

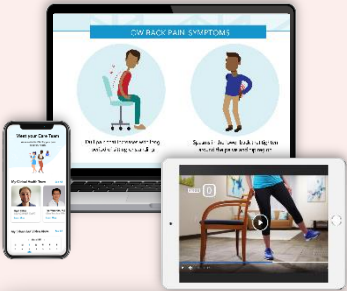


**Where improved
health meets
simplicity**



Anytime, Anywhere Musculoskeletal Care

Nationwide telemedicine and in-person network of providers (DPTs, OTs, SLP, Chiropractic, Acupuncture, Behavioral Health).



Accessible 24/7

From any
personal device

24/7 MSK Helpline

Immediate, expert
care from licensed
clinicians



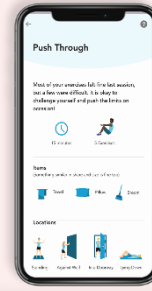
Computer-Vision Motion Assessments

Thorough virtual
movement
assessment available
24/7. Results
delivered to each
member and
their care team



Comprehensive care team

Includes 1:1 video
visits from a
multidisciplinary
care team (DPTs, BH
Clinicians, Coaches)



Personalized care plans

For member's specific
condition and needs



Progress Yourself AI

Delivers hyper
personalized
exercises that vary in
intensity based on
feedback



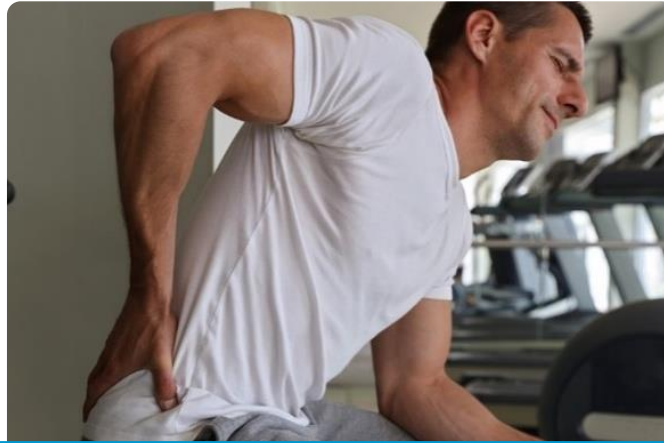
1,500+ video-guided exercises

Covering 18
different body parts

Supports the Spectrum of MSK



PREVENTION



ACUTE



SURGERY

MAINTENANCE

1 

Prevention Programs

2 

Condition-specific Programs

3 

Pain Management Program

4 

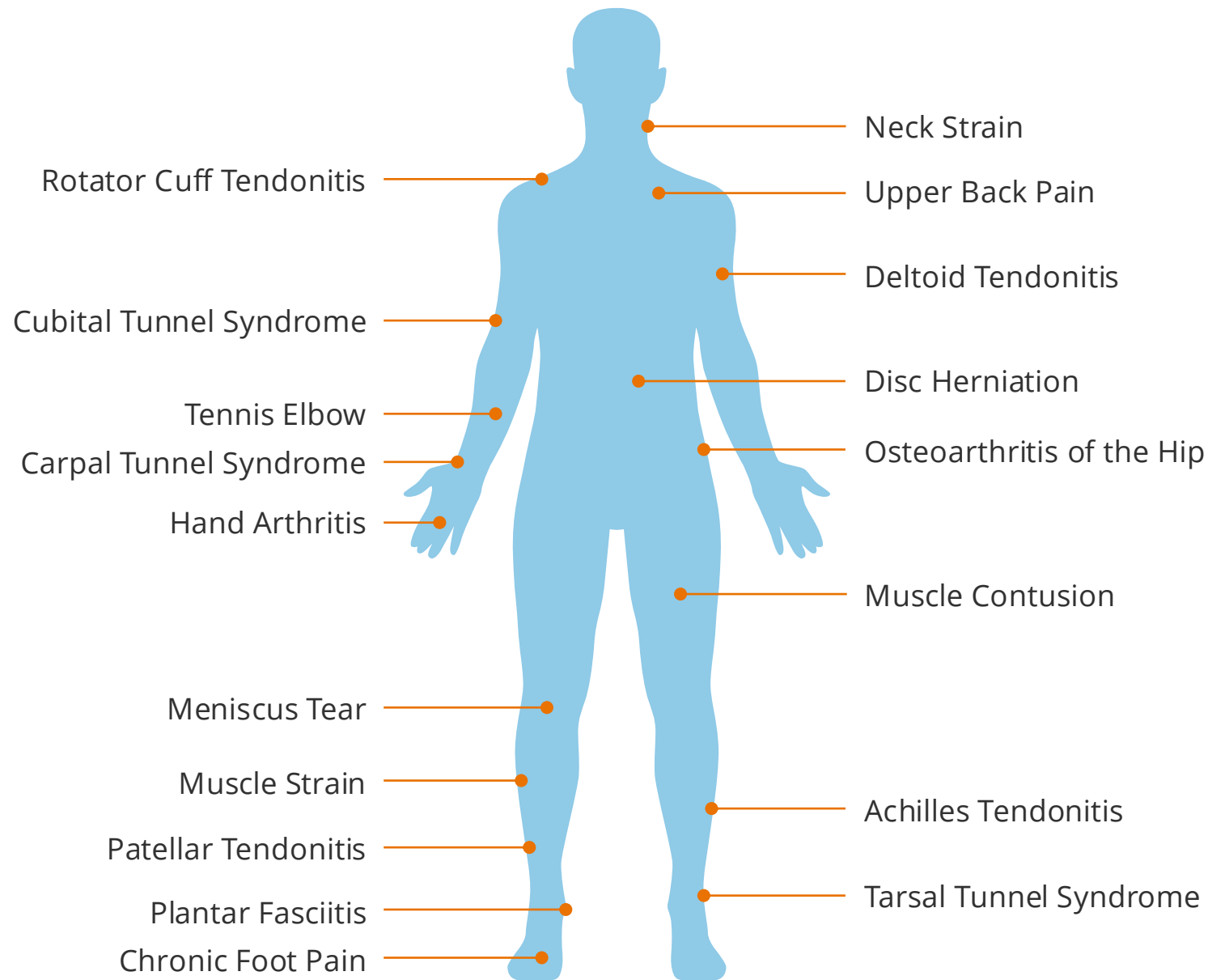
Prehab and Rehab Program

5 

Lifestyle and Maintenance Program

Address Multiple Conditions

- Any back or joint pain
- MSK symptomatic of other chronic conditions
- Multifocal and persistent pain that will not be resolved in just 12 weeks' time



A Care Team Built Around Every Member

Layered clinical oversight, from strategic leadership to day-to-day member support — organized so the right expert is always one step away.



