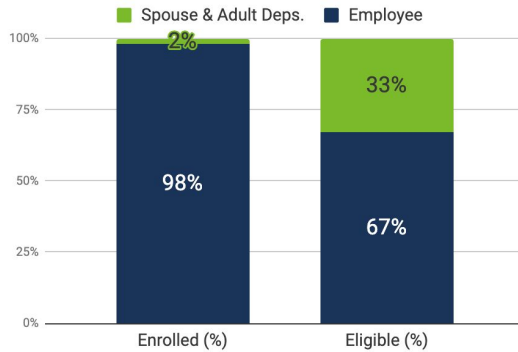
Recruitment Summary:

- Sent 3 emails and 3 postcards
- Direct outreach (emails and mailers) generated 79% of sign ups
- User referrals generated 10% of sign ups

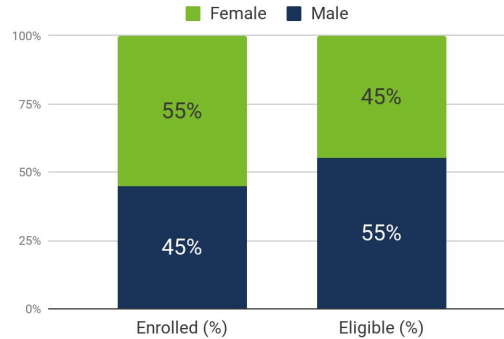


Demographic breakdown

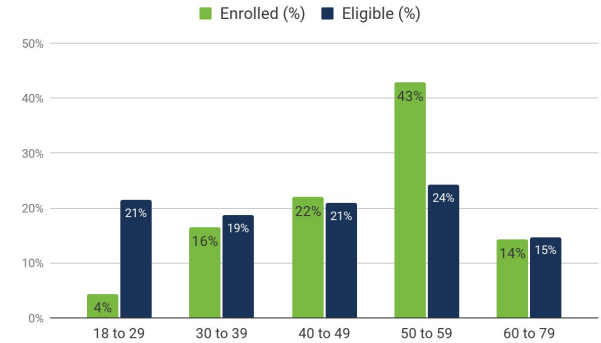
Member Type



Gender



Age



Three pillars of successful non-surgical intervention

“For meaningful and lasting improvements, must go beyond just physical therapy.” — CDC



