



**Validation**Institute

# 2022 Validation Report

**Review for: SimpleTherapy Inc.**

**Validation Achieved: Level 1 - Savings**

**Valid through: April 2023**

# 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:

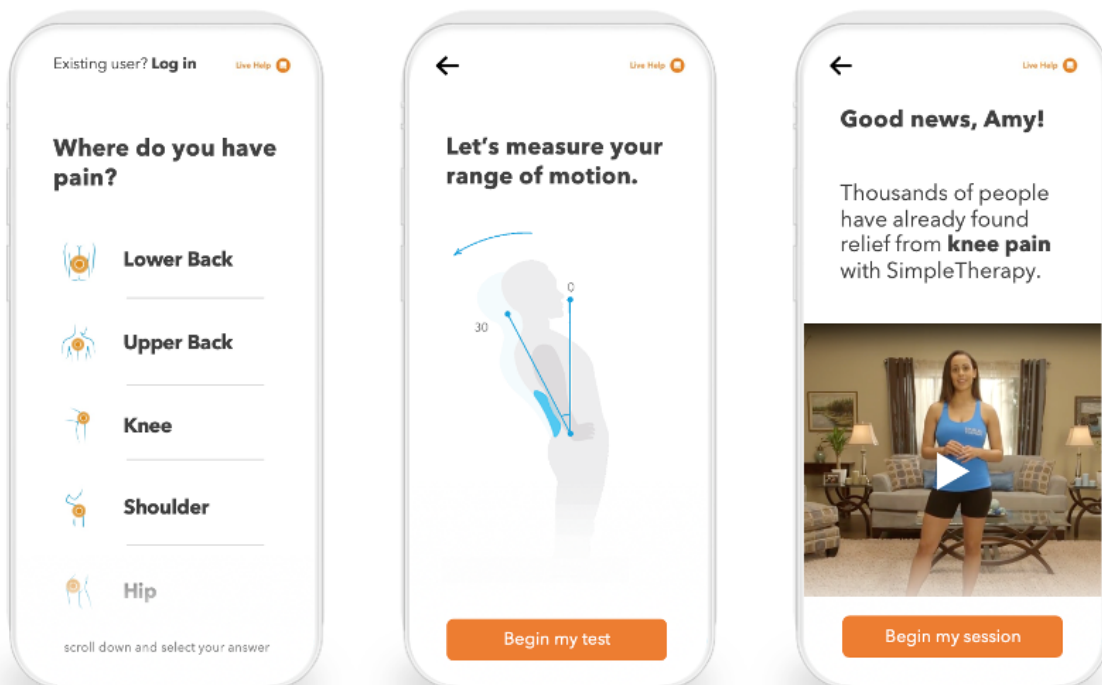
Founded in 2011 by orthopedic surgeons and physical therapists, **SimpleTherapy** sought to remove the barriers in the traditional healthcare system by addressing musculoskeletal disorders before they progressed to chronic conditions requiring surgery and time away from work.

**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

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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

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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

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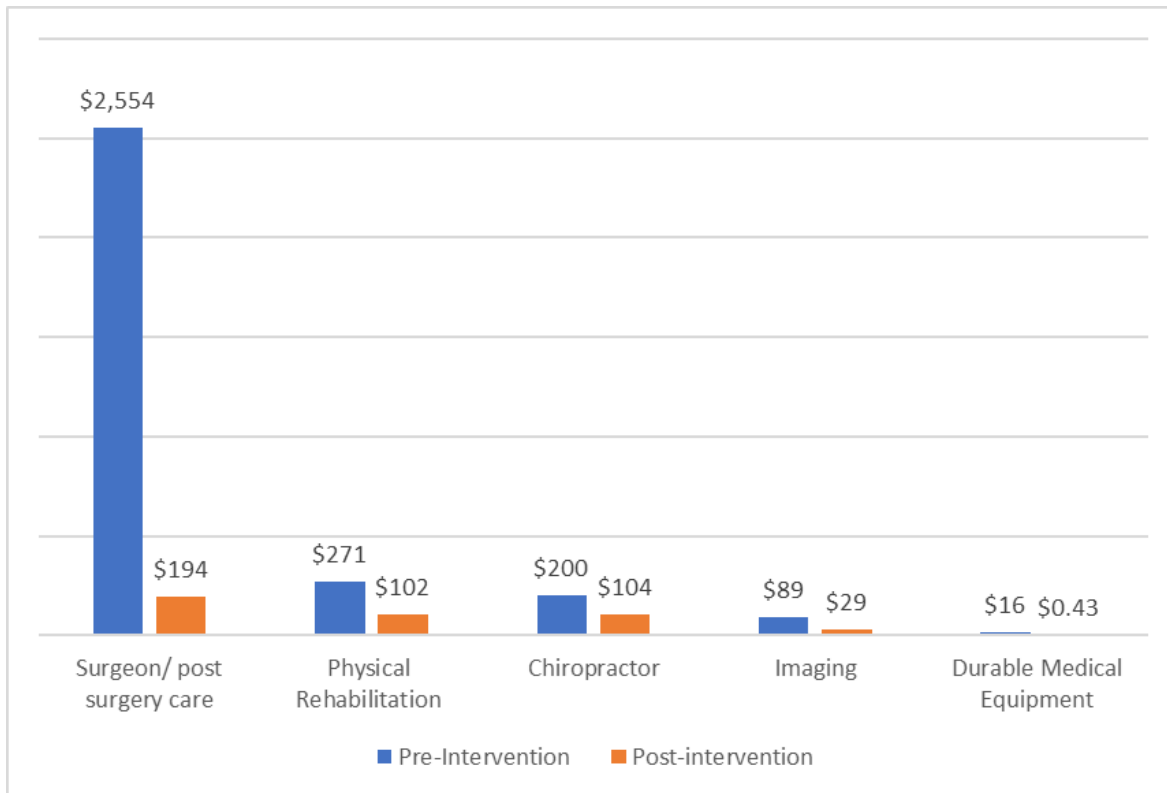


