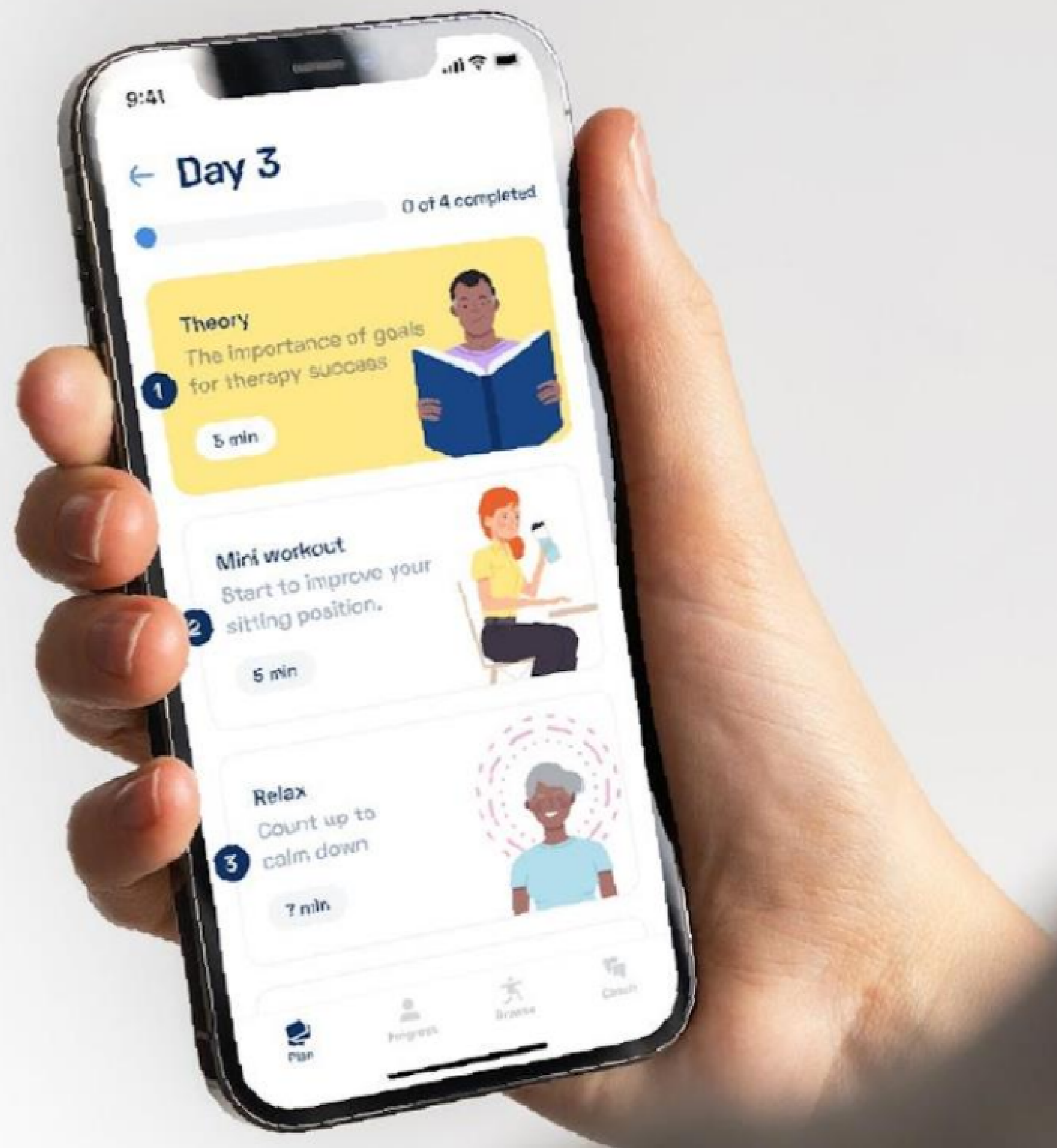




“Try to bring your chin closer to your chest.”



health



9:41


← Day 3

0 of 4 completed


1 Theory
The importance of goals for therapy success
5 min



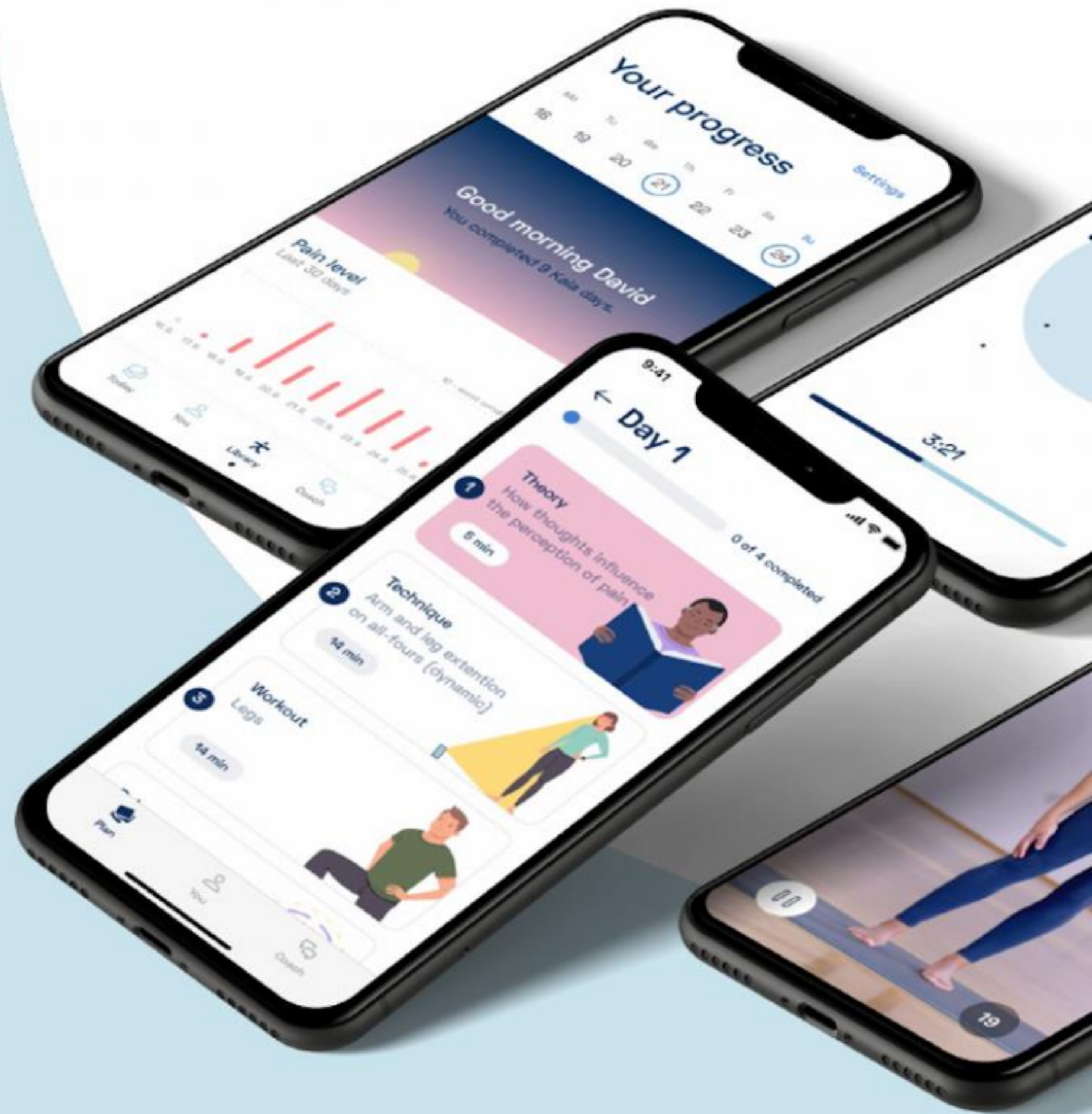
2 Mini workout
Start to improve your sitting position.
5 min



3 Relax
Count up to calm down
7 min



**Kaia's mission
is to become the biggest
platform for chronic
disease management**



“



I've tried everything – massages, vibration tools, yoga, you name it. Nothing helped. [...] I know it's hard to believe, but it's an incredible app and it really changed my life.

I can actually walk and golf again.



