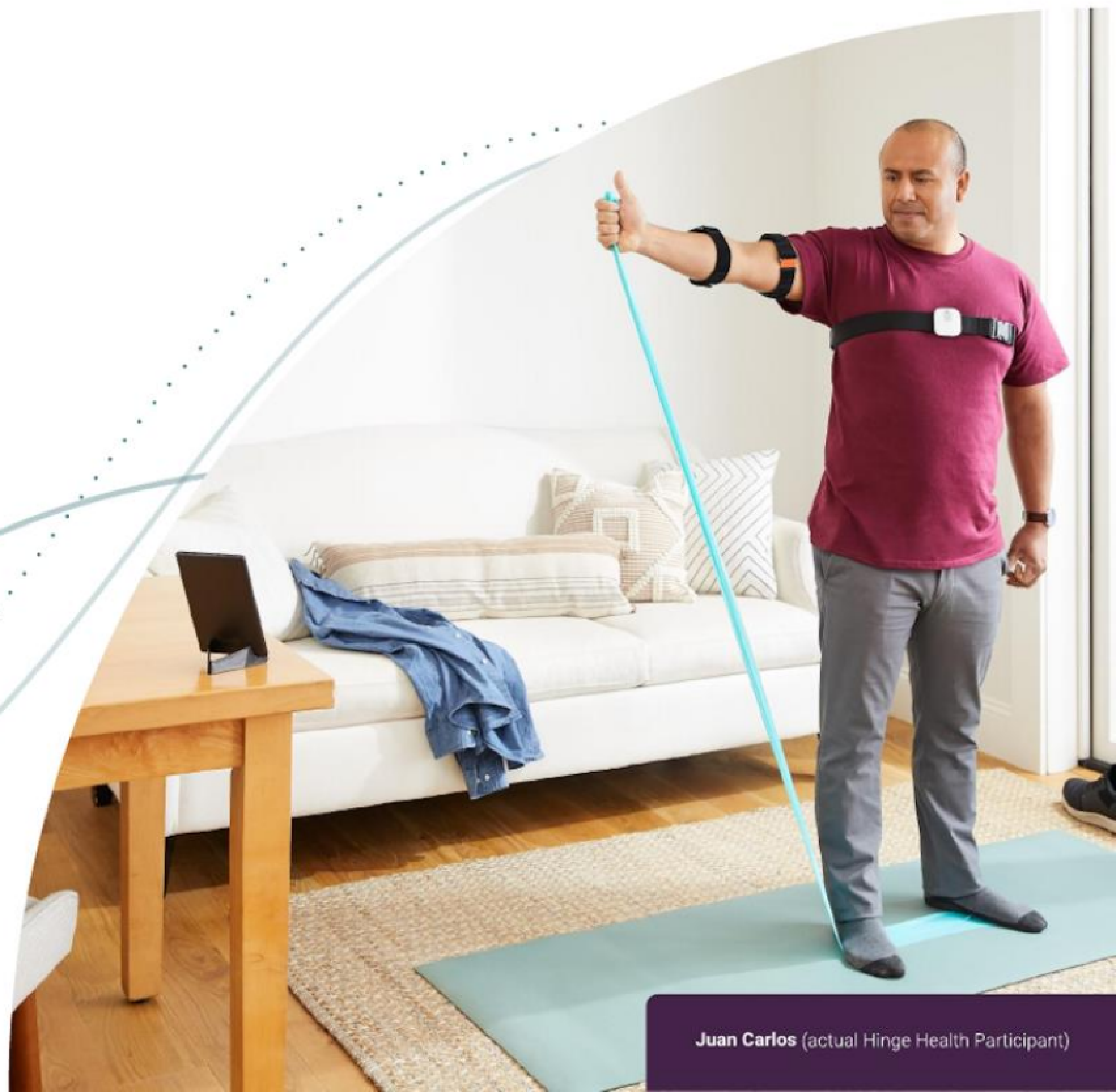


# Building a Digital Clinic



02

# about hinge health

“I’m not going to have surgery because of what I learned through Hinge Health.”

**Truck Driver, US Foods — Chronic Program Participant**

# 4 in 5 employers with a Digital MSK solution partner with Hinge Health

- ✓ **#1 Digital MSK Clinic**

Nearly 300 employers & health plans  
100% client retention

- ✓ **Covering the entire MSK patient journey**

Prevention, acute, chronic, EMO & surgery

- ✓ **Proven outcomes**

Only validated solution to reduce MSK spend, pain and unnecessary surgeries — guaranteed <sup>1,2,3,4</sup>



Source: <sup>1</sup> Smittenaar (2017). *JRAT*. 6 Month Outcomes, <sup>2</sup> Mecklenburg (2018). *JMIR* Randomized Control Trial

<sup>3</sup> Bailey (2019) *Nature*. Randomized Controlled Trial, <sup>4</sup> Bailey (2020). *JMIR*. 10,000 Participant Longitudinal Cohort Study

# Hinge Health — The investment that pays off

We're the market leader with 100% client retention for several reasons

## Beyond digital physical therapy

**Industry's most complete clinical care model with 300+ FTEs**

- Doctors of physical therapy
- Physicians
- Board-certified health coaches
- Wearable sensors & app technology

## End-to-end Digital MSK Clinic

**Dedicated programs for every populations' needs**

- Prevention
- Acute
- Chronic
- Expert medical opinion
- Surgical rehab

## Proven financial ROI

**Only solution proven to reduce MSK claims<sup>1,2,3</sup>**

- 3-year medical claims analysis demonstrated 4.5x ROI
- Clinical outcomes validated by researchers from Stanford with 10,000+ cohort study<sup>4</sup>

**Peer reviewed publications sources:** <sup>1</sup> Smittenaar (2017). JRAT. 6 Month Outcomes, <sup>2</sup> Mecklenburg (2018). JMIR Randomized Control Trial,

<sup>3</sup> Bailey (2019) Nature. Randomized Controlled Trial, <sup>4</sup> Bailey (2020). JMIR. 10,000 Participant Longitudinal Cohort Study.