Chart 1 average per user costs – Simple Therapy Users

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.

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.



## Findings & Validation

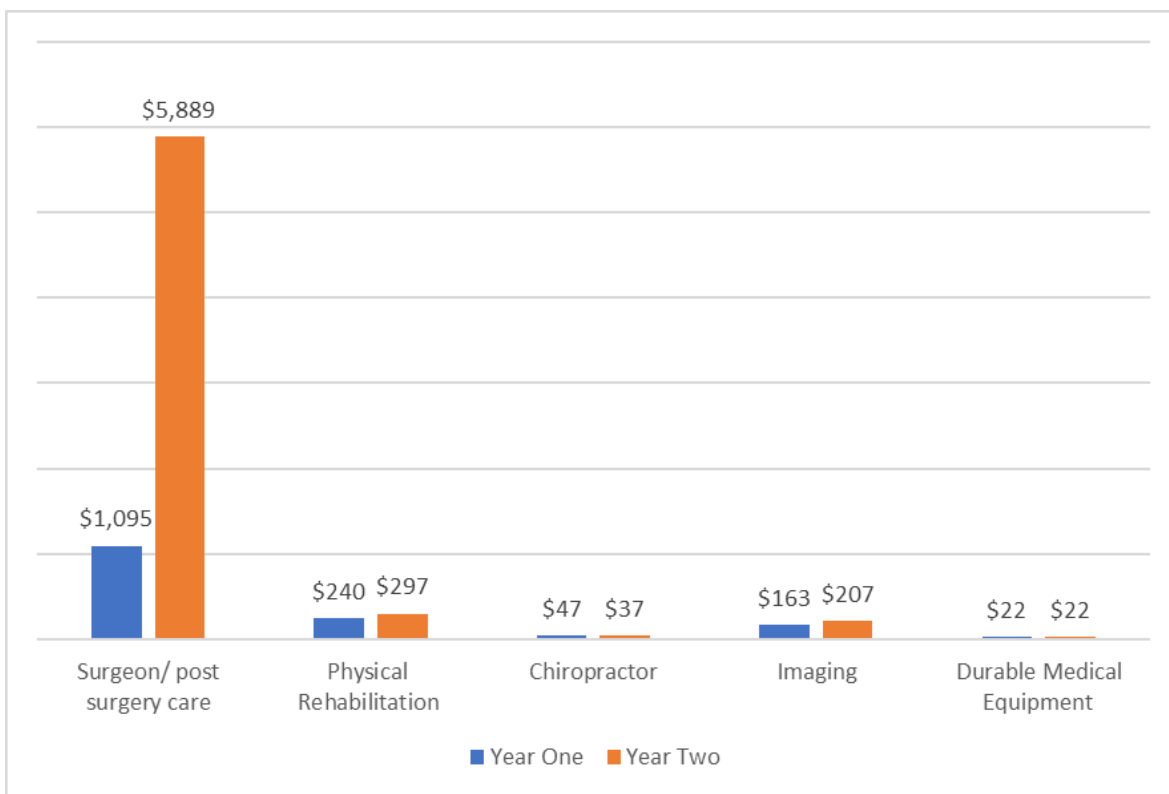


Chart 2 average per user costs – Non-Simple Therapy Users







## Limitations

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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

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**SimpleTherapy's Program** has achieved Level 1 – validated 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/>

## Level 1 – Savings

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

## Level 2 – Outcomes

Product/solution has measurably 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

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

**Validation Expiration:** April 2023

## CERTIFICATE OF VALIDATION

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**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:**

**Level 1 - Validated for Savings**

**Validation Award Date:**

April 2022



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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.

## 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.