

CITY of **BOSTON**



 Hinge Health

Solving MSK:

The Hinge Health Solution for City of Boston

March 8, 2022



today's agenda

- 01 The Hinge Health Solution
- 02 2021 Program Results
- 03 FAQs + Q&A

01

the Hinge Health solution

PT & Coach-led, digital program for chronic
back, knee, hip, shoulder and **neck** pain.

The Best Clinical Approach

“For meaningful and lasting improvements we must go beyond just PT” - CDC



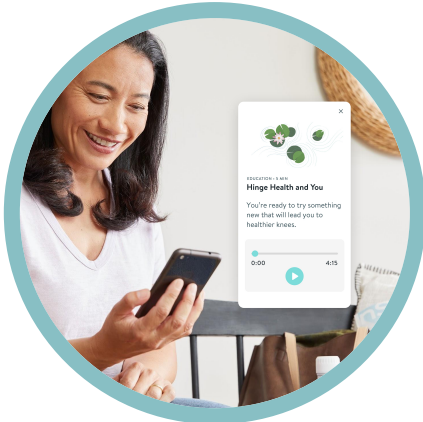
Exercise therapy

Real-time feedback & tracking



Behavioral support

1:1 health coaching & PT

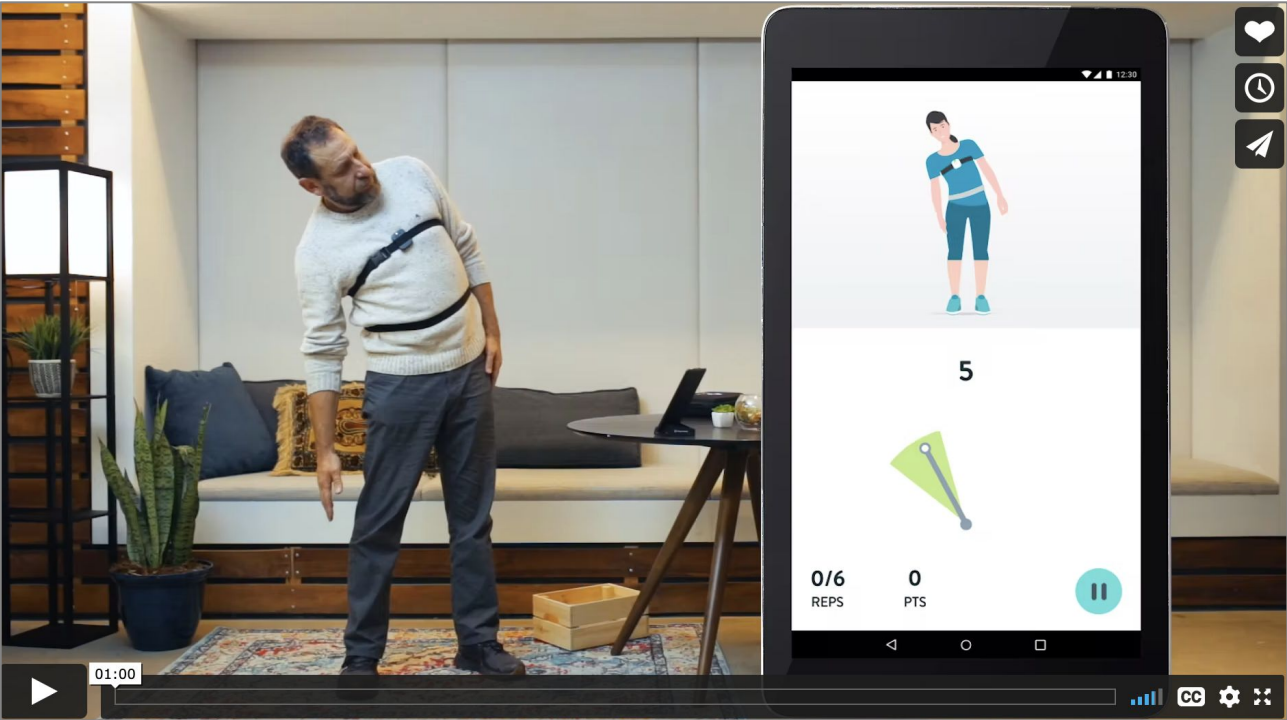


Education

Personalized curriculum

Overview Video

[Back Demo](#)



