



**Validation**Institute

# 2021 Validation Report

**Review for: SimpleTherapy Inc.**

**Validation Achieved: Level 3 - Metrics**

**Valid through August 2022**



# Company Profile



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

## Description:

Founded in 2011 by orthopedic surgeons and physical therapists, **SimpleTherapy** sought to remove the barriers in the traditional healthcare system by addressing musculoskeletal disorders before they progressed to chronic conditions requiring surgery and time away from work.

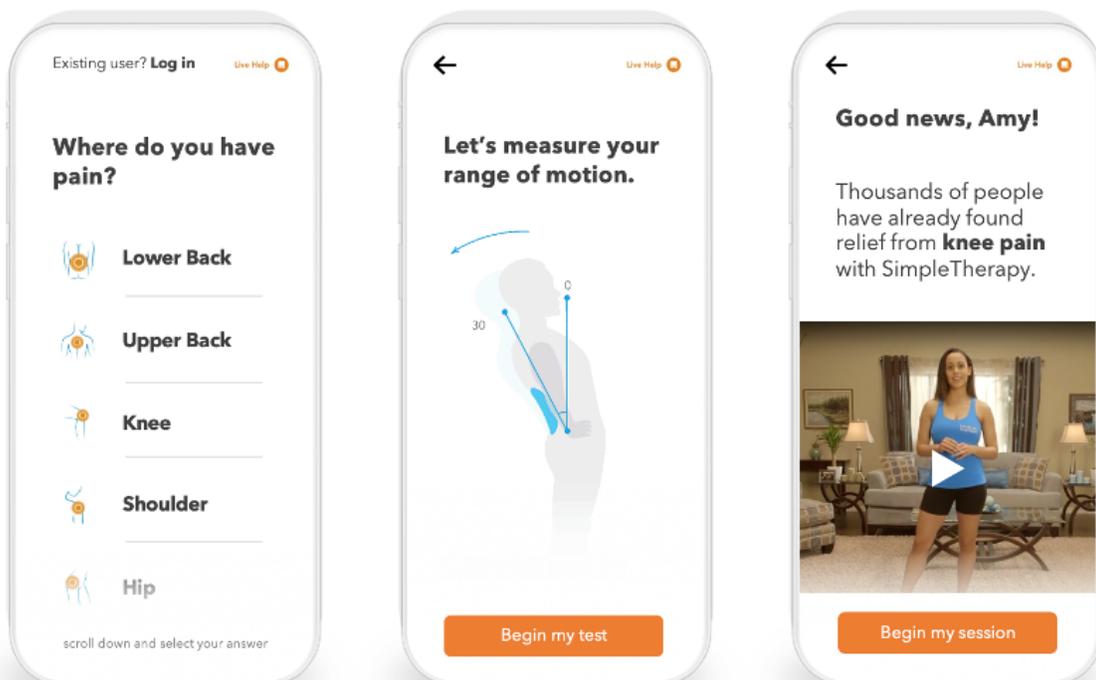
**SimpleTherapy** is a guided exercise therapy program for individuals to address musculoskeletal disorder, including back pain, knee pain, hand arthritis, and hundreds more. The program is personalized to each participant's needs by incorporating real-time feedback from the user. This adaptive approach maximizes user comfort and safety.



Having completed one and a half years of clinical trials, **SimpleTherapy** became the first online alternative to physical therapy. Today, the program is the most comprehensive corporate musculoskeletal program to manage chronic and acute musculoskeletal disorders. **SimpleTherapy's** proprietary platform gives members instant access to evidence-based exercise therapy

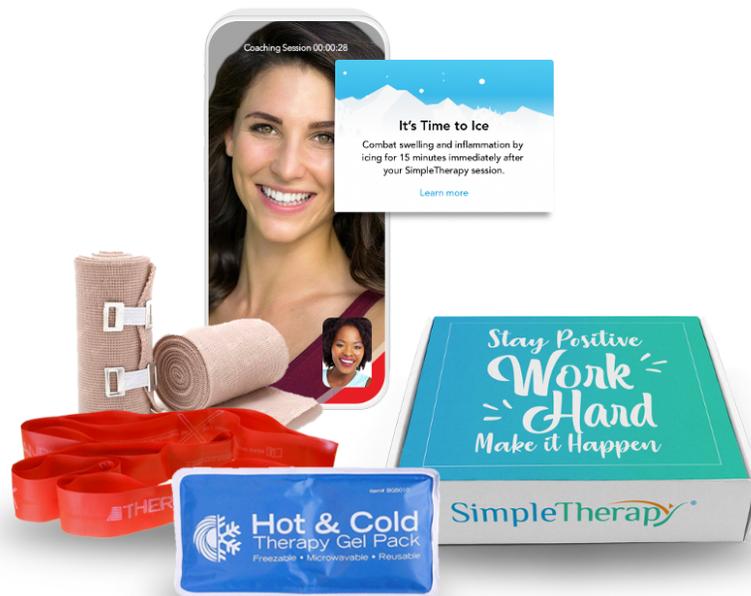
The platform offers:

- 18 pain recovery tracks addressing pain across the entire body
- 200+ pain management tracks supporting members with MSK resulting from chronic conditions
- Occupational Injury Prevention Programs tailored to your workforce
- Ongoing access to maintenance, ergonomics, and lifestyle programs



**SimpleTherapy's** hyper-personalized program helps members acquire the needed skills to, manage, and prevent back and joint pain.