All roles report to the Director of Physical Therapy. Client-based assignments keep the same team connected to the same members over time.

How SimpleTherapy Removes the Access Barrier

SimpleTherapy's care journey is built around one thing: a self-guided care plan. That single philosophy is what makes every barrier below disappear.

THE SELF-GUIDED CARE PLAN



1

Immediate Access

Care starts the same day. No referral, no scheduling delay.



2

Unlimited Usage

Members return to the platform anytime support is needed, at no extra cost.



3

Convenience

Care fits into daily life. Available anywhere, on any device.



4

Clinical Access

Licensed physical therapists are connected the moment clinical support is needed.



5

Monitoring & Escalation

Remote therapeutic monitoring layered with built-in triage and a dedicated care navigator.

One continuous, self-directed path from symptom to recovery. No gatekeeping required.

The Traditional Access Bottleneck

Referral-based care adds weeks before treatment even starts — and every day of delay compounds the problem.



~28 Days¹

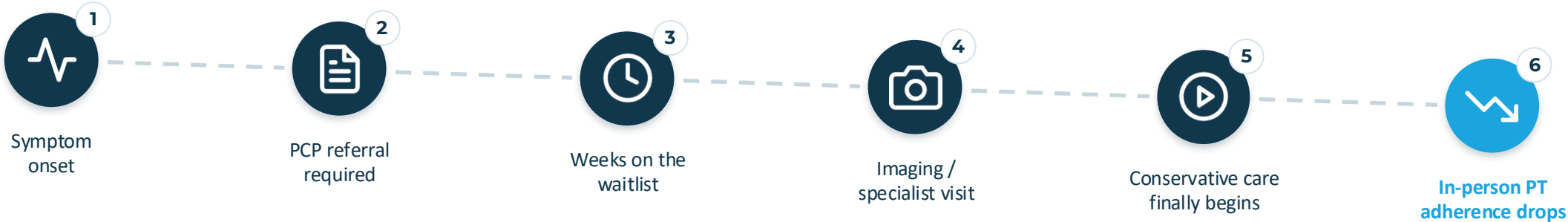
Average wait time for a new PCP appointment