Application Process

1. Apply

- Visit hingehealth.com/cityofboston
- Fill out questionnaire
- Expect a follow-up email within 24-48 hours

2. Program Acceptance

- Receive welcome text from your coach
- Wait for your kit to arrive within 1-2 weeks

3. Receive Kit

- Login to the app and begin the Hinge Health program
- Schedule your initial call with your Health Coach

Eligibility: Provided at no cost for all employees, retirees, and dependents enrolled in a **non-Medicare** Blue Cross Blue Shield of Massachusetts medical plan through City of Boston.



02

City of Boston Results

City of Boston-Hinge Health 2021 Dashboard

Participant results at 12-week core program

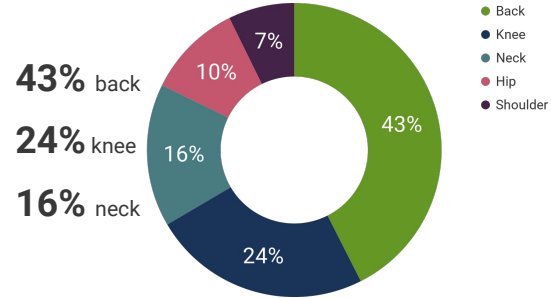
Launch date: 9/22/2021

Data as of: 2/9/2022

ENGAGEMENT

REGISTRATION

499 employees, retirees and dependents participating in Hinge Health programs:



INTERACTIONS



3 Weekly exercise therapy sessions



5 Weekly care team interactions



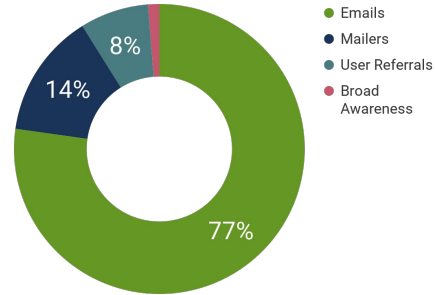
2 Weekly education articles read

Average per participant over 12 weeks

RECRUITMENT & DEMOGRAPHICS

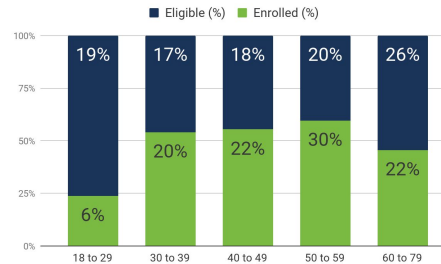
COMMUNICATION CHANNELS

Top channels:
77% email
14% mailers
8% referrals



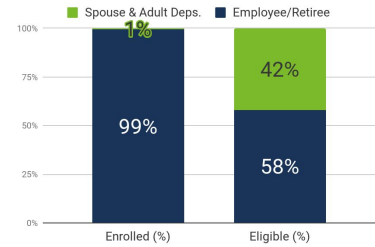
AGE

Top groups:
30% 50-59
22% 40s, 60+



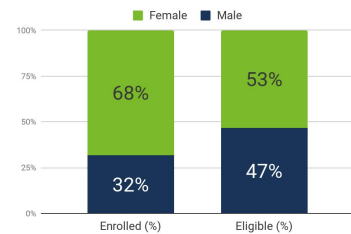
MEMBER TYPE

99% employees/retirees, **1%** dependents



GENDER

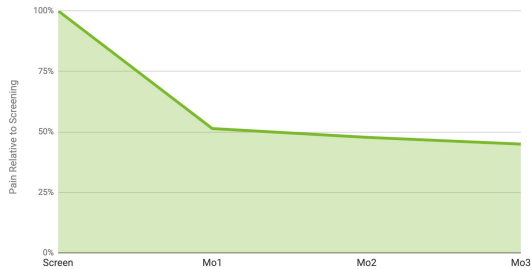
68% female, **32%** male



Clinical results

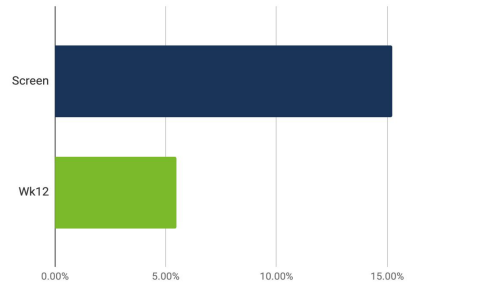
Outcomes at Week 12

Pain reduction



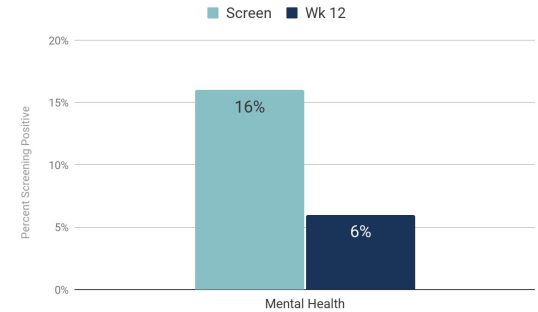
55% reduction in pain level

Surgery likelihood



64% reduction in surgery likelihood

Mental Health



62% reduction in anxiety and depression risk flags

City of Boston Testimonials

 **9/10** Satisfaction rating among COB participants.

Consistency is Key

“As a highschool athlete, I had adopted the no pain/no gain way of looking at things. I thought these playlists were just too simple and wouldn’t work. I was wrong. **They have taught me to just stick with a plan, and I will see success over time.**”

Knee program, 60-05 years old

More Mobility

“I noticed I was able to increase my range today on a few exercises. **The exercises that was initially challenging are becoming more comfortable to execute.**”

Hip program, 55-60 years old

Increased Confidence

“My thoughts about pain have changed. I was starting to feel like I would be in pain forever. With the education, the exercises and my PT, I have seen a big improvement. **I feel more confident I will be able to manage my pain and stress more successfully in the future.**”

Neck program, 35-40 years old

03

FAQs + Q&A

FAQs

Question	Answer
How do I enroll?	You can sign up at www.hingehealth.com/cityofboston
How much does the program cost?	Provided at no cost for all employees, retirees, and dependents enrolled in a non-Medicare Blue Cross Blue Shield of Massachusetts medical plan through City of Boston.
What are the expectations of the program?	Complete 3 days/week of exercise therapy sessions that take about 15 minutes. This can be adjusted or modified based on your needs.
Do I need to wear the motion sensors at all times?	No, the motion sensors are optional and only needed to be worn while engaging in the exercise therapy sessions.
How will this program help me?	On average, 60% pain reduction amongst people who complete their 3x a week of exercise therapy. Easy-to-use exercise therapy that strengthens muscles to bring greater support to joints, thus alleviating pain.
What should I do before my introductory coaching call?	Complete intro exercise therapy session if kit has arrived. Complete any prior questions from program. Come with any questions for your health coach.

FAQs

Question	Answer
What is a health coach and how can they help me?	A health coach is an accountability partner. They will work 1:1 with you throughout the program to help you create and stick with your goals. You will have a monthly call with them and they will check-in with you each week.
Can I do more than one program at the same time?	Participants are unable to do multiple programs simultaneously. We recommend selecting the part of the body you would like to work on first. Once you complete the first 12-week program, we will be happy to have you on another program.
What if my doctor has told me that I can't do specific movements?	The program is designed to meet you where you are, we provide modifications and education on how to pace yourself during your activities so you can succeed.
What happens to the tablet and sensors after program completion?	They're yours to keep forever.

Feel free to reach out to us at hello@hingehealth.com or to call **(855) 902-2777** if you have additional questions.

05

Q&A

Apply today by visiting
hingehealth.com/cityofboston

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Eligibility: Employees, retirees, and dependents 18+ enrolled in a Blue Cross Blue Shield of Massachusetts medical plan through City of Boston are eligible.