Mark

Kaia user since 2019

100 Kaianeers

3 digital therapies

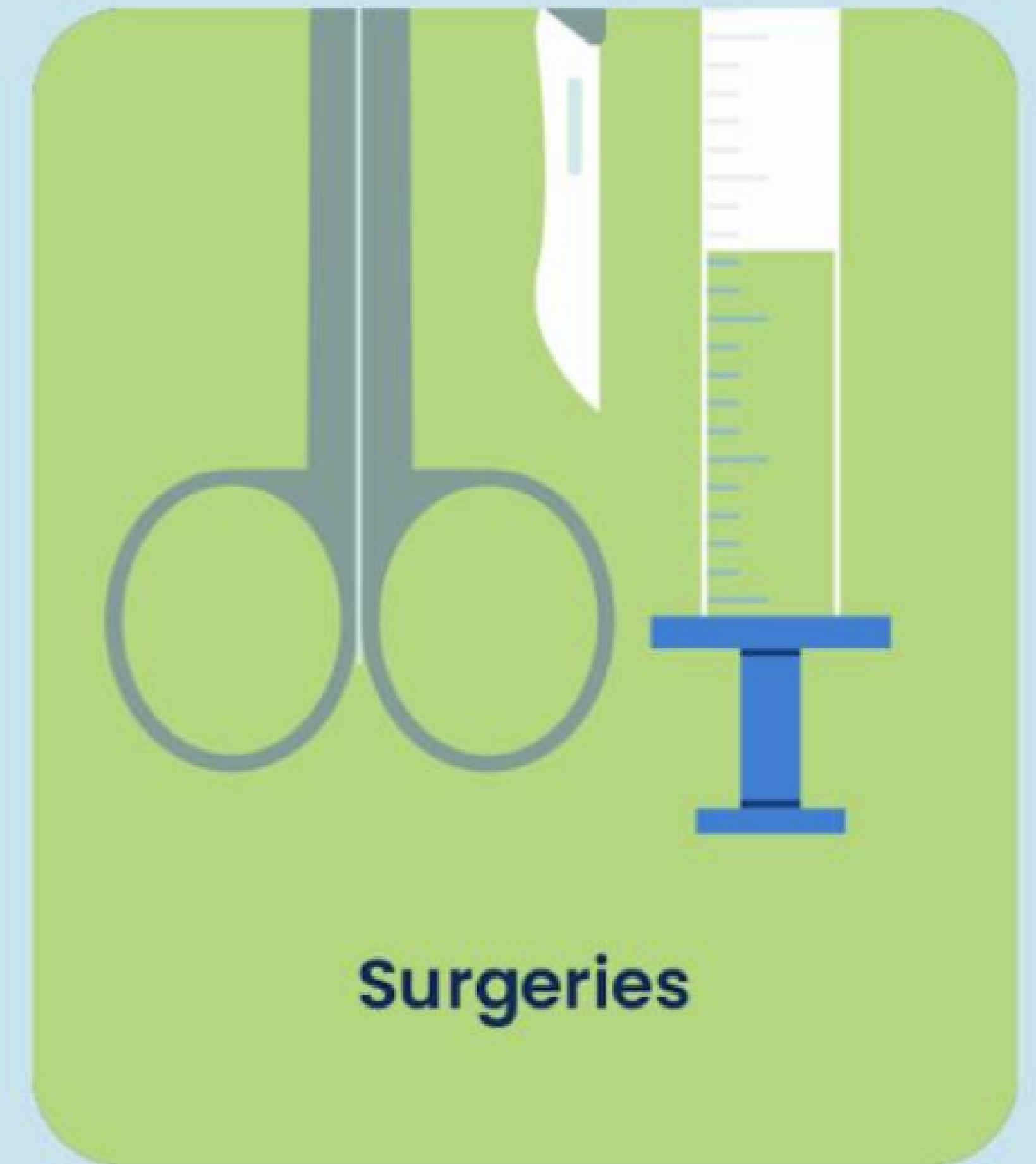
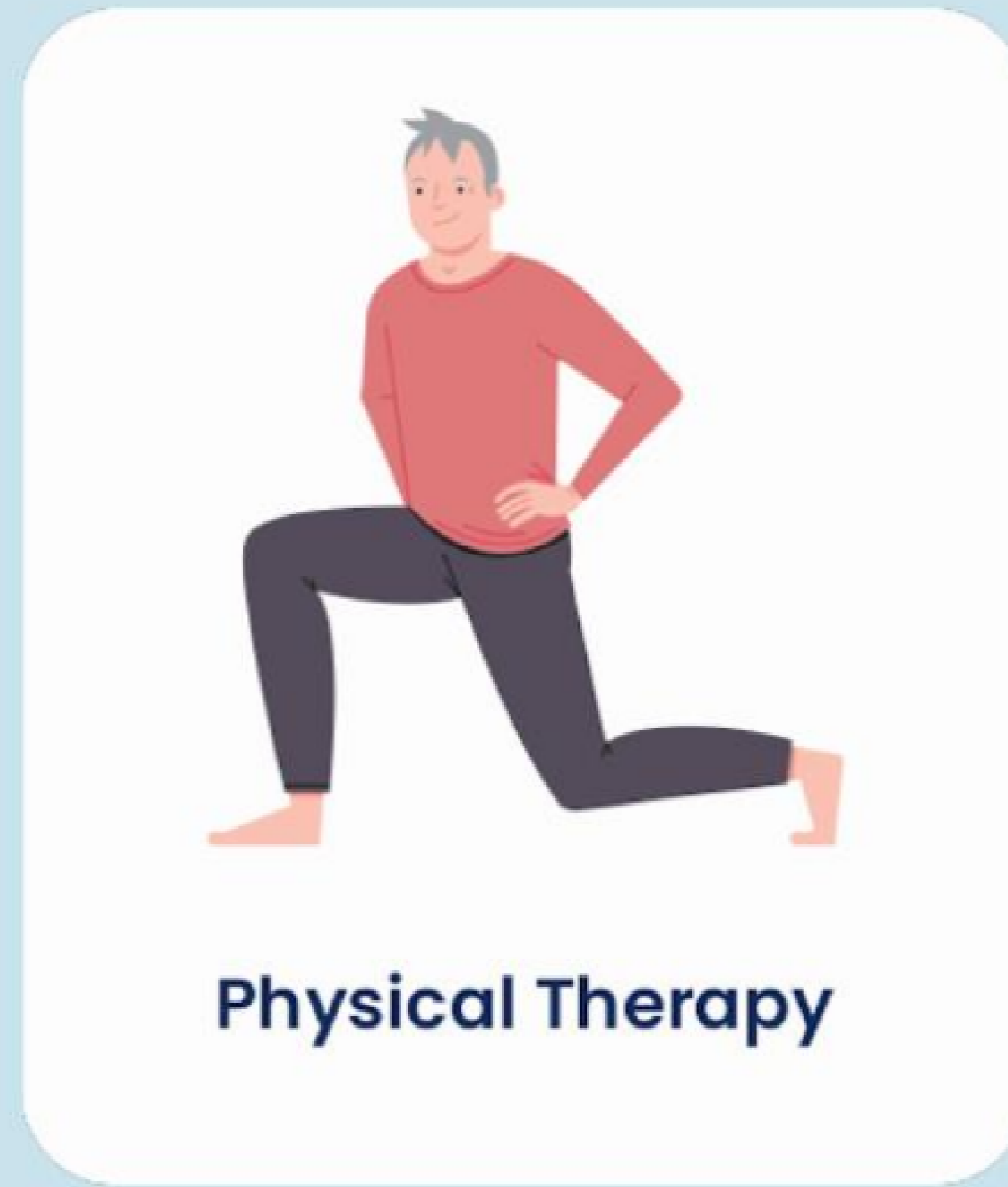
50 B2B customers

\$50m raised



The Problem

Chronic pain is often in-effectively treated with acute pain treatments, such as...