1 in 3²

PCP visits are for MSK issues often resolvable with conservative, in-home PT

HOW THE TRADITIONAL PATHWAY UNFOLDS



Driven by time commitment, visit frequency, scheduling conflicts, and cost



The Cost of Delay



Longer recovery duration



Higher risk of reinjury



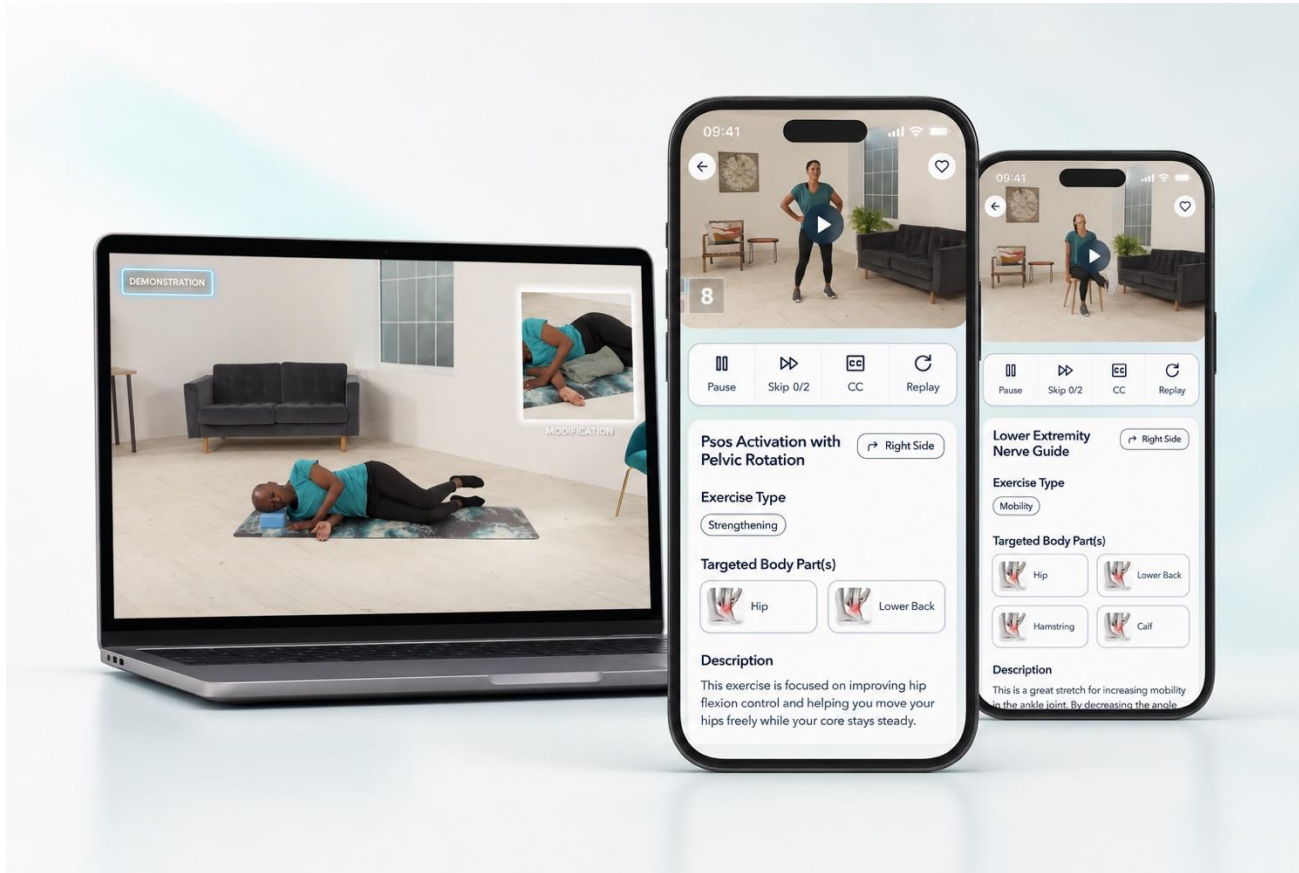
Greater case complexity



More unnecessary imaging, treatments & procedures

A Library Built to Adapt, Not Repeat

2,500+ clinical-grade exercises give every member, and our AI, room to progress safely without the experience going stale.



Every exercise pairs precise instruction with visual demonstration, including built-in modifications.

2,500+ Exercise Library

- Well-balanced across strength, mobility, endurance, and balance/stability. Never one-dimensional.
- Clinical-grade detail: precise instructions plus visual graphics reinforce verbal cues instead of just repeating them, with modifications built in.
- Inclusive demonstrators reflecting our member base, available in 17 languages.

Progress Yourself AI

- Adapts self-guided sessions in real time based on progress and feedback. Built for non-linear improvement.
- Exercise depth lets the AI safely challenge members and accelerate results, while variability keeps sessions from feeling stale.

Pain Management Programs



18 body part programs for chronic or acute pain relief

- For members with any back, neck, or joint pain
- Reduce pain and increase physical function
- Return to the things you love, pain-free!

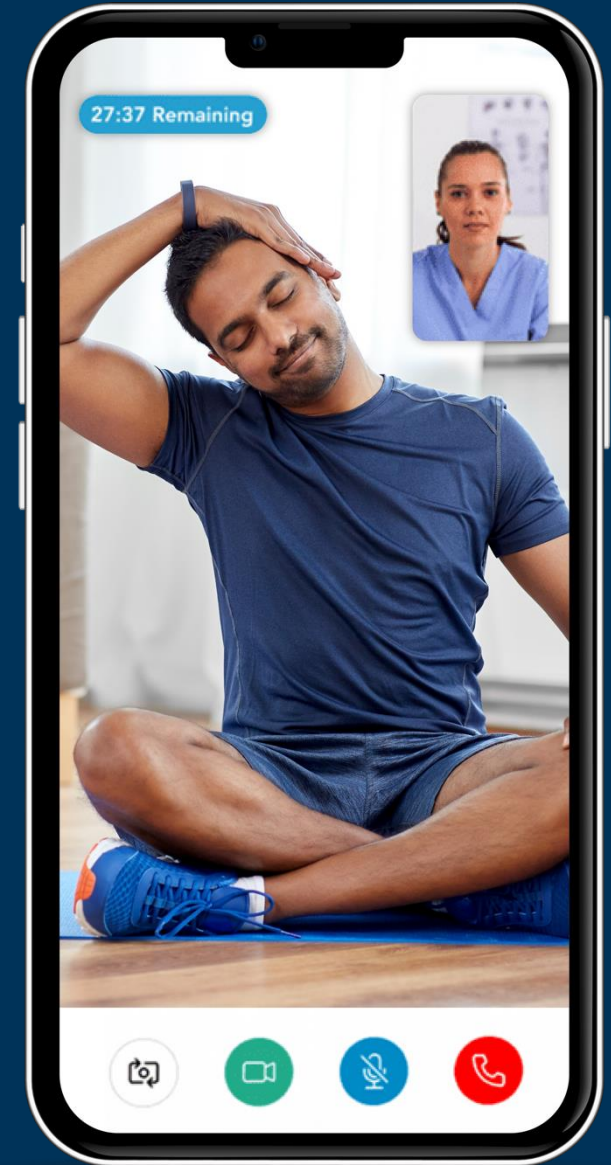


Virtual Physical Therapy



In-app sessions with a licensed physical therapist

- Designed to replicate in-person care
- Receive full assessment and optimized care plan
- Meet with your PT as much or as little as you would like

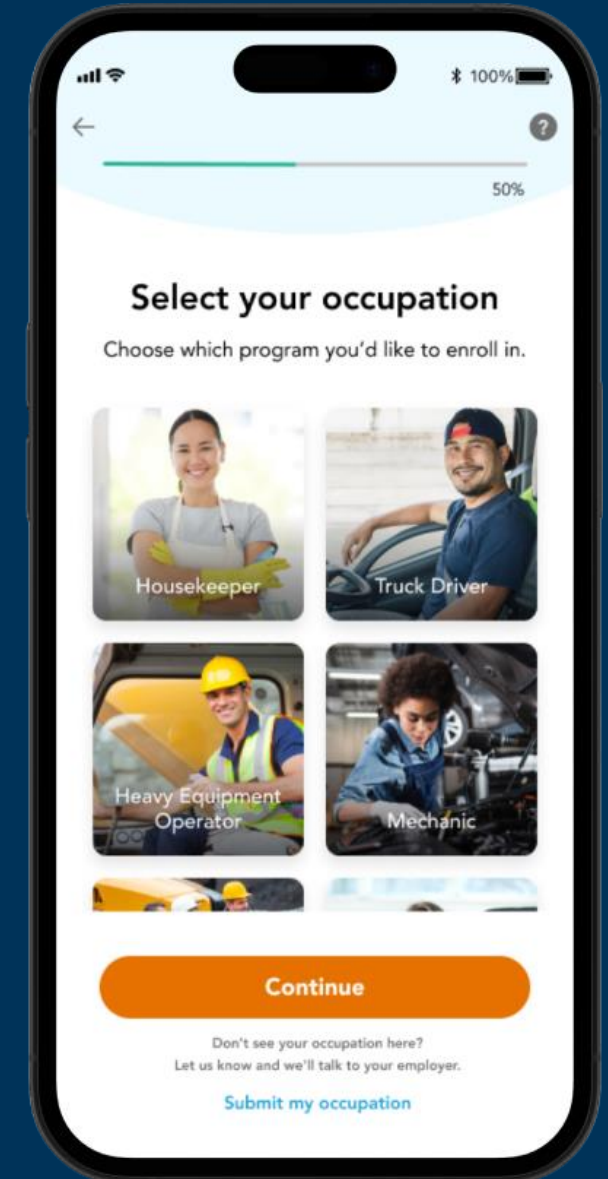


Injury Prevention Program



Allows members to help prevent pain and relieve strain

- Tailored to job types and repetitive strain injury
- Builds healthy routines and habits tailored to each person
- Builds occupational resilience to avoid future MSK injuries