Exercise therapy

Real-time feedback & tracking



Behavioral support

1:1 health coaching



Education

Personalized curriculum

OUTCOMES

Engagement

Average activity per participant through Week 12

Exercise therapy sessions

Using the Hinge Health app

18.3

1,584 total exercises

Care team interactions

Via SMS and/or in-app messages

48.9

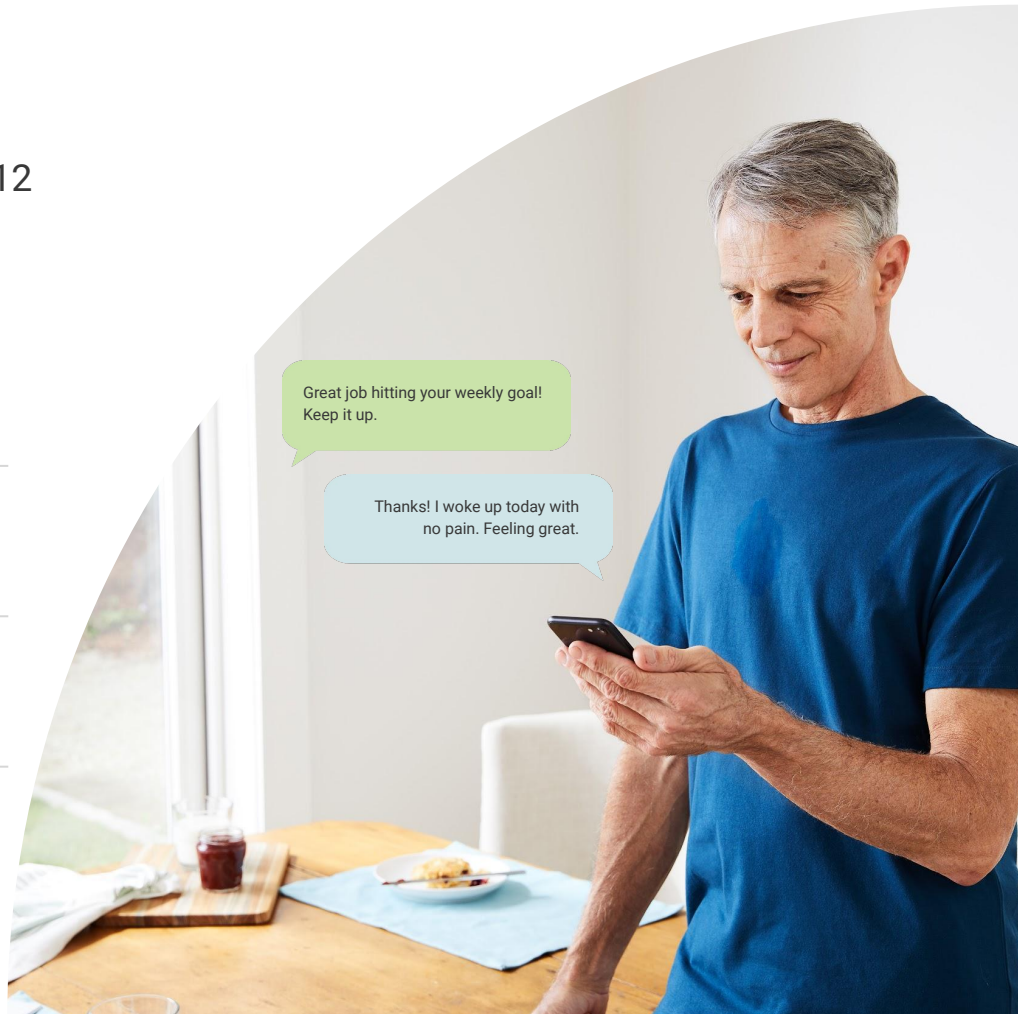
4,708 total interactions

Education articles read

Average 400 words per article

11.4

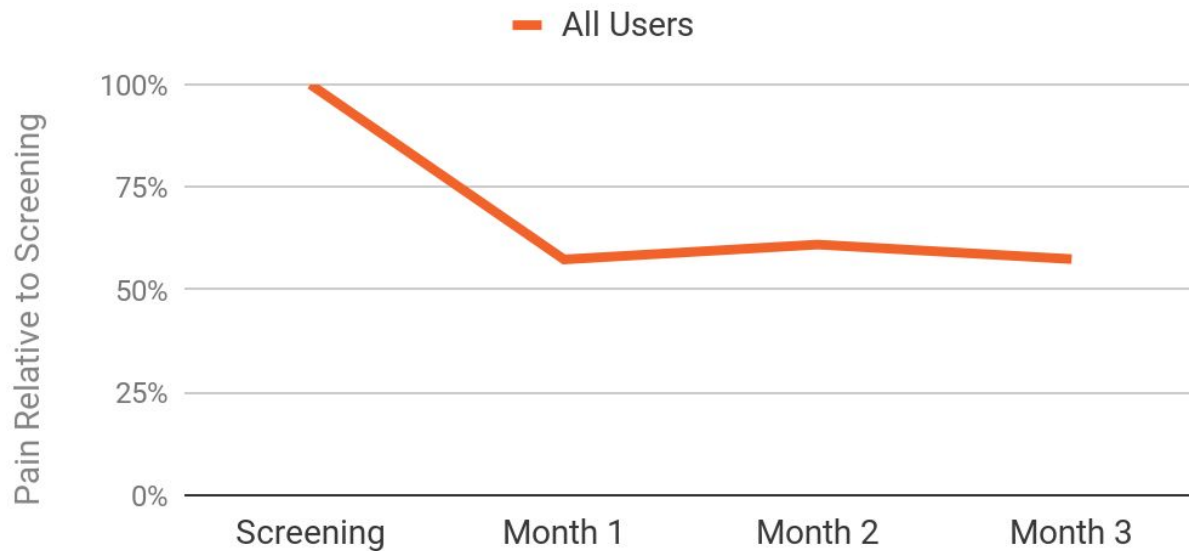
999 articles read



OUTCOMES

Pain reduction

42% reduction in pain relative to screening



OUTCOMES

3.0x ROI

Projected ROI from pain reduction

Week 12 pain reduction	41.8%
Savings per 1% pain reduction	\$71.09
Program participants*	80
Gross savings	\$237,725
Hinge Health total costs	\$79,600
ROI	3.0x