This contributes to a high MSK spend for payors

Huge direct medical spend, PMPY

\$300-500 By major diagnostic area or up to 16% of total medical spend

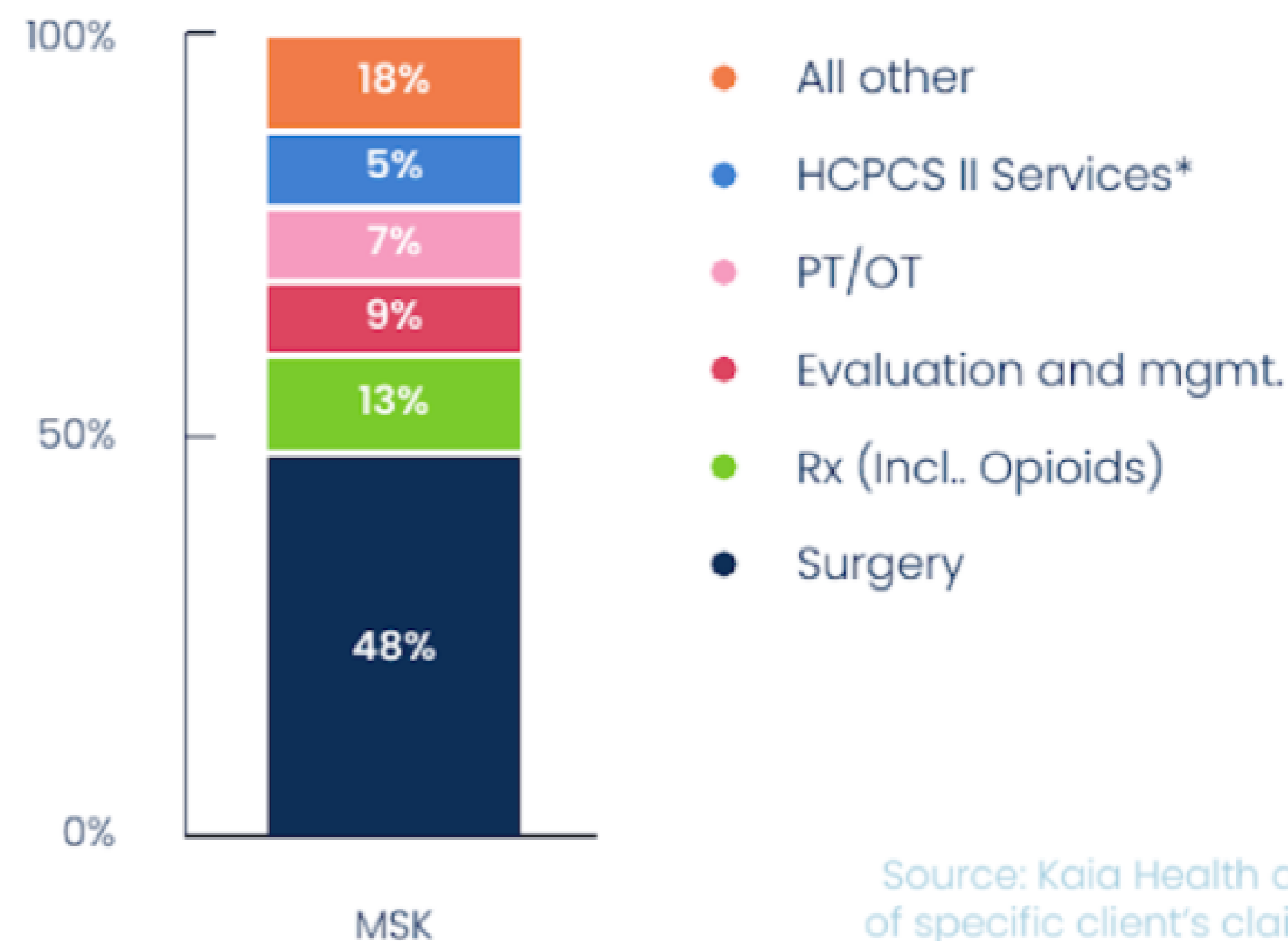
Huge indirect costs for the payor

11.4 Average number of workdays lost per person per year

Largest driver of long and short term disability claims

Disability claims

Spending by category

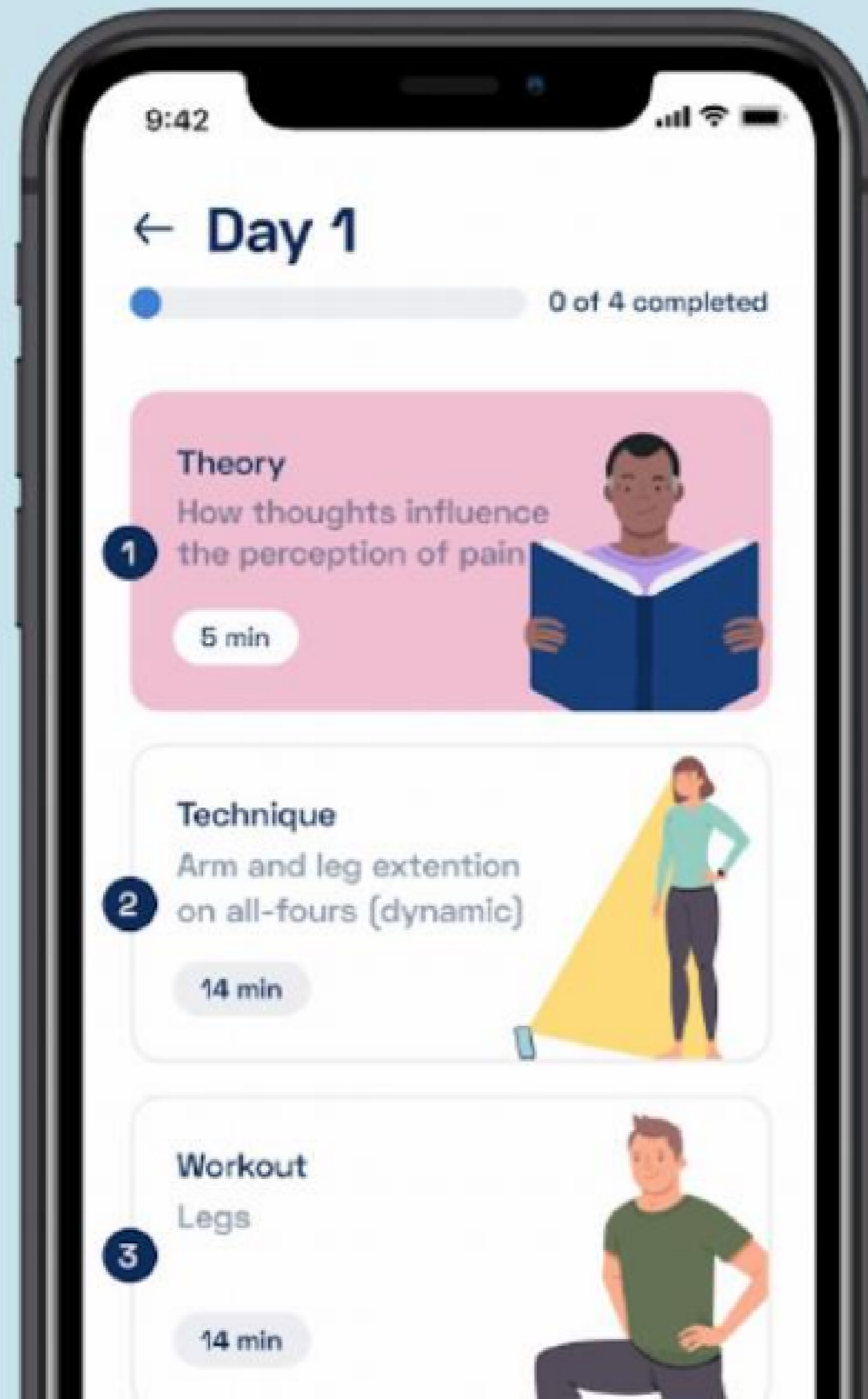


Source: Kaia Health analysis of specific client's claim data

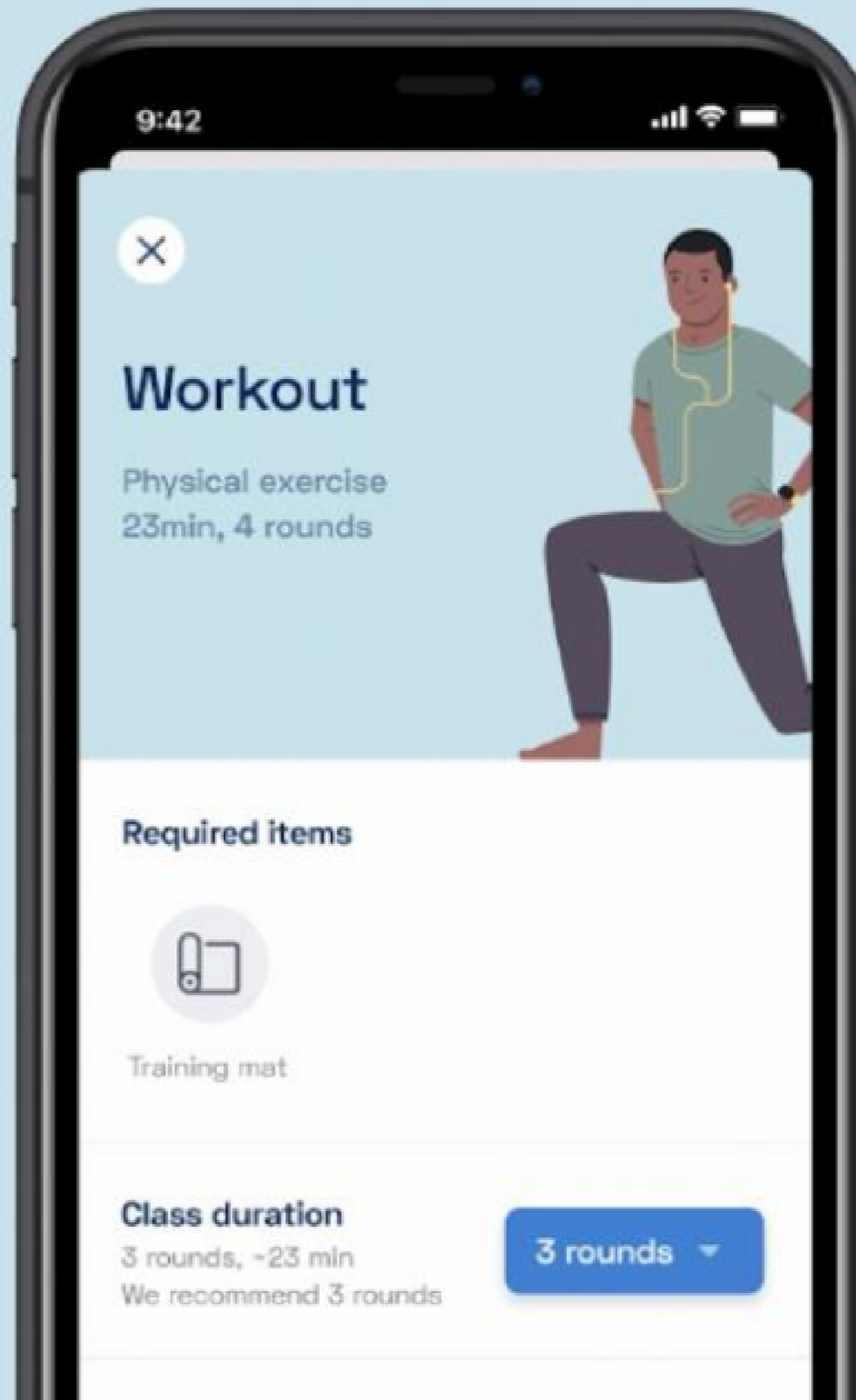
Our Solution



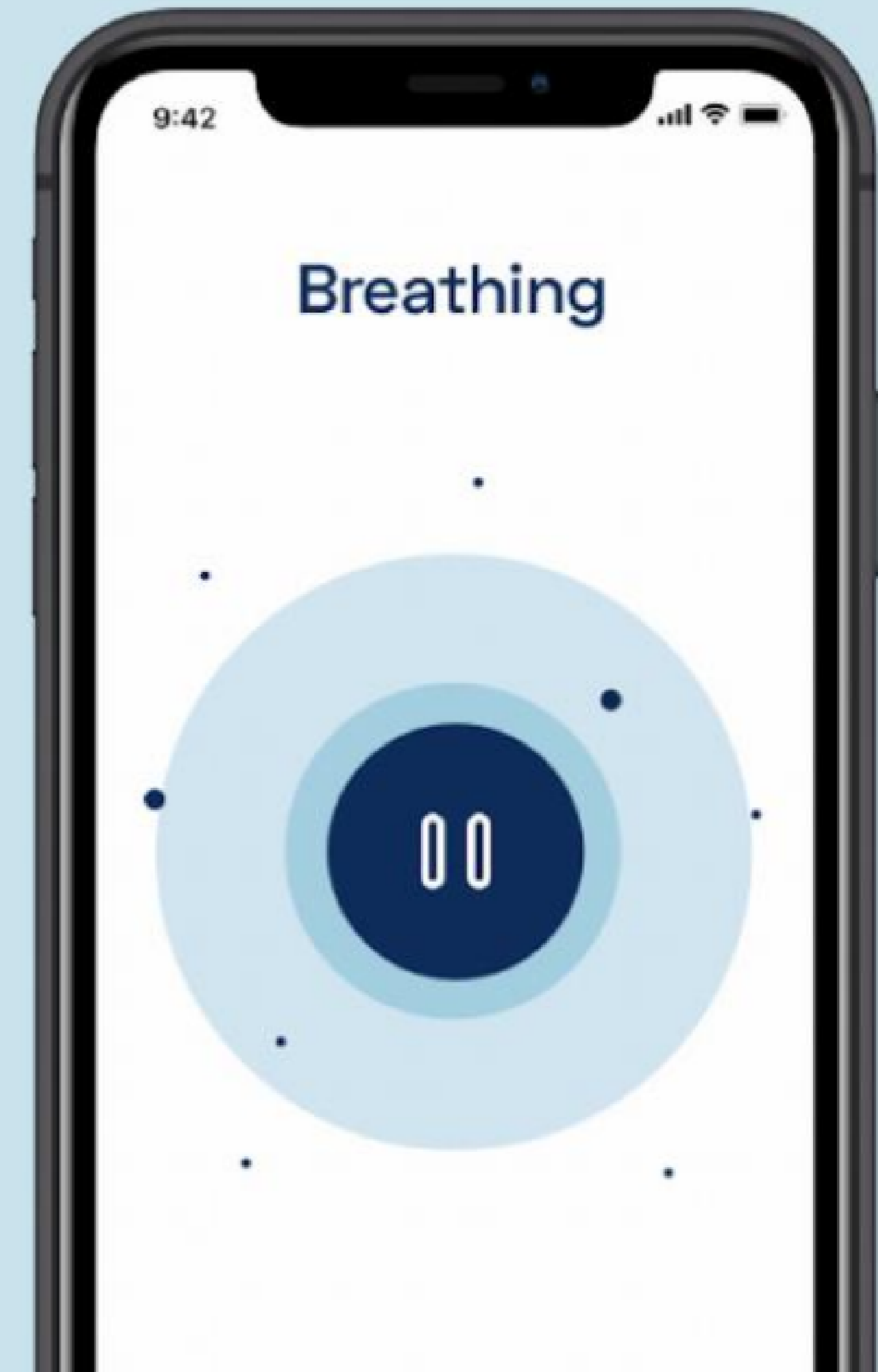
Comprehensive back pain education



Customized daily training sessions



Mindfulness and stress relief



Access to our certified health coaches



Maintain Adherence

- Establish goals & accountability to foster long-term habits in the Kaia app through these themes:
 - Self-discovery
 - Releasing Limiting Beliefs
 - Identifying Triggers
 - Overcoming Obstacles
 - Buildable Habits
 - Reflection
- Provide ongoing technical and emotional support, and assistance with in-app features

Accreditation