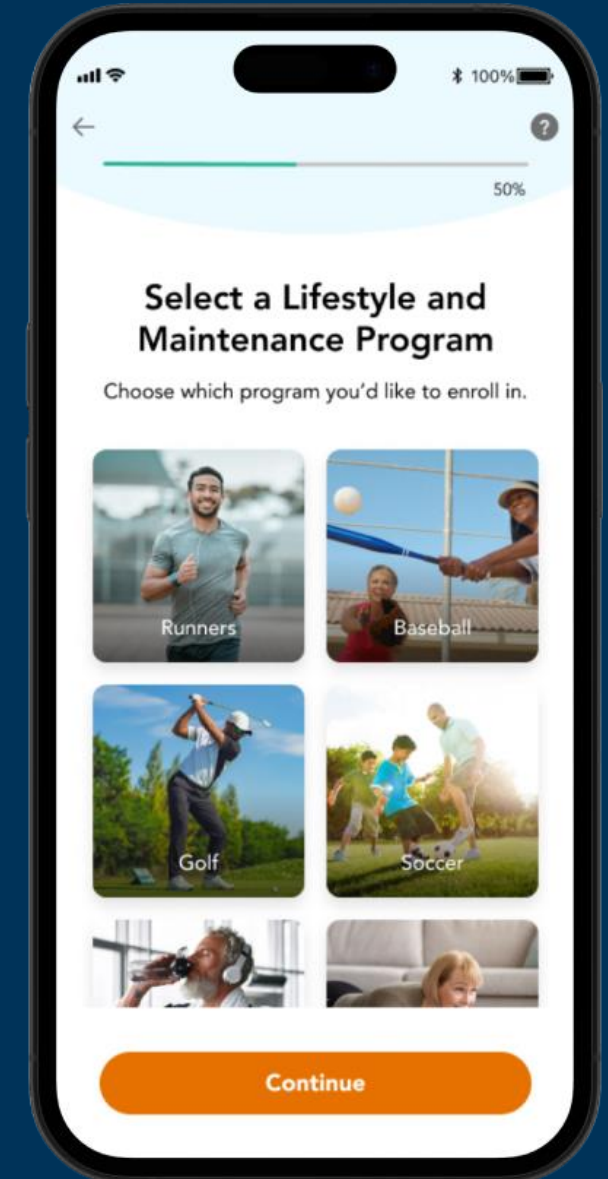


Maintenance Programs



Even after recovery, members can continue using SimpleTherapy to prevent re-injury

- Maintenance and lifestyle programs based on interests
- Helps to build on stability, flexibility, and strength
- Includes breathwork and other specialty programs



Pelvic Health Programs

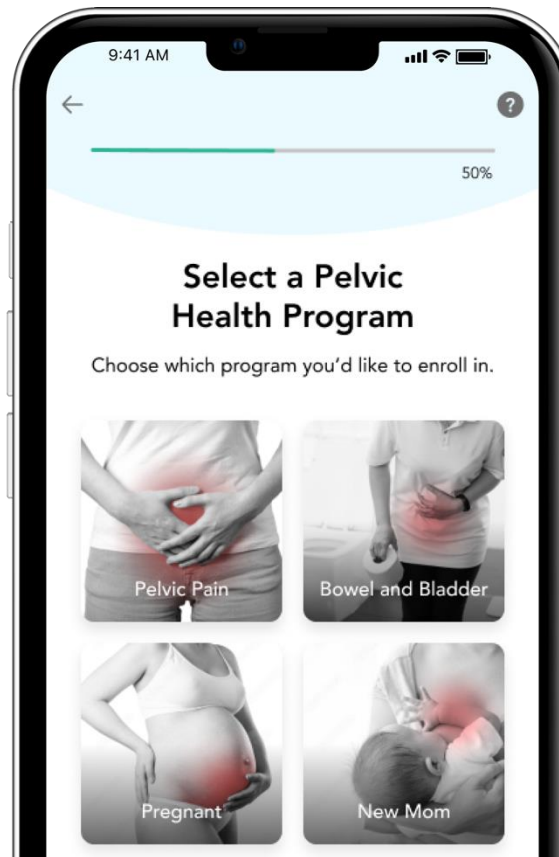
Pelvic Pain

Provides therapeutic management for chronic pelvic pain



Expecting Parents

Delivers specialized care for expectant parents to prepare for childbirth-related pelvic floor changes



Bowel and Bladder Disorders

Evidence-based interventions for bowel and bladder dysfunctions



New Parents

Supports postpartum recovery for new parents



Our comprehensive, inclusive programs cater to all genders and address a spectrum of conditions.

Why Pelvic Health

Conditions that are common, costly to delay, and highly treatable early.

1 in 4

U.S. women have at least one pelvic floor disorder

Wu et al., Obstet Gynecol 2014

11–34%

of older men experience urinary incontinence — rising sharply after 65

4th Int'l Consultation on Incontinence, PubMed

\$18K+

average cost per procedure once a prolapse case reaches surgery

Dieter et al., Obstet Gynecol 2024



Removes the Privacy Barrier

Digital-first access removes the in-person disclosure barrier that drives most care delays.



Clinical Quality, Not Compromise

Every plan is designed and overseen by licensed pelvic health physical therapists.