* Participants that have reached at least 12 weeks of the program

ROI Calculation

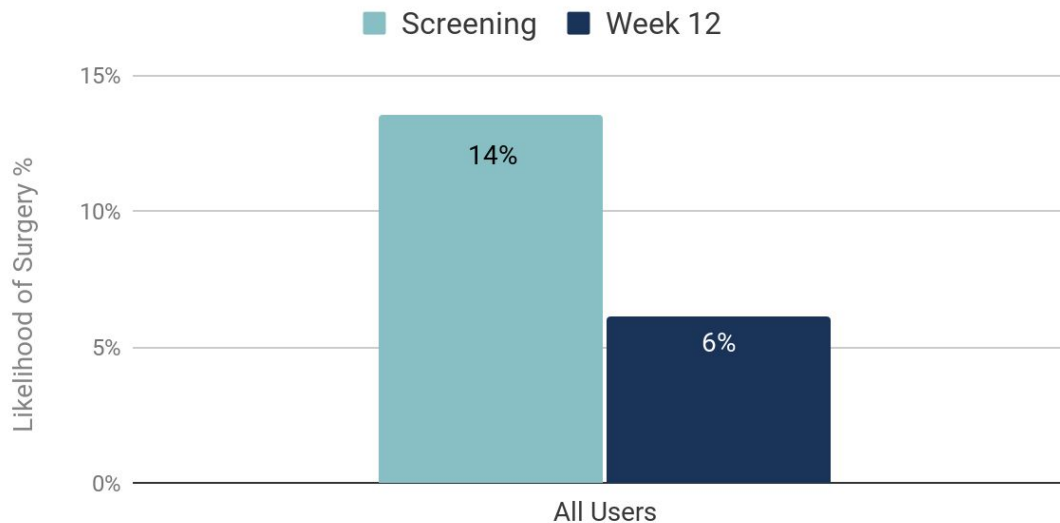
$$\frac{\text{Pain Reduction} \times 100 \times \$71.09}{\text{Hinge Health Cost}}$$



OUTCOMES

Surgery likelihood

55% decrease in surgery intent among participants within the next year.



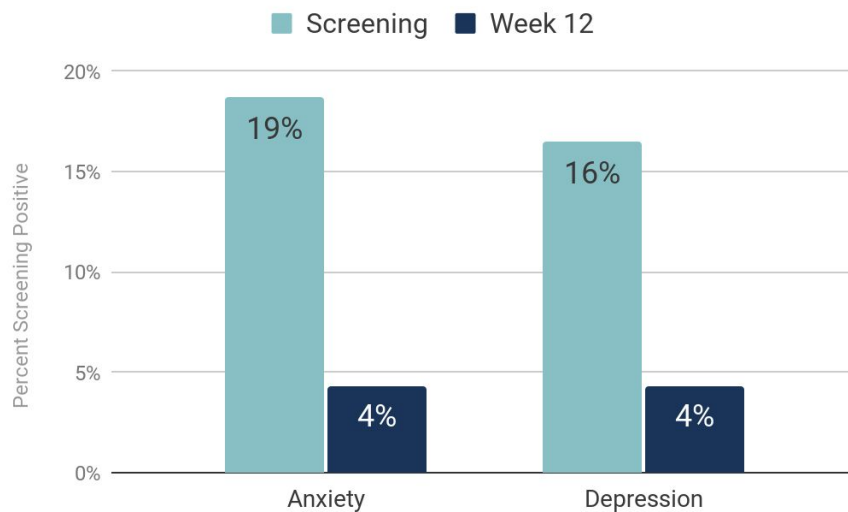
**Reduction in
surgery likelihood**

-55%

OUTCOMES

Anxiety & depression

Percentage of participants screening positive for anxiety & depression*



Reduction in MH Screens

-76%

-73%

*PHQ9 to screen for depression and GAD7 to screen for anxiety

Limited to members that completed the questionnaire at screening and at Week 12, respectively

02

Testimonials

OUTCOMES

Participant satisfaction & NPS

Strong at 12 weeks

Satisfaction 9.1/10

Net Promoter Score 67

Net Promoter Score (NPS)

% of promoters (scores 9–10)
minus % of Detractors
(scores 0–6)



USER TESTIMONIAL

Neck participant: 55–60yo

	Before Hinge Health	After Hinge Health
Pain level	5/10	1/10
Lifestyle impact	Daily pain that limited daily activities and tasks	Increased range of motion and flexibility



Coached by Colette Thompson

Physical Therapist: Hannah Hargis



“Consistently doing the exercises throughout the week has greatly decreased my neck pain and spasms. I have greatly improved since the start of the program.”