- National Board for Health and Wellness Coaching approved certification
- Coaching Certified (by a NBC-HWC accredited program)

Requirements

Registered nurse, and/or:

- 4-year degree in a health-related field
- 2 years of coaching experience
- Certified Health and Wellness Coach trained in Intrinsic Methodology

Handoffs and transfers

Coaches enable users to get connected to other care resources they might need

Training & Onboarding

- Intensive 30-day onboarding
- Monthly coaching evaluations
- Monthly skills training
- Ongoing coach mentorship

Introducing in 2021

Kaia is the front door for all pain cases

All MSK Patients

Preventative, acute, and chronic care for total spine, knee, hip, shoulder, hand/wrist pain



Kaia MSK Therapy

- Health Coaches
- Motion Coach
- Escalation Algorithm



Kaia Care Compass

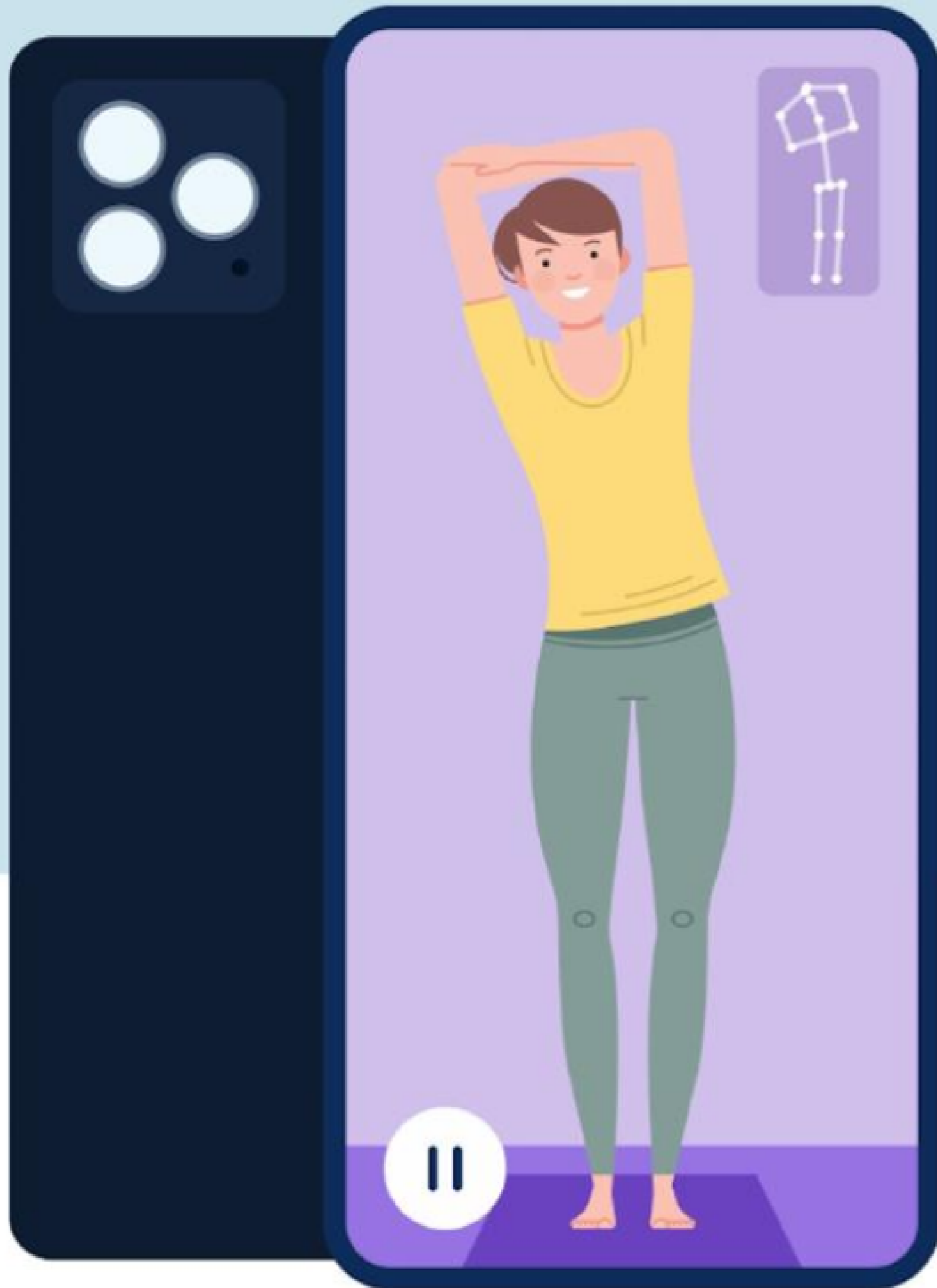
Expert Medical Opinion & Triage Algorithm



Premium Partners

- Specialty Care
- Digital Programs
- Telemedicine
- Care Management

Motion tracking deep dive



**Global market leader in motion tracking using the smartphone camera
- no hardware necessary.**

With four patents pending...

