



ValidationInstitute

2023 Validation Report

Review for: SimpleTherapy
Validation Achieved: Savings
Valid through: April 2024



Company Profile



Category:	Musculoskeletal Management
Website:	https://SimpleTherapy.com/
Public or Private:	Private for profit
Year Established:	2011
CEO:	Arpit Khemka
Company contact:	sales@simpletherapy.com

Description:

SimpleTherapy, established in 2011, **SimpleTherapy** is a pioneer in digital musculoskeletal (MSK) pain recovery and mental health solutions, specifically designed for employers and health plans to provide their employees and members. By integrating evidence-based exercise therapy with cutting-edge artificial intelligence (AI) technology, **SimpleTherapy** delivers highly personalized care tailored to each participant's condition, limitations, and therapeutic response. As a digital health company, **SimpleTherapy** focuses on offering evidence-based physical therapy solutions that enhance patient outcomes while lowering healthcare costs. The platform utilizes advanced analytics and machine learning algorithms to customize treatment plans for patients, ensuring optimal results.





Claim Assertion for Validation

People who actively engage in SimpleTherapy's program have lower musculoskeletal (MSK) costs in the 12 months after their last Simple Therapy session than they had in the 12 months before their first session. People who did not use SimpleTherapy but were similar to users had their costs go up in the same two-year period.





Method / Calculation / Examples

Three hundred eighty-five users were analyzed. These users had continuous health insurance coverage for the 12 months before they enrolled in Simple Therapy's program and for 12 months after they completed the program.

Members were considered to be "actively engaged" in the program when they completed the recommended number of sessions per week for their recommended duration of the program.

Medical claims were included as MSK-related if the claim had an MSK diagnosis as the primary diagnosis. Costs were summed for the pre-intervention 12 months and the post-intervention 12 months. Costs were categorized by provider type and specialty.

For comparison, MSK-related medical claims costs were tracked for a cohort of 410 non-users for two consecutive 12-month periods. This group was matched to the Simple Therapy user group on age, gender, and frequency of MSK surgeries in the first 12 months. This comparison was to show how costs naturally progress.





Findings & Validation

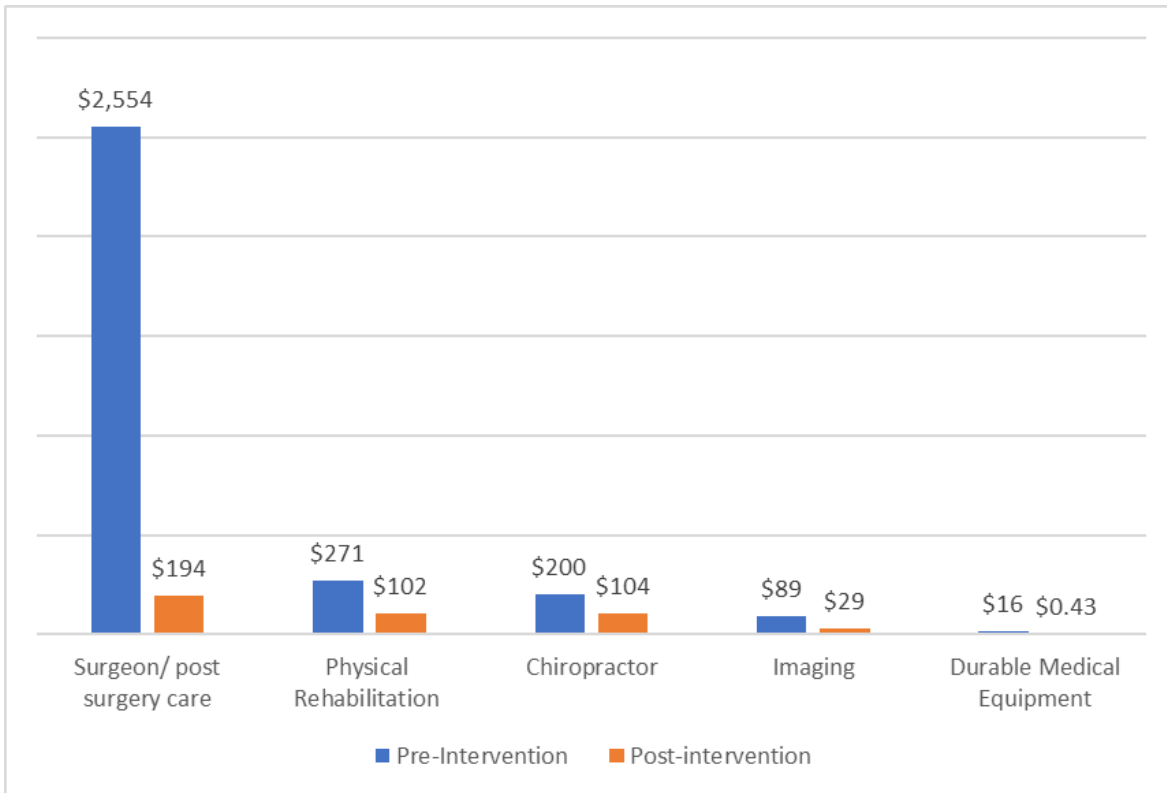


Chart 1 average per user costs – Simple Therapy Users

Chart 1 summarizes the per user costs for the 12-months before users began using Simple Therapy, and for the 12 months after their last Simple Therapy session. 87% of the cost change came from reducing the use of surgical services. In total, users' costs went down by \$2,699 from the pre- to the post-intervention periods.