Encourages Proactive Care

Earlier engagement, while conservative care is most effective and least costly.

Pelvic health conditions are common, correctable early — and too often delayed by privacy, not need.



Program Features and Highlights

The Learning Center

Why education is the foundation of SimpleTherapy's care model

Members don't change behavior because they're told to — they change when they understand why it matters. The Learning Center delivers that understanding at every stage of the member journey.



Catalyst for Change

Understanding is where real behavior change starts — not being told what to do.



Safety Between Sessions

No therapist is correcting form in real time. Education keeps members safe through everything between visits.



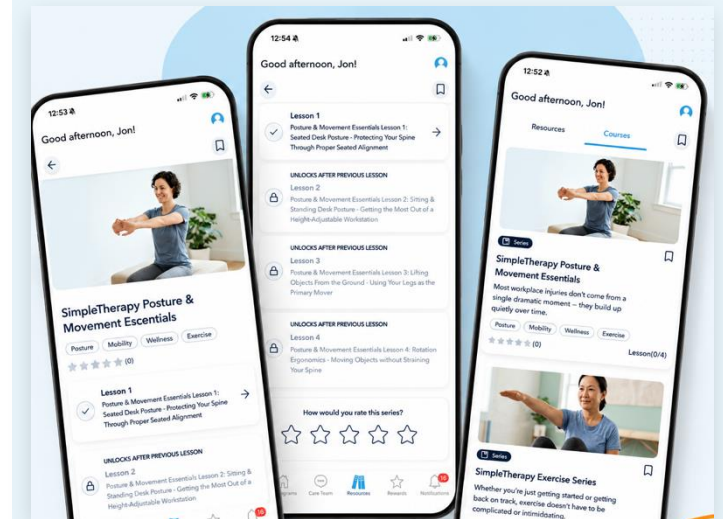
Knows When to Escalate

An informed member recognizes when symptoms warrant clinical care — before a small issue becomes a big one.



Keeps Members Engaged

With no waiting room or appointment reminders, understanding why it matters is what keeps members showing up.



INSIDE THE EXPERIENCE



Personalized to
active programs



Courses curated
to MSK health



Bookmark &
save favorites

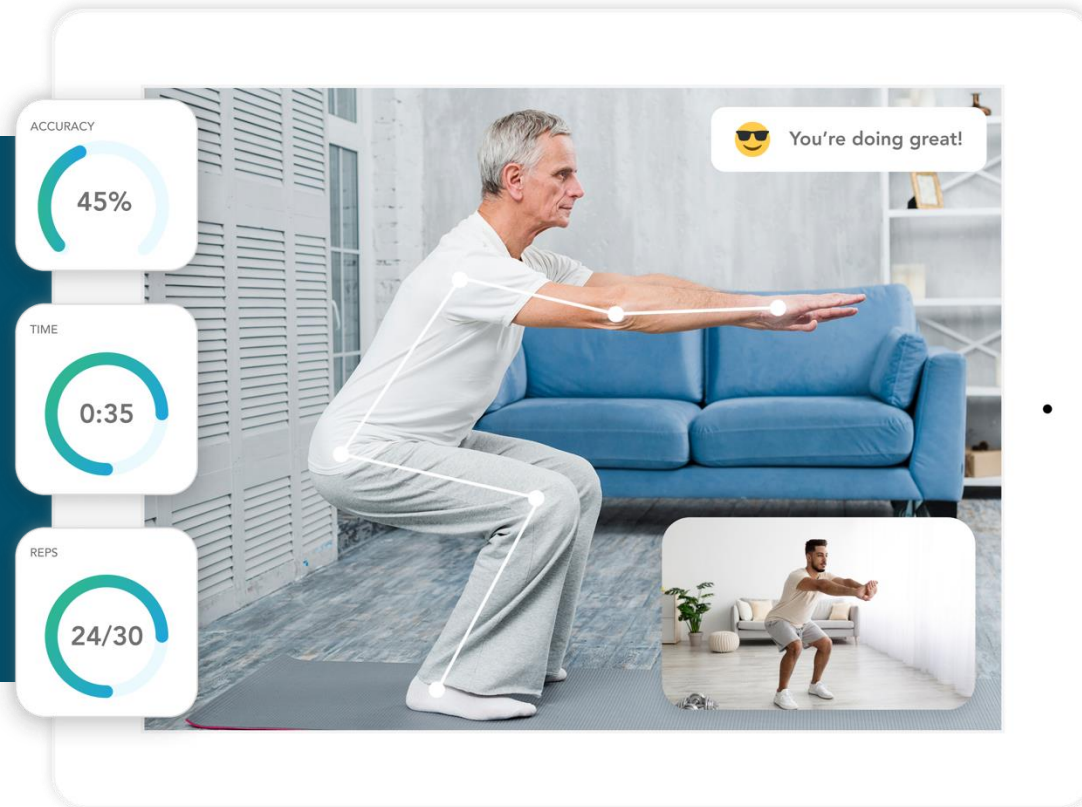


Video + written
content

Computer Vision Technology (CVT)

Our proprietary CVT, PreciseVision AI, delivers thorough, virtual movement assessments via webcam or phone camera.

Comparable to an in-person evaluation, PreciseVision helps diagnose the root causes of joint and muscle tension, limited range of motion, and functional challenges.