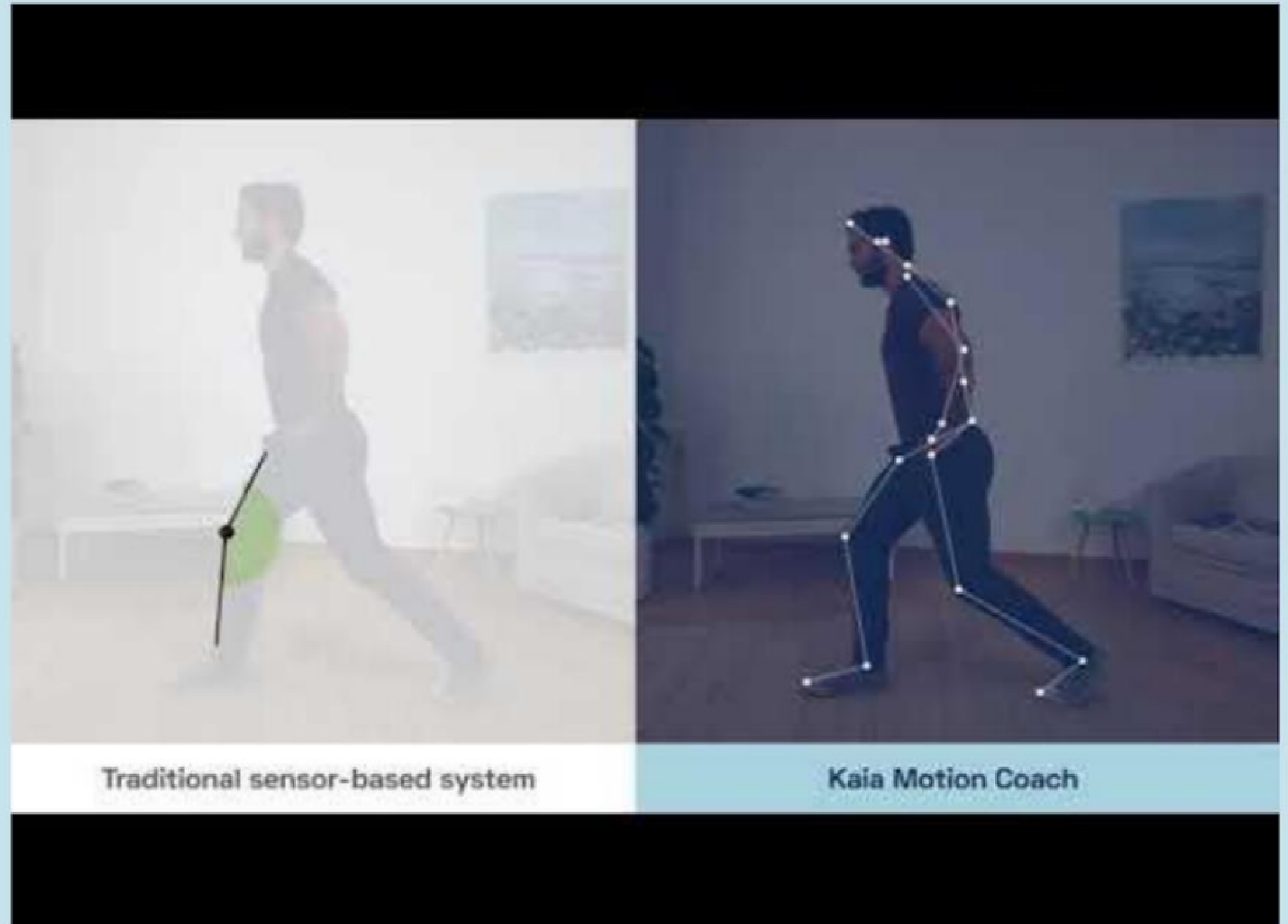
Kaia's Motion Coach™ supports participants with exercises, with no hardware or real-time person interaction required

Objectives

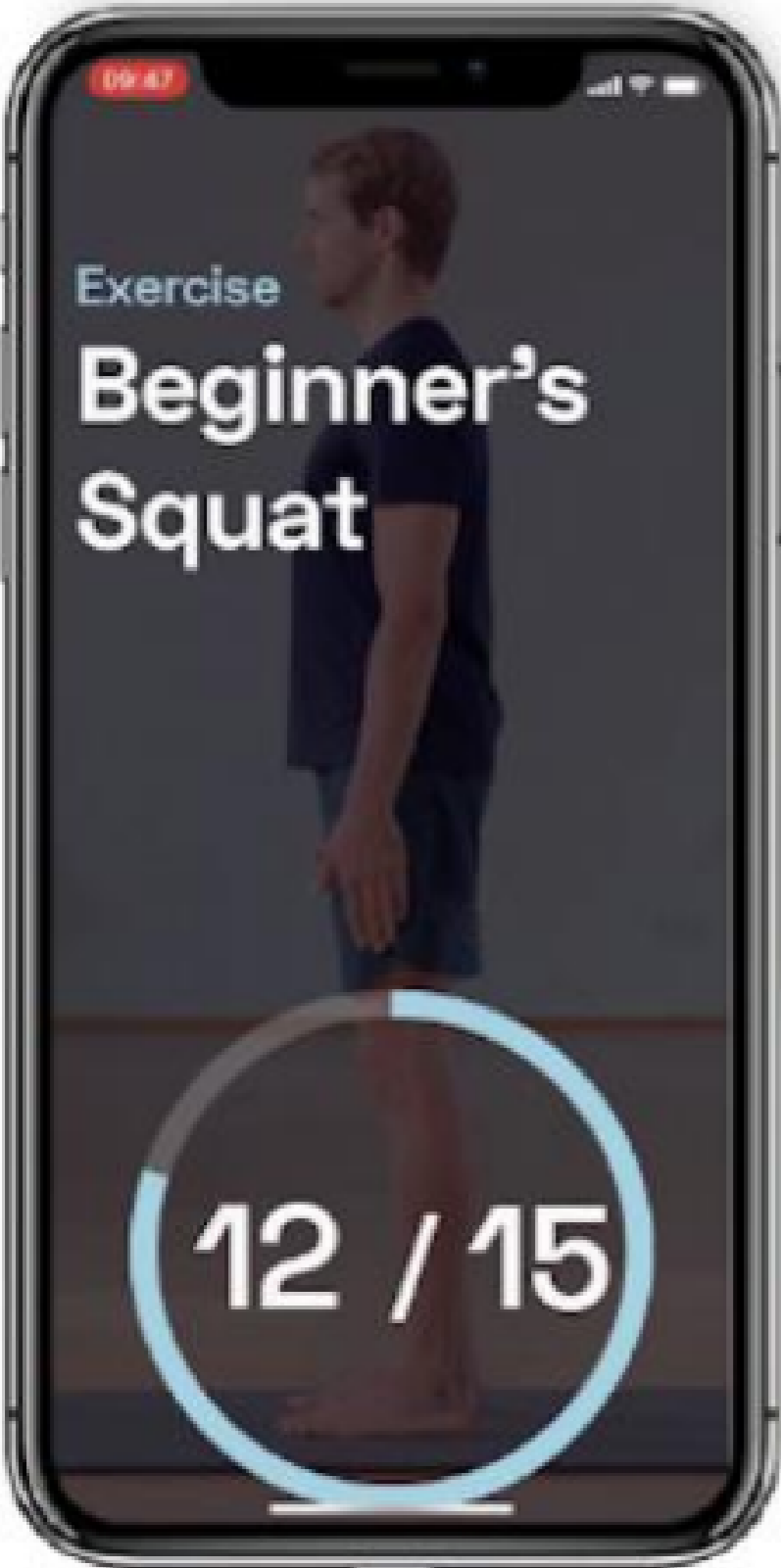
- Ensures that the user is doing the exercises safely and correctly
- Increases adherence by improving the user experience when doing exercises



Motion Coach™'s lack of sensors poses multiple advantages



Motion Coach enhances the patient journey by guiding the user through interactive experiences



Learning Mode
Teach new exercises



Assessment Mode
Measure fitness level



Training Mode
Count repetitions
and hold times



Game Mode
Interactive warmups

The Kaia approach

	Kaia	Competitors	Why
Program Delivery	“Use on your own device” model	Additional hardware required	Scalable “out of the box” delivery with easy patient adoption
Pricing	Monthly active user charge only	Flat up-front fees + telehealth fees	Lower price point and only pay for value provided
Integration	Kaia implements into existing network with Health coaches navigating care experience	Fragmented care delivery managed by their own remote PTs (not vetted by BCBS)	Network non-redundancy with no financial conflict of interest = lowering overall cost of care

Clinical Evidence

Kaia has published 6 clinical studies

“

App-based multidisciplinary back pain treatment versus combined physiotherapy plus online education: a randomized controlled trial

npj | Digital Medicine

“

Implementing Systematically Collected User Feedback to Increase User Retention in a Mobile App for Self-Management of Low Back Pain: Retrospective Cohort Study

JMIR Publications
Advancing Digital Health Research

“

Less Pain, Better Sleep? The Effect of a Multidisciplinary Back Pain App on Sleep Quality in Individuals Suffering from Back Pain – a Secondary Analysis of App User Data

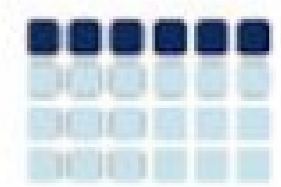
DovePress

“

Treatment of Low Back Pain with a Digital Multidisciplinary Pain Treatment App: Short-Term Results

JMIR Publications
Advancing Digital Health Research

Clinical outcomes



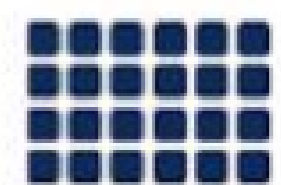
After 6 Weeks

Both Kaia App and control group of physical therapy & education see decrease in pain (no significant difference between both).



