



**Validation**Institute

# 2023 Validation Report

**Review for: SimpleTherapy**  
**Validation Achieved: Metrics**  
**Valid through: August 2024**



# Company Profile



---

|                           |   |
|---------------------------|---|
| <b>Category:</b>          | <b>Musculoskeletal Management</b>                                   |
| <b>Website:</b>           | <a href="https://SimpleTherapy.com/">https://SimpleTherapy.com/</a> |
| <b>Public or Private:</b> | Private   |
| <b>Year Established:</b>  | 2011  |
| <b>CEO:</b>               | Arpit Khemka  |
| <b>Company contact:</b>   | sales@simpletherapy.com   |
| <b>Description:</b>       |   |

**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 use the **SimpleTherapy** program have lower medical costs for their musculoskeletal condition than similar (matched) people who use conventional treatment.

## Method / Calculation / Examples

---

Utilizing a large employers insurance claims database, **SimpleTherapy** analyzed its users for a two-year period, 2018 and 2019 and matched them to similar non-users within the database. The matching was based upon nearest neighbor, using the member's age, gender, and the body part treated. The analysis focused on five body parts: knee, ankle, hip, spine, and shoulder.

Table 1 below summarizes the number of matches for each body part and each year of the analysis. In order to minimize selection bias, the nearest neighbor selection was highly constrained.

The average medical costs for claims with a primary diagnosis of the musculoskeletal condition was calculated for each year for the ST Users and the matched non-ST users. These costs were then compared to one another.

Table 1: Count of Users and Matched Non-Users

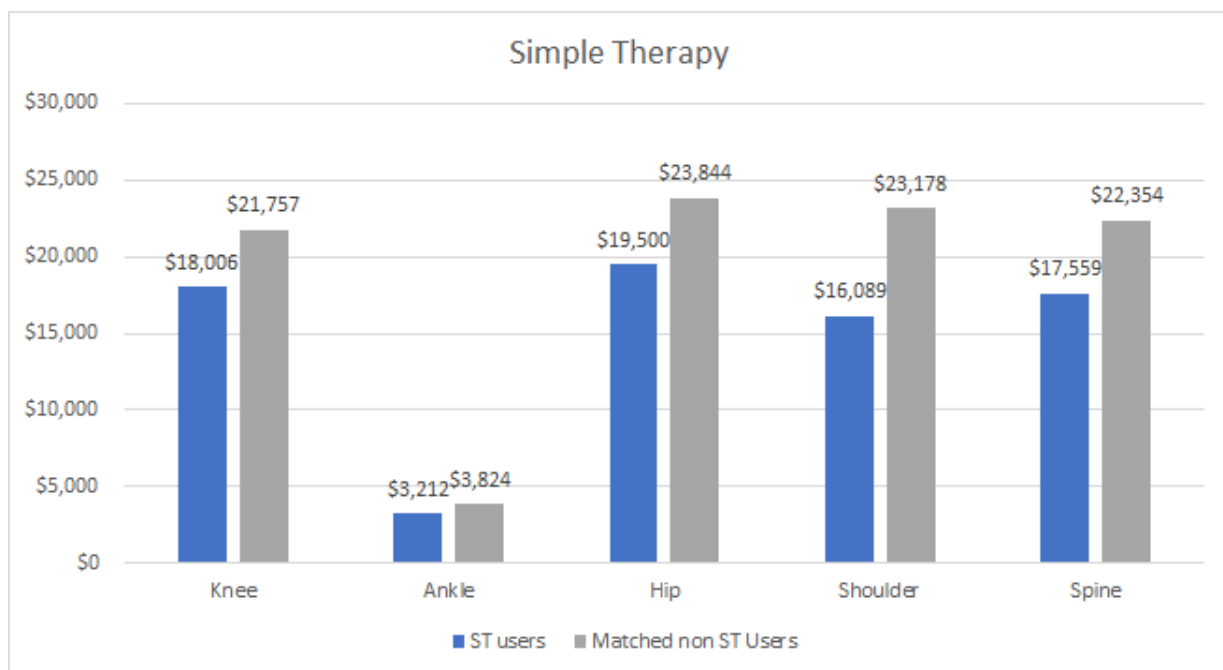
|          | ST Users |      | Matched Non-ST Users |      |
|----------|----------|------|----------------------|------|
|          | 2018     | 2019 | 2018                 | 2019 |
| Knee     | 56       | 70   | 65                   | 69   |
| Ankle    | 31       | 28   | 59                   | 60   |
| Hip      | 34       | 37   | 71                   | 74   |
| Shoulder | 41       | 52   | 58                   | 45   |
| Spine    | 130      | 146  | 317                  | 325  |

# Findings & Validation

**SimpleTherapy** users had lower medical claims cost for their musculoskeletal condition than matched non-users. Graph 1 shows the results for the 2019 year of analysis.

However, none of the sub-groups of users had statistically significant lower costs than the matched group of non-users. This was due to the retrospective nature of the study and the need to minimize selection bias by highly constraining the groups, lowering the total number of users. For this validation, we purposefully chose this high constraint. This means that though the **SimpleTherapy** users' average medical costs were lower than the matched non-users, the difference could be due to chance.

Graph 1: Average Musculoskeletal Costs ST Users vs. Matched non-ST Users 2019





# Limitations

---

Since users voluntarily enroll in the SimpleTherapy program, there is an unmeasurable factor that may influence the results. In order to minimize this selection bias, we were strict in our nearest neighbor match. It should be noted, however, that the SimpleTherapy program is available to all individuals who register through the application and clear the screening question.

The matching of users to non-users took into account factors for which data was readily available within the database. Since Simple Therapy users do not have a formal diagnosis of a musculoskeletal condition, a diagnosis was inferred.





# Validation and Credibility Guarantee

---

**SimpleTherapy** has achieved a Metrics validation. Validation Institute is willing to provide up to a \$10,000 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: August 2023**

# CERTIFICATE OF VALIDATION

---

**Applicant:**

**SimpleTherapy**

39180 Farwell Drive, Suite 201

Fremont, CA 94538

**Claim:**

SimpleTherapy users' lower medical costs are validly measured.

**Validation Achieved:**

**Validated for Metrics**

**Validation Award Date:**

August 2021

---

**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.