Findings & Validation

This decrease in costs contrasts with non-Simple Therapy users' increase. Chart 2 shows the per user costs for two 12-month periods. Non-users increased their use of surgical, physical rehabilitation, and imaging services.

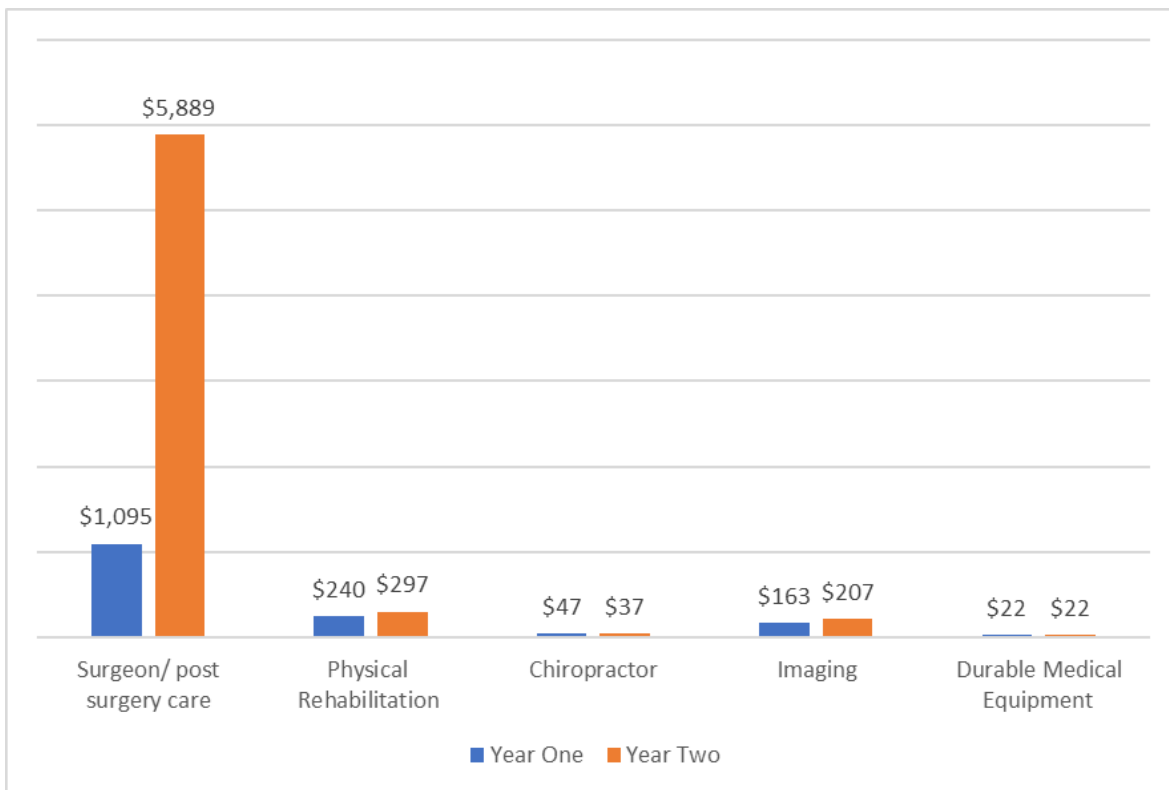


Chart 2 average per user costs – Non-Simple Therapy Users



Limitations

Simple Therapy Users voluntarily enrolled and participated in the program. They may have an unmeasured trait that made them more likely to have lower costs.

This analysis does not address the frequency of surgery or other high-intensity services among the entire group offered the intervention. If use of these services also went down, then the plan or payer would reduce its total expenses.





Validation and Credibility Guarantee

SimpleTherapy's MSK Pain Management program has achieved validation for **Savings**. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit

<https://validationinstitute.com/credibility-guarantee/>

Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.





Validation Expiration: April 2024

CERTIFICATE OF VALIDATION

Applicant: **SimpleTherapy**
39180 Farwell Drive, Suite 201
Fremont, CA 94538

Product: SimpleTherapy's MSK Pain Management program

Claim: People who actively engage in SimpleTherapy's MSK program have lower musculoskeletal (MSK) costs in the 12 months after their last Simple Therapy session than they had in the 12 months before their first session.

Validation Achieved: **Validated for Savings**

Validation Award Date: April 2022

Linda Riddell
VP, Population Health Scientist
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute



About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.