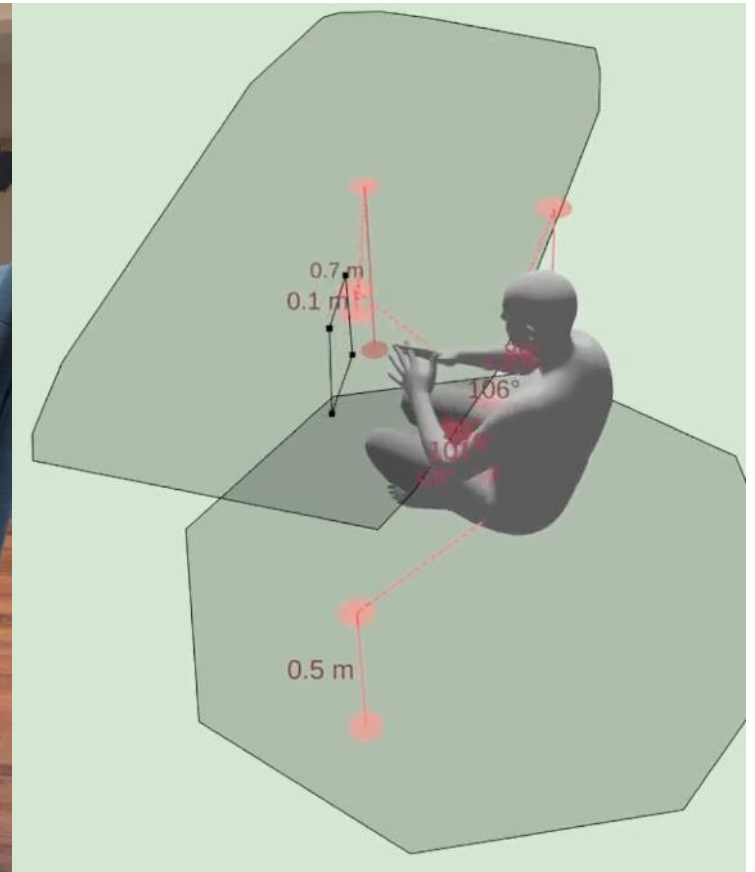
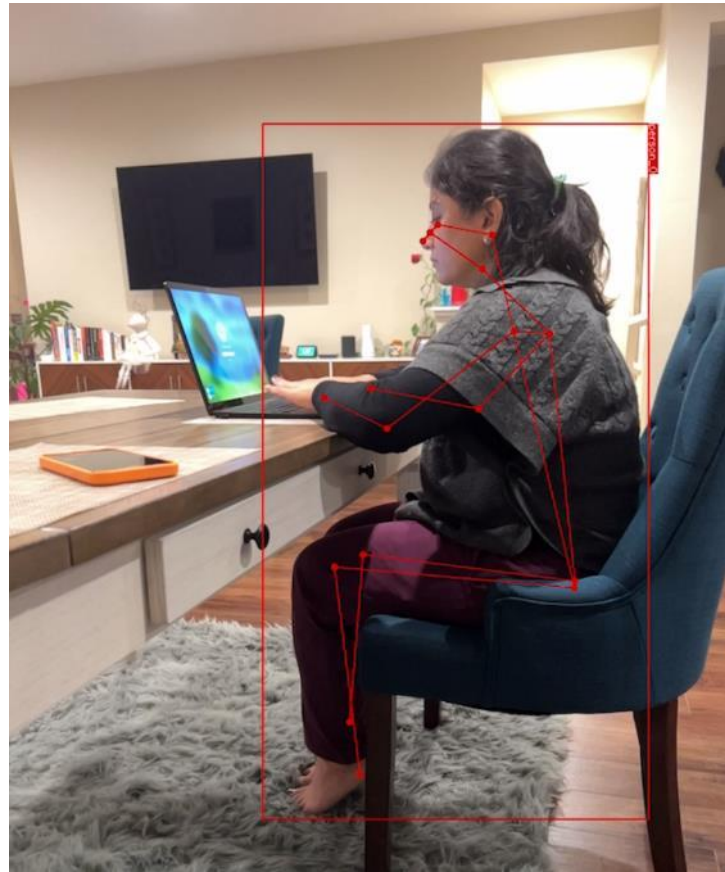


- Developed collaboratively by doctors of physical therapy and AI engineers
- Offers unparalleled accuracy
- No extra equipment needed
- Available 24/7/365

Virtual Ergonomics Assessment

Offers convenient and efficient ergonomic assessments from the comfort of home or office.

Assessments are conducted by our team of certified ergonomists who are also doctors of physical therapy.



- Improves employee comfort, productivity, and well-being
- Combats fatigue and increases efficiency
- Reduces risk of pain and injury
- Provides posture education and support
- Promotes healthy movement

Effortless Access With Real-time Translations

Seamlessly connecting members to their care team.



17 languages



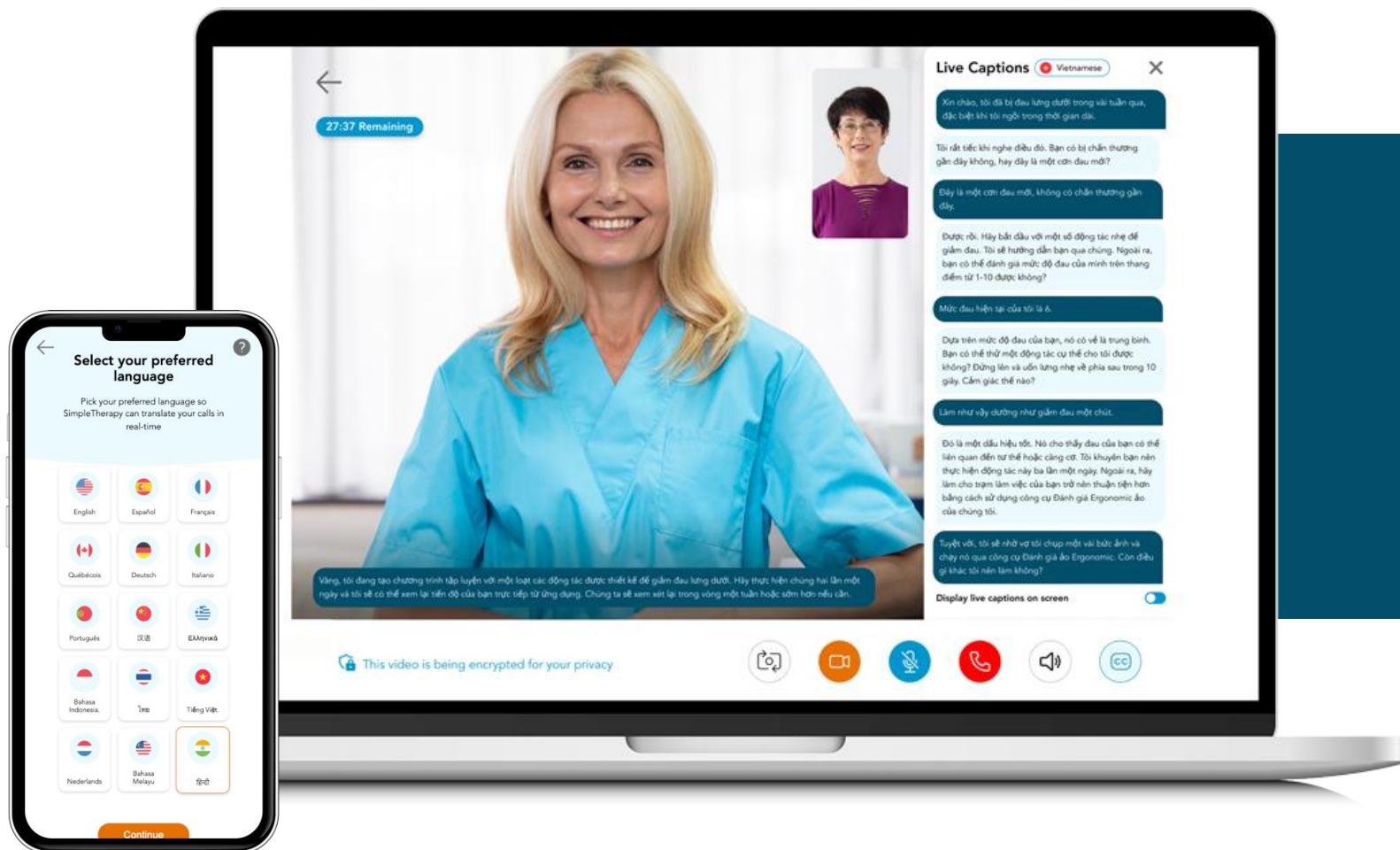
Available for all live care team interactions