After 12 Weeks

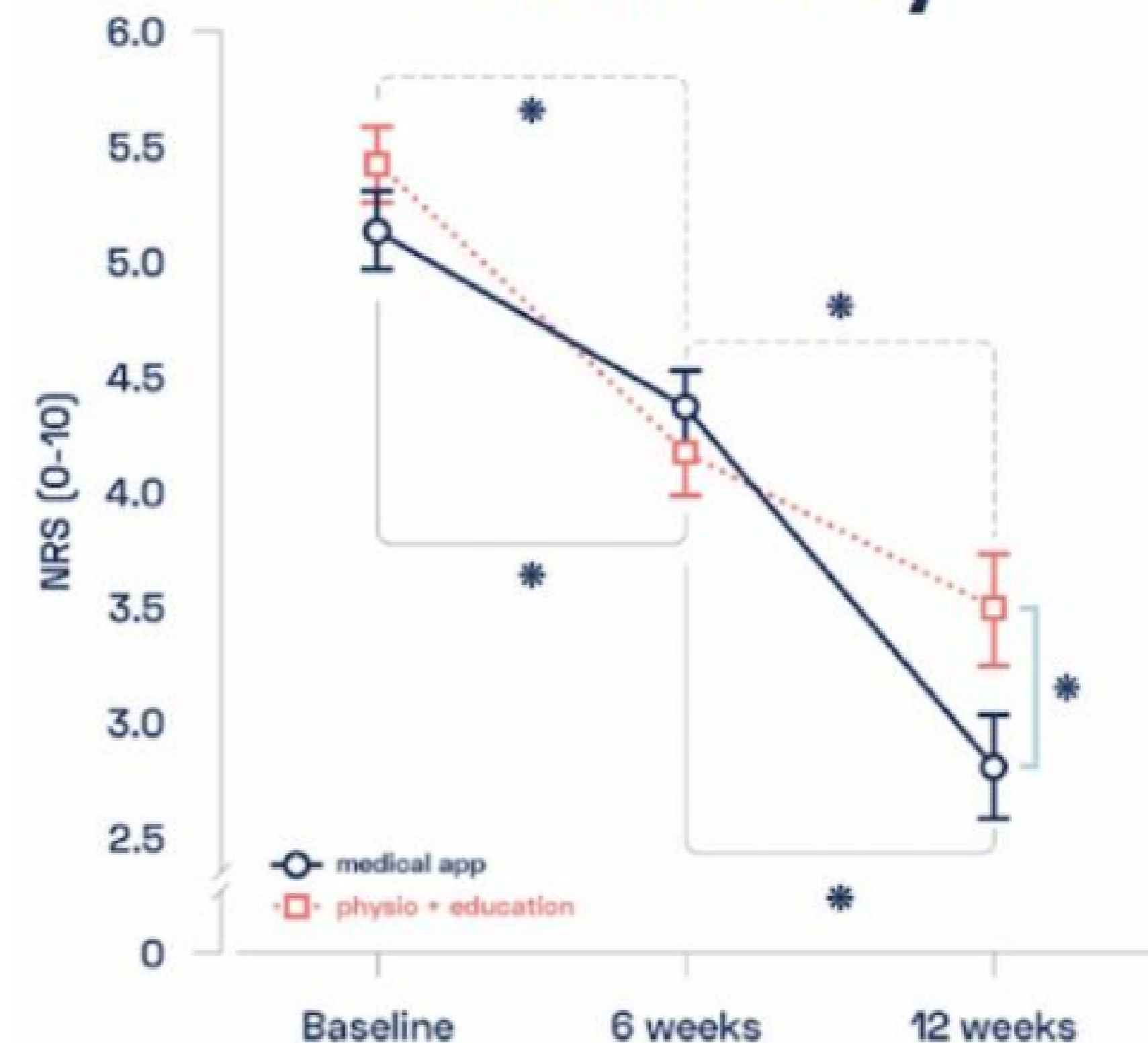
Kaia users report less pain compared to the control group: 2.7 vs 3.4 on a numeric scale ranging from 0 to 10 (clinically relevant difference).



After 12 Weeks

Kaia users continue to see their condition improve as pain level further decreases to 2.5, demonstrating that users continue to see the benefits as they use the therapy over a longer time period.

Pain intensity

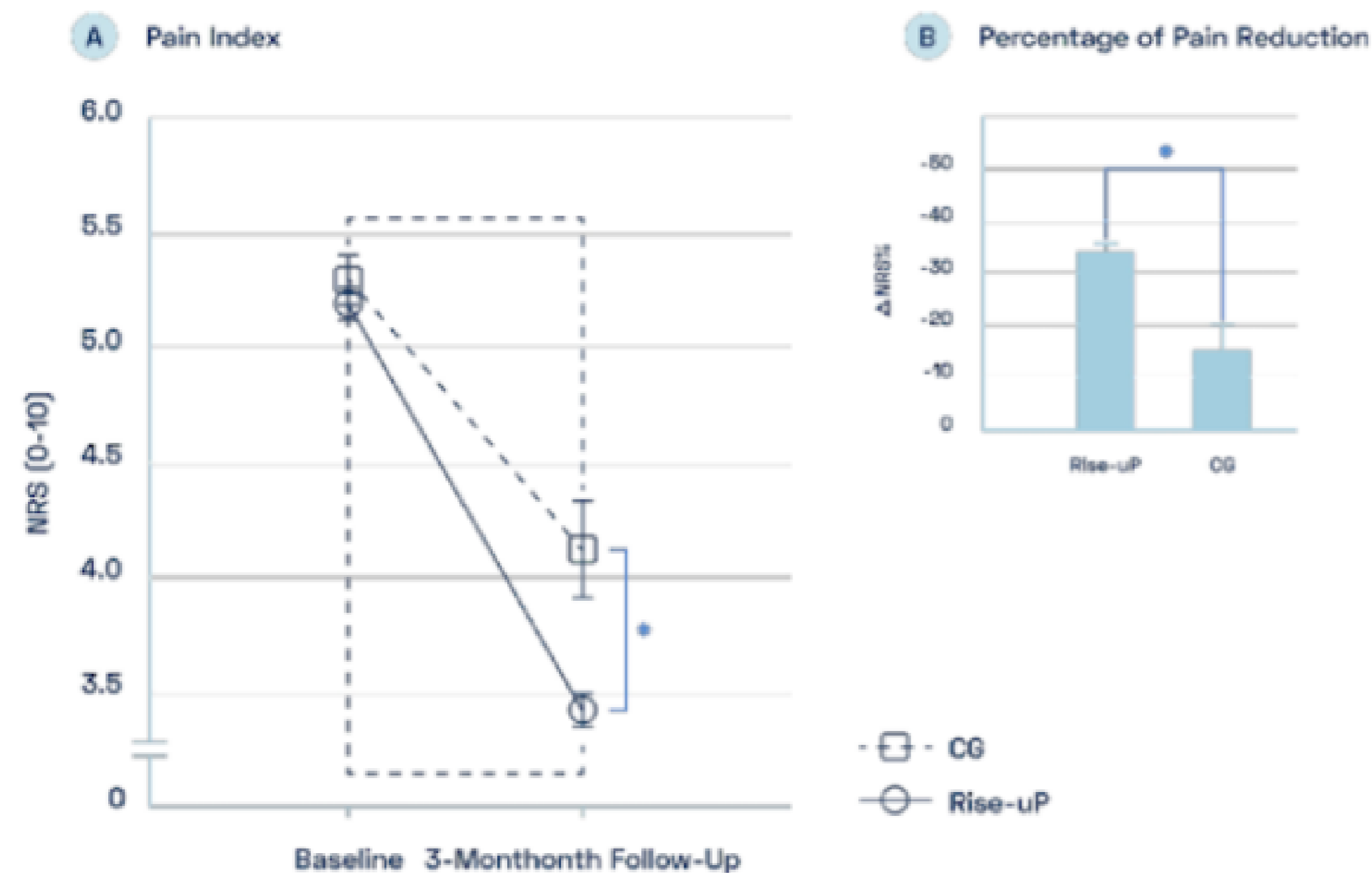


Published in Nature Digital Medicine, accessible here: <https://www.nature.com/articles/s41746-019-0109-x.pdf>

Kaia shows twice the pain reduction compared to standard-of-care treatments in biggest randomized controlled trial

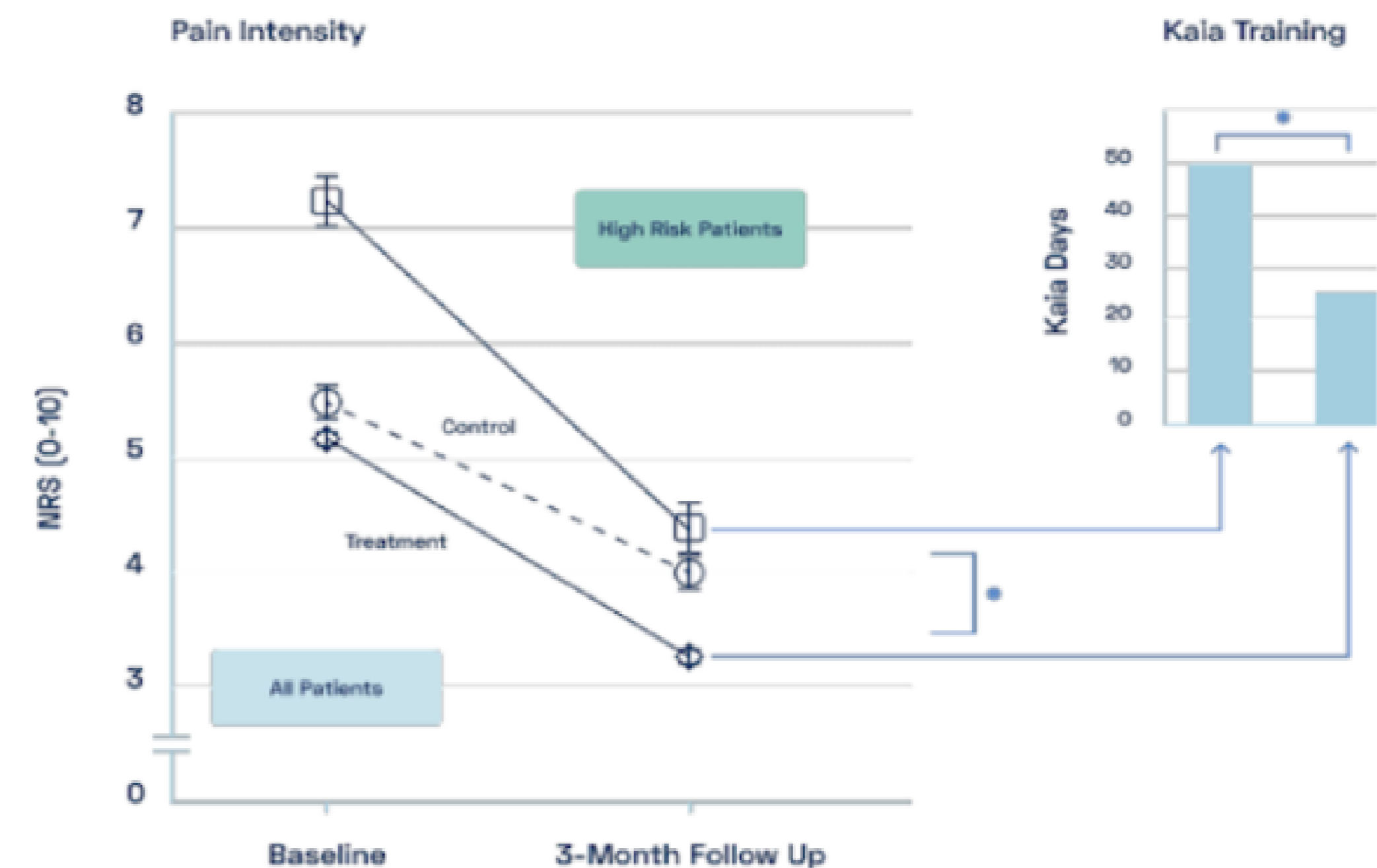
Published in:
Journal of Pain Research
[Accessible here](#)

-33% pain change



Kaia users experienced a **significant pain decrease** at **3-month follow-up** compared to traditional PT.