City of Fort Worth User Testimonials

Quotes from participants

“The whole program has been great. **My strength and mobility have increased and I have no knee pain anymore.** I continue to do my exercises and stretching outside of the app. Thank you for all of your encouragement! ”

Knee program, 55-60 years old

“Thank you to my coach, Becky, for the encouragement over the weeks. Even during times you may not have known it was needed. Thank you for the support! **I would definitely encourage this program for others!**”

Back program, 60-65 years old

“This is the only exercise program I have been able to stick to, so that in itself is a lot of gain for me. I am thankful for my progress and for my coach for the encouragement.”

Back program, 60-65 years old

03

Looking ahead

Looking Ahead: 2022 Next Steps

Enrollment Scope

Projected enrollments: 330 participants annually

- 8.6k adult (18+) member population

Campaign Timeline

Propose 2 communication campaigns in 2022:

- Q2: April 22, 2022 - Completed
- Q4: November 1, 2022

Additional Updates

Women's Pelvic Health

04

Appendix

Program Definitions

- ✓ **Members Engaged**
Billable members who have completed at least 1 exercise therapy session or read 1 education article
- ✓ **Pain Reduction**
Percent reduction of pain relative to screening, logged by users throughout the program each time they use app
- ✓ **ROI**
Across 3 different cost savings studies, for every 1% reduction in pain, HH saves \$71.09 in total MSK spend per participant
- ✓ **ROI Calculation**
$$(\% \text{ Pain Reduction} \times 100 \times \$71.09 \times \text{Program Participants}) / \text{Hinge Health Cost}$$
- ✓ **Surgery Likelihood**
Users are asked how likely they are to get surgery for their back/joint pain in the next 1 year — logged by users at screening, week 6, and week 12
- ✓ **Mental Health**
Percent reduction of users screening positive for anxiety and depression using clinically-validated screeners, GAD7 & PHQ9, respectively — logged by users at screening, week 6, and week 12
- ✓ **Productivity**
Percent reduction of absenteeism and presenteeism aggregated using the clinical survey tool WPAI (Work Productivity and Activity Impairment Questionnaire) — logged by users at screening, week 6, and week 12
- ✓ **Net Promoter Score**
Percent of users rating HH at 9/10 or 10/10 — percent of users rating HH at 0/10 to 6/10 — logged by users every 3-4 weeks

APPENDIX

ROI methodology

Validated by research at Stanford, UCSF, Vanderbilt, and top consultants

Study	Clinical Outcomes Pain reduction	Financial Outcomes saved in total MSK spend per participant/year
Large-scale Longitudinal Study ¹ (2020, N=10,264 participants)	↓ 69%	\$5,012.52
3 Year Medical Claims Analysis ² (2019, N=431 participants)	↓ 58%	\$4,523.53
Randomized Control Trial ³ (2018, N=162 participants)	↓ 61%	\$4,336.63
Clinical research showed Hinge Health saved \$71.09 per participant per year for every 1% decrease in pain		

Source: ¹ Bailey (2020). [JMIR](#). 10,000 Participant Longitudinal Cohort Study. ² Hinge Health (2019) Employer Medical Claims Analysis,

³ Mecklenburg (2018). [JMIR](#) Effects of a Digital Care Program (Knee)

ROI methodology

We focus on clinical outcomes to validate our ROI

- 01 **Calculate average % pain reduction** based on participant reported pain at baseline and at week 12 using the visual analog scale (VAS) from 0-10.
- 02 Based on 3 validated medical claims analysis on total MSK spend reduction, Hinge Health saves \$71.09 per 1% pain reduction. **Calculate the Year-1 savings by multiplying the average % pain reduction by \$71.09.**
- 03 **ROI is calculated by comparing the cost of the Hinge Health program to the calculated Year-1 savings.**