Built-in tips to guide navigation



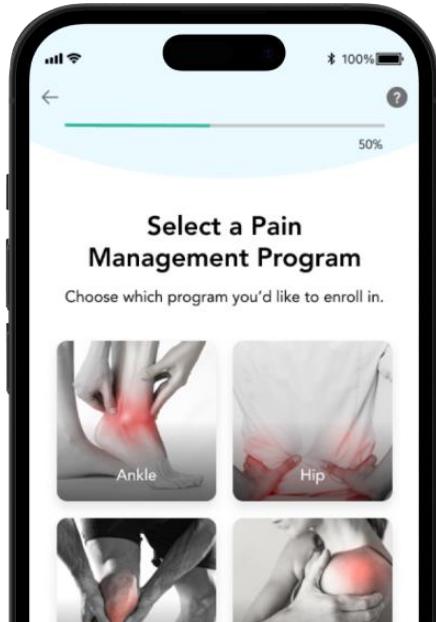
Mobile and web app accessibility





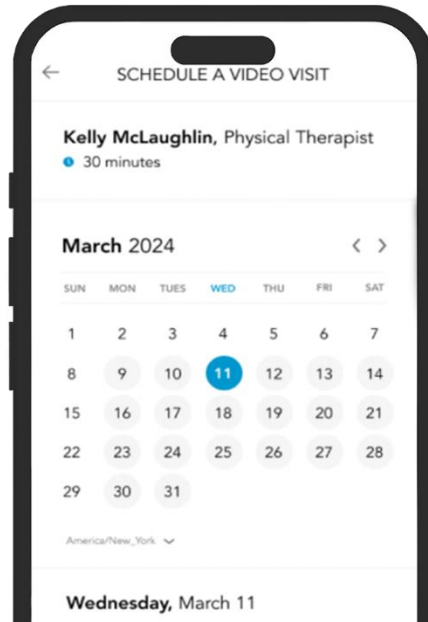
How It Works

Getting Started: Self-Guided Programs



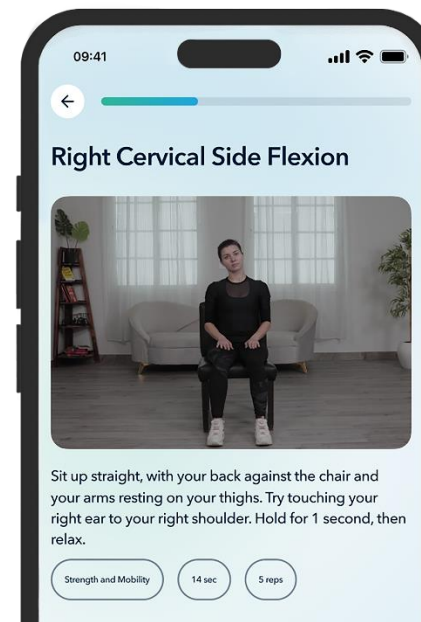
Activate a program and answer a few questions.

1



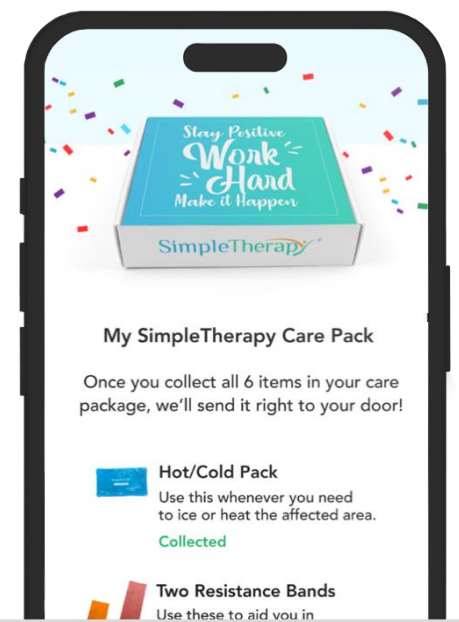
Schedule live PT visit for initial eval and care plan creation.

2



Follow along with simple video-guided exercise instructions and receive real-time feedback.