-43% Pain change in high-risk patients

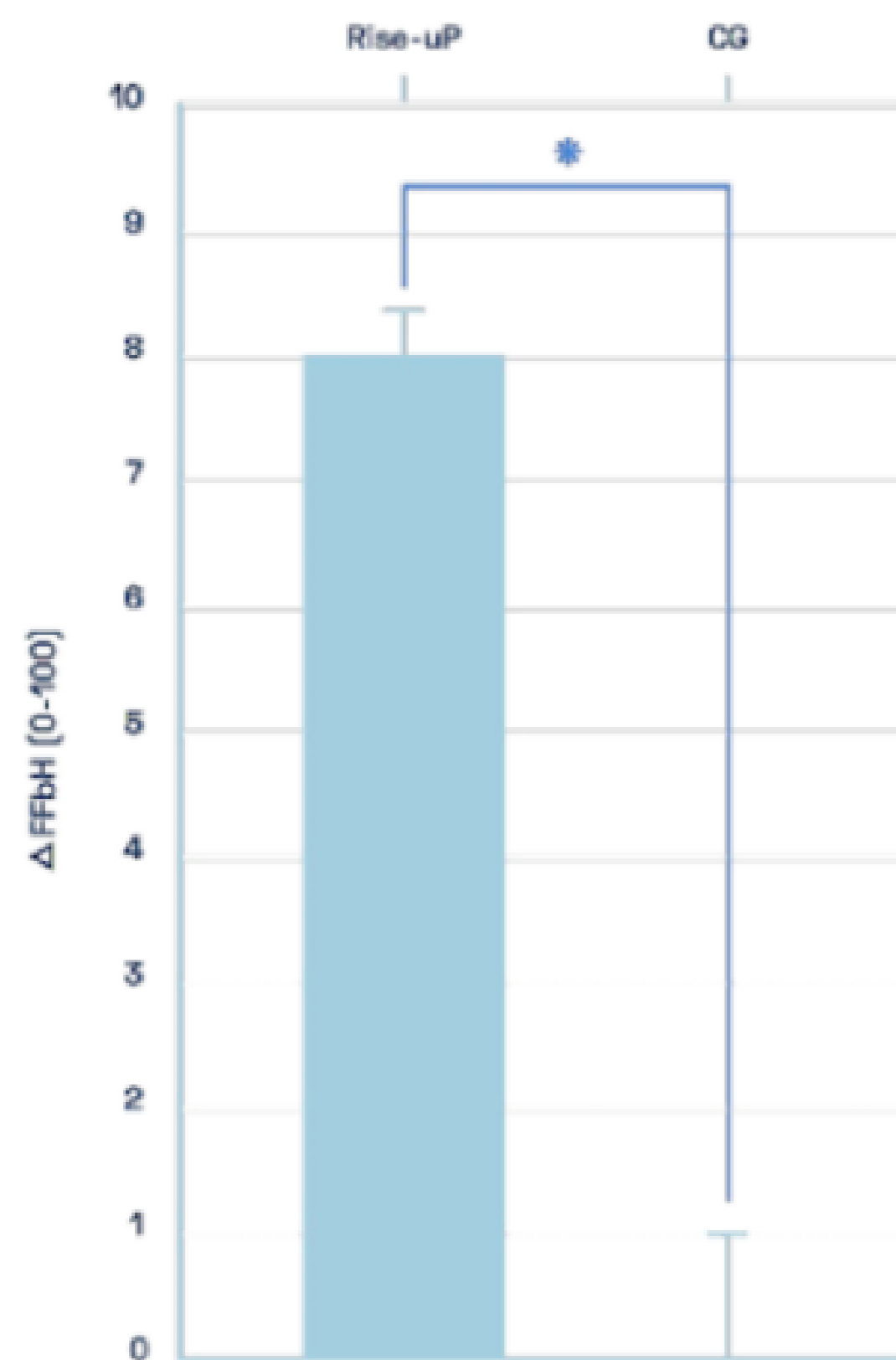


Outcomes were even **greater among high-risk patients** (using the Kaia app)

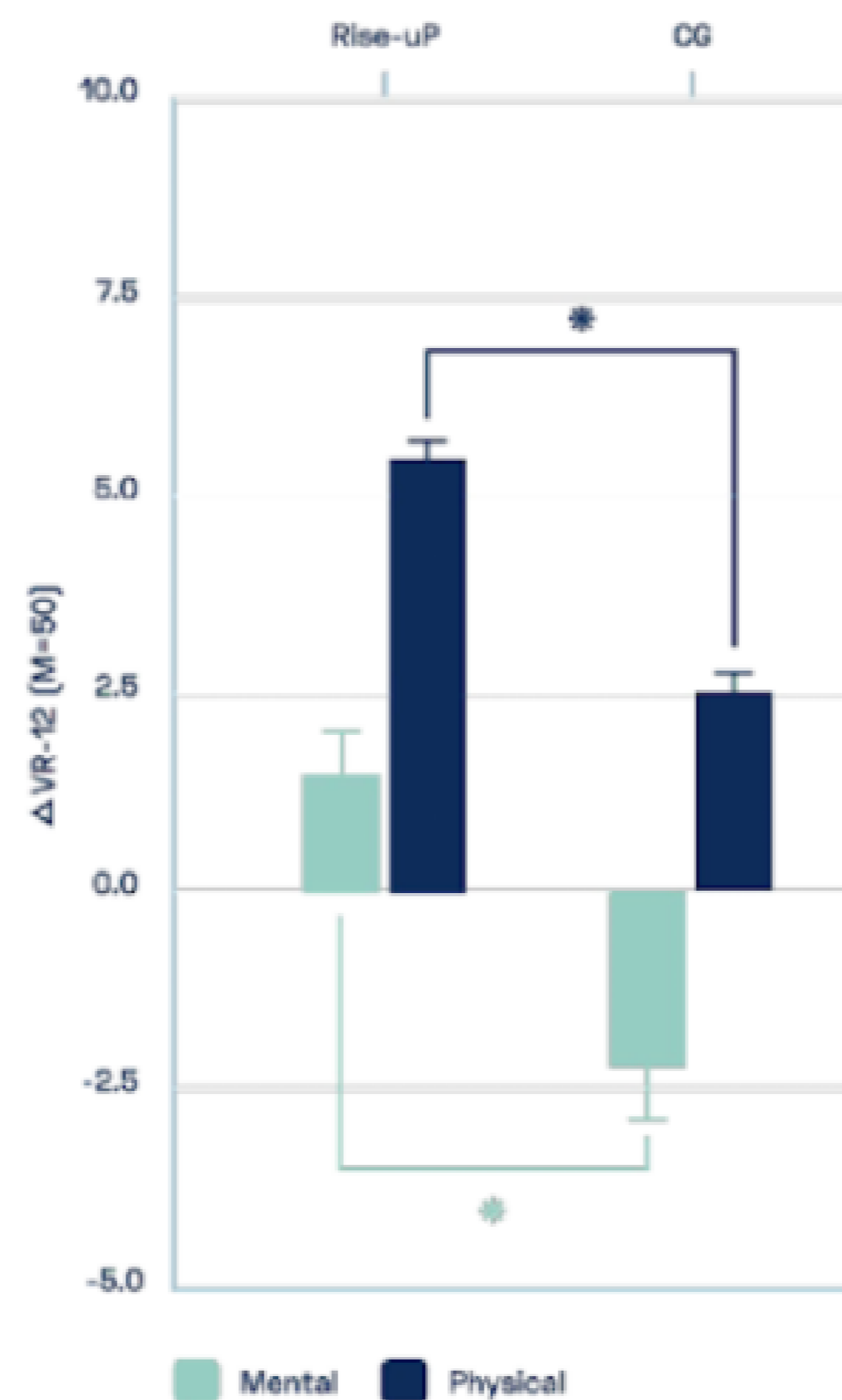
All secondary outcomes are significantly better for Kaia than for standard-of-care treatments

Secondary outcomes are functional ability, well-being and anxiety, depression, stress