- **One-on-one Support** - Each participant is given a Care Team comprised of a doctor, physical therapist, and a health coach to provide the personalized support needed to address pain.
- **Adaptive Care** - Targeted exercises adapt to member's feedback and abilities to help you progress at a comfortable and safe pace.
- **Life-long Skills** - Learn exercises and techniques to perform in daily life. Create new routines and form healthy habits for better back and joint health.
- **Care Pack** - Everything needed for recovery is sent to your doorstep, including resistance bands, a hot/cold pack, and compression bandages.
- **Unlimited Access** - Enjoy 12-months of uninterrupted access to all tracks and programs





# 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

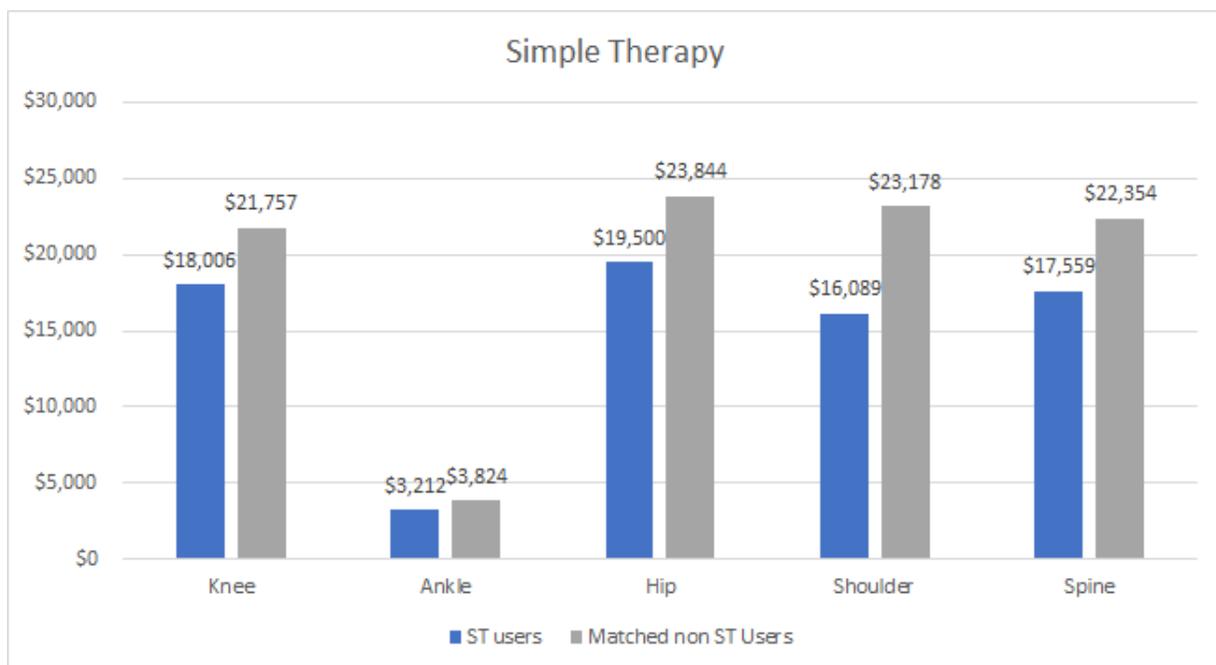


# Findings & Validation

**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

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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

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**SimpleTherapy** has achieved a level 3 – 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/>

## Level 1 – Savings

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

## Level 2 – Outcomes

Product/solution has measurable moved the needle on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Level 3 – Metrics

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

## Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees "at risk" as a guarantee.





**Validation Expiration:** August 2022

# CERTIFICATE OF VALIDATION

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**Applicant:**

**SimpleTherapy**

39180 Farwell Drive, Suite 201  
Fremont, CA 94538

**Claim:**

**SimpleTherapy** users' lower medical costs are validly measured.

**Validation Achieved:**

**Level 3 - Validated for Metrics**

**Validation Award Date:**

August 2021

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**Linda Riddell**  
**VP, Population Health Scientist**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**



# About Validation Institute

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**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.