3



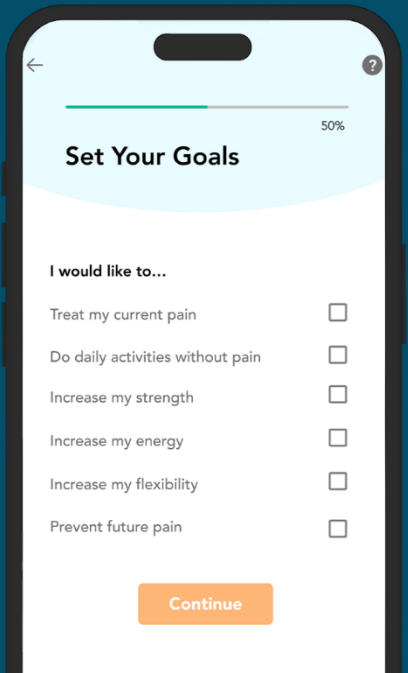
Receive a care pack in the mail

4

Member Journey

Virtual Care: Accessible, Adaptable and Personalized

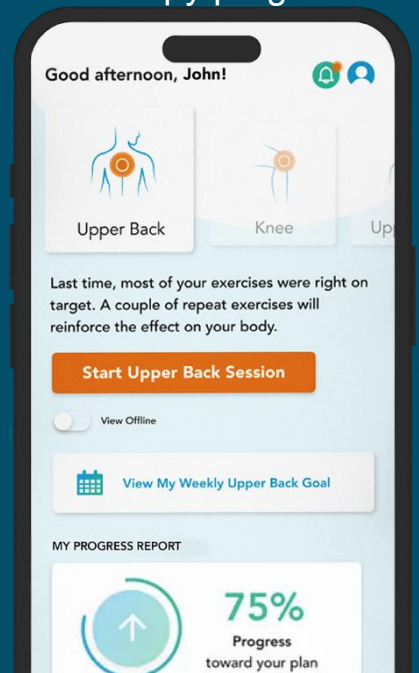
Member registers, activates programs and sets goals



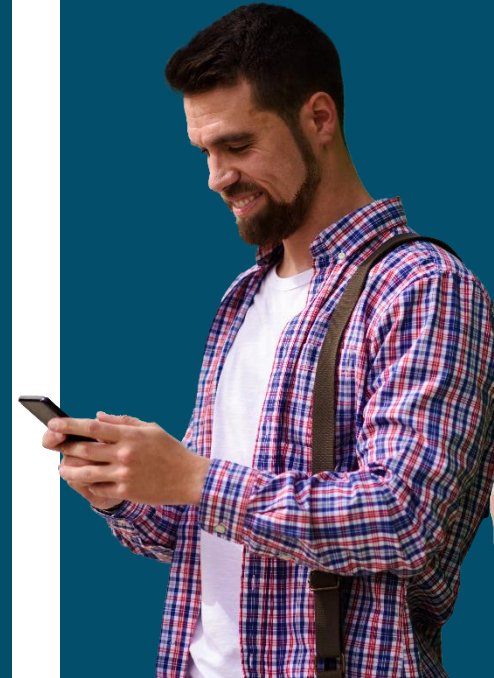
Member schedules live virtual assessment with doctor of PT



Immediate access granted to personalized, self-guided exercise therapy program



Member self-reports reduced pain and improved quality of life

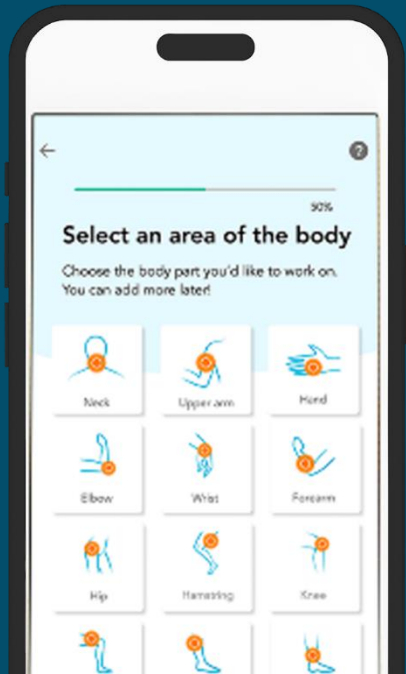


Member returns to work; costly, invasive treatment avoided

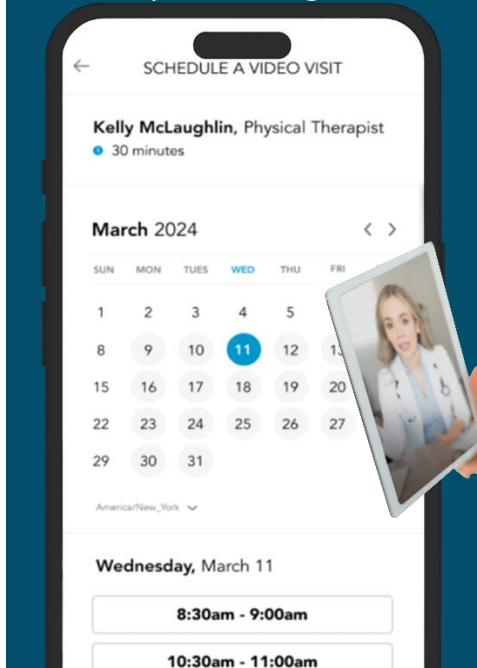


Hybrid Care: Fosters Engagement and Improved Outcomes

Member registers,
reporting current pain
level as 7



Based on onboarding,
member is directed to
schedule a virtual PT
assessment before
proceeding



Virtual visit with DPT
indicates need for
in-person care



Warm transfer
to specialized
in-network care

Seamlessly blended virtual
and in-person PT reduces
barriers to care while
increasing member
compliance



Registration & Eligibility

1. Download the [SimpleTherapy app](#) OR [SimpleTherapy.com/go/gw](#)
2. Enter your company name: GWU
3. Choose a program
4. Reach us anytime!

support@simpletherapy.com

Eligibility

SimpleTherapy is available to GW medical plan members and their dependents age 13 or older.



Thank You!



Jon Garino

Director of Product & Clinical
Operations

jon@simpletherapy.com