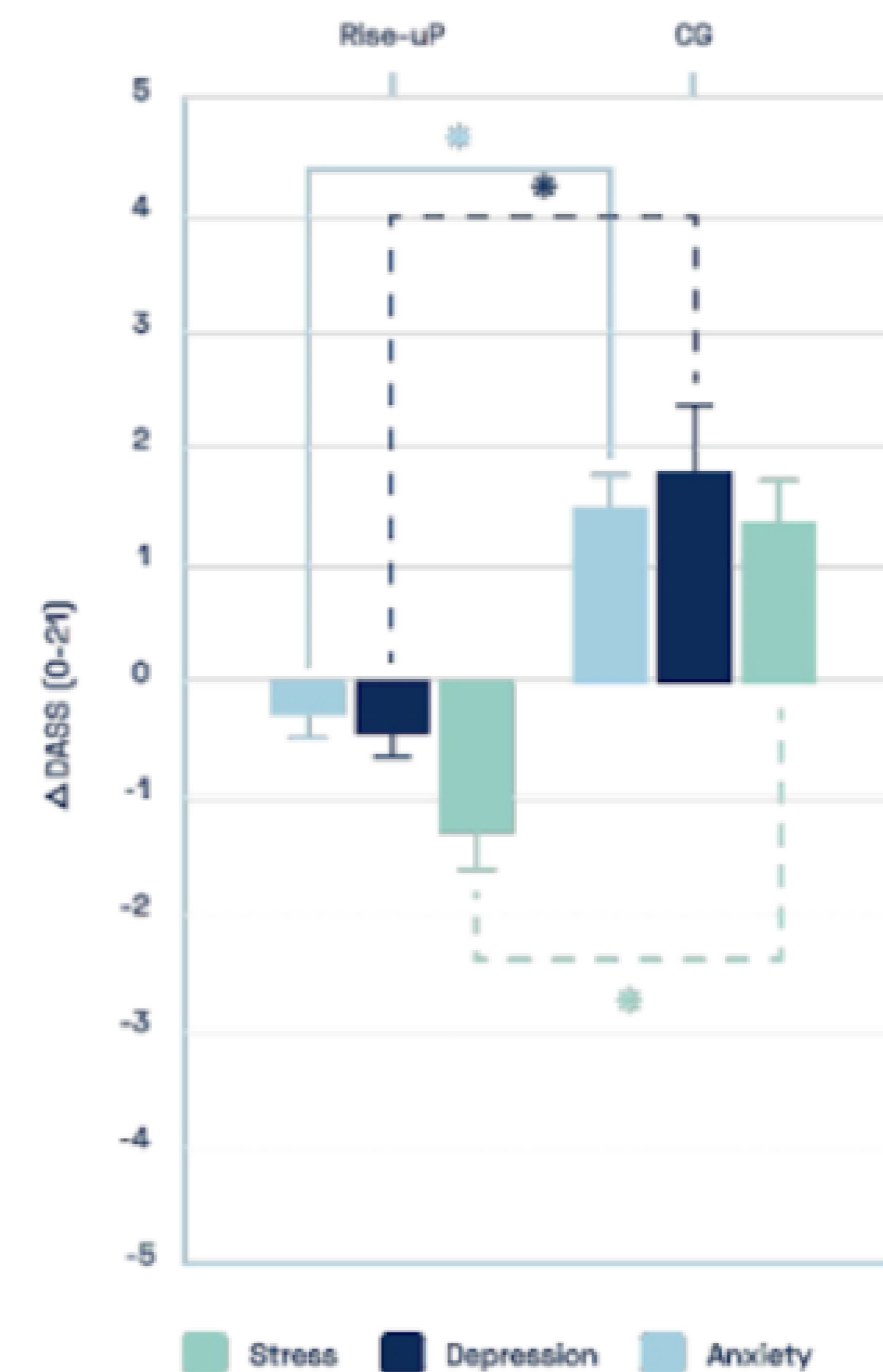
Functional Ability



Well-being



Anxiety, Depression, Stress



Customer Success

What Customer Success is all about

Driving customer value
(value for our customers)



We believe Kaia customer value comes first from the value our patients/users get from the Kaia app, plus coaching.

Our core principle is:



A

Engagement

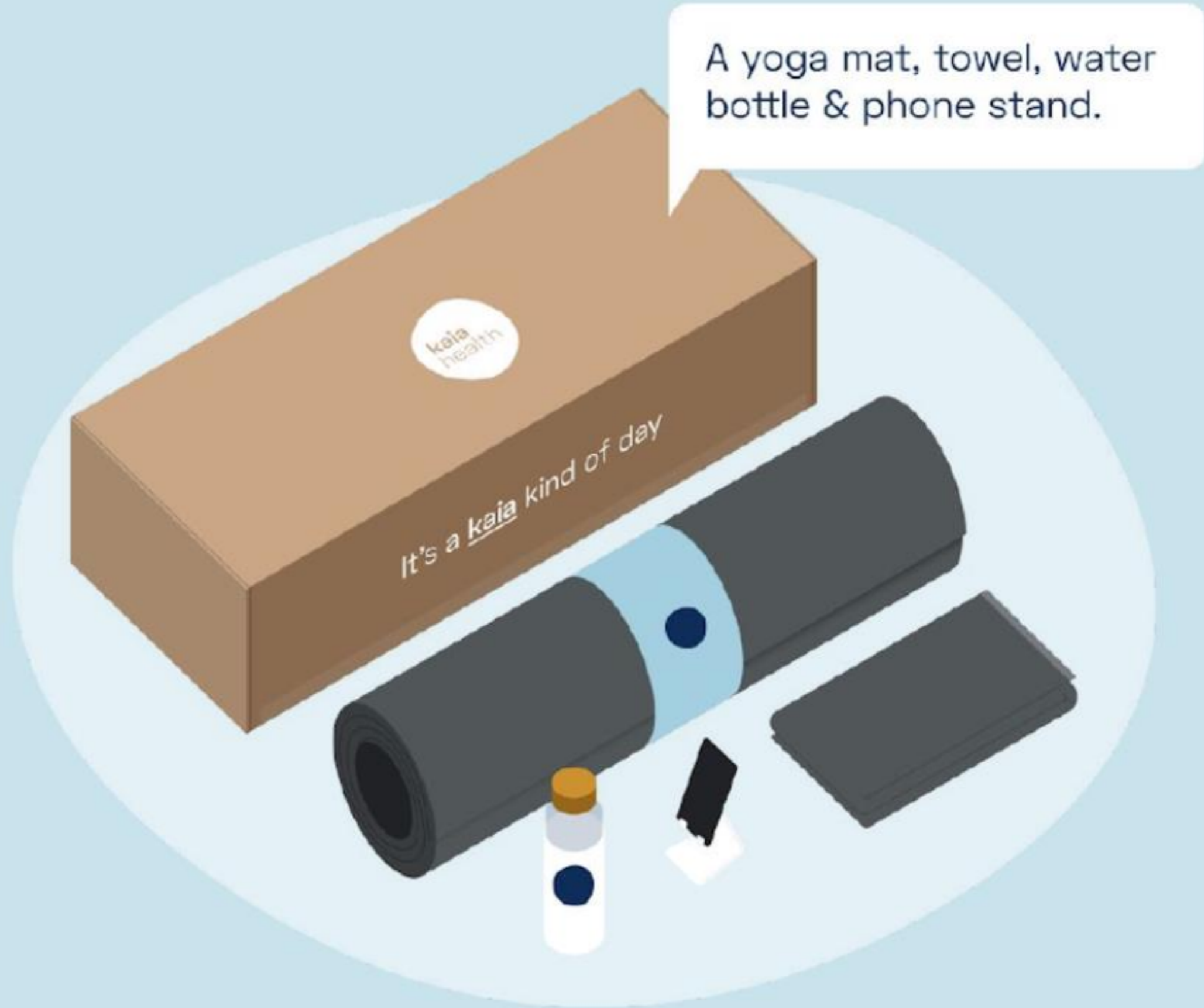
Kaia customizes multi-channel marketing campaigns to the employer's needs

- Ongoing marketing support
- First campaign duration: 12 months
- Campaign evaluation and adaptation based on performance for different channels



A Engagement

Kaia Workout Kit



Activation and utilization

Account creation

% of eligible population that creates an account. Varies depending on MSK prevalence and communication plan.

7%

Acceptance

% of users accepted into the program. Users can get screened out based on medical conditions that are reviewed in self-assessment and onboarding call.

90%

Utilization per week

Average # of times a user is active per week.

3.2x

Utilization over time

% retention since starting the program. As the member's condition improves, the need to use Kaia regularly diminishes; retention is not a goal by itself and we are not charging employers for users who are not active.

80% therapy success

B User Satisfaction

93% user satisfaction



Robert - 62

"Have had off and on back problems for 30 years. A few months ago I went through PT. The drive was 30 min and the session was 45 min. I learned the exercises and had to remember them at home.

The exercises helped a lot. Recently I hurt my back doing deadlifts (never again). Versus going back to physical therapy I tried Kaia. I felt relief the very first time. By the third day I am walking very near normal. A normal walk looks youthful. When my back is out my walk looks like an old man. My wife does not like it when I walk like an old man. **Kaia is like having a physical therapist 24 hours a day.**"



Gary - 56

Because of Kaia and the entire program I am able to hike in the beautiful Sierra Mountains which I am not able to do when my back is in spasm.



Angela - 43

I have had a bad back for over 10 years. I have used inversion tables, physical therapy, cortisone shots, massage, and every gadget I could. **Nothing has helped as much as Kaia.**

Employee Results

-54%

Pain hampers productivity

User-reported decrease in pain interfering with work productivity

-62%

Service likelihood

User-reported likelihood to seek physical therapy in the next year due to pain

+13%

Mental improvement

Increase in mental wellbeing, user reported

93%

High satisfaction

CSAT



ROI

Year 1

Investment	-\$1,634,574
Savings	\$3,621,837

Drivers of

Decrease average cl
Lower utilization of high
treatments

Surgery

RX / Injections



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