# Founders

- Background in medical sciences
- Personal history of musculoskeletal injuries + rehab
- Have worked together for 8 years



**Daniel Perez**

Co-founder, CEO  
Oxford



**Gabriel Mecklenburg**

Co-founder, COO  
Cambridge



# Commercial Leaders



**Erin Wilson, MBA**

VP, Health Plan Sales  
Stanford, Dartmouth



**Chris Forst**

VP Employer Sales,  
Closed ~150 employers in 2020



**Christine Chen, MBA**

VP, Marketing  
Wharton, McKinsey, J&J



**Josh Sturm**

VP, Partnerships  
Formerly at Express Script



**Kevin Davis**

Head of Client Success  
ex-UHC



**Austin Weaver**

VP, Medicare  
ex-UHC, Advisory Board

# We field **superstars** in the field...



**Mike Gorfin**

16+ years employer sales



**Melissa Ackerman**

20 years employer sales



**Brynn Bannach**

8+ years sales, ex-UHC



**Kelly Hogan**

ex-Omada, ex-Grand Rounds



**David Greenbaum**

25 years enterprise sales

# Leadership



**Ron Will**

CFO  
Ripple, Yahoo



**Dr. Jeff Krauss, MD**

Chief Medical Officer  
Harvard, UCSF, Stanford



**Conrad Wai**

VP Design & Product  
Google, Yahoo



**Margaret Dowling, MPH**

VP Clinical Engagement  
Michigan MPH



**Marc Cull**

VP, Engineering  
Lead 75+ ENG team to IPO



**David Wood**

VP Legal  
25+ years in high tech



**Julian Diaz**

CISO  
Penn CS



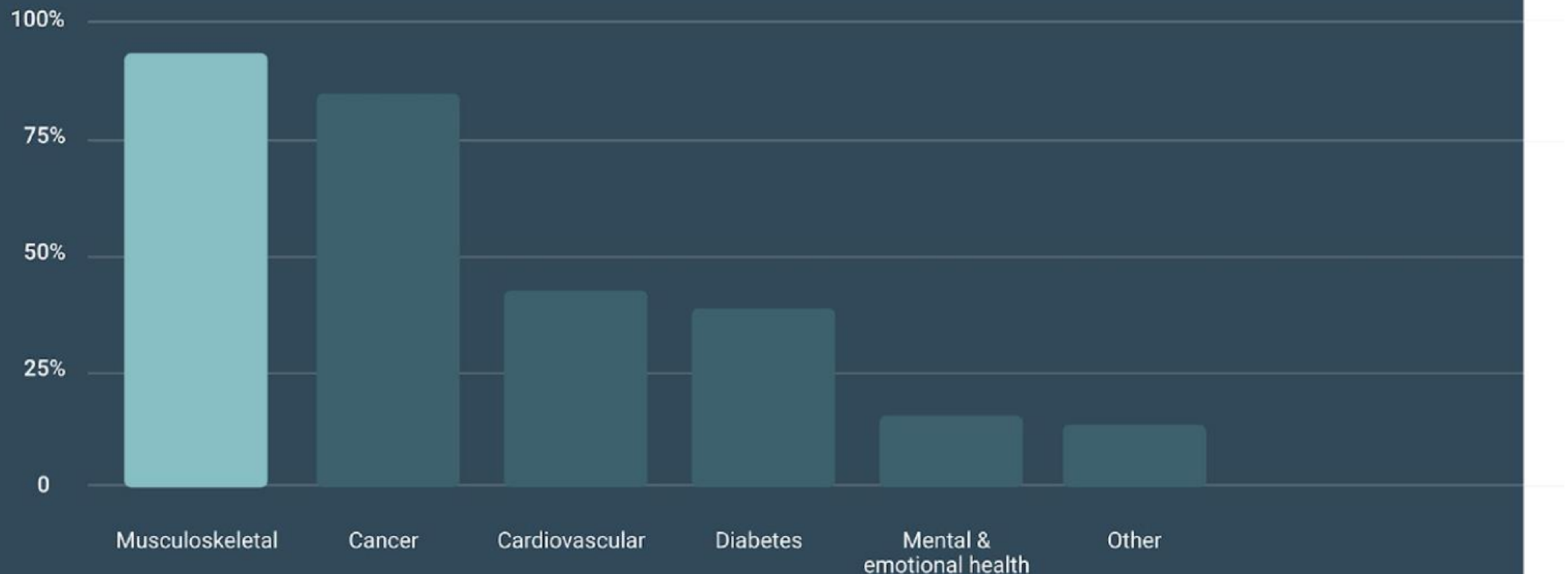
**Matt Barthelemy**

Head of Design  
ex-Fitbit, ex-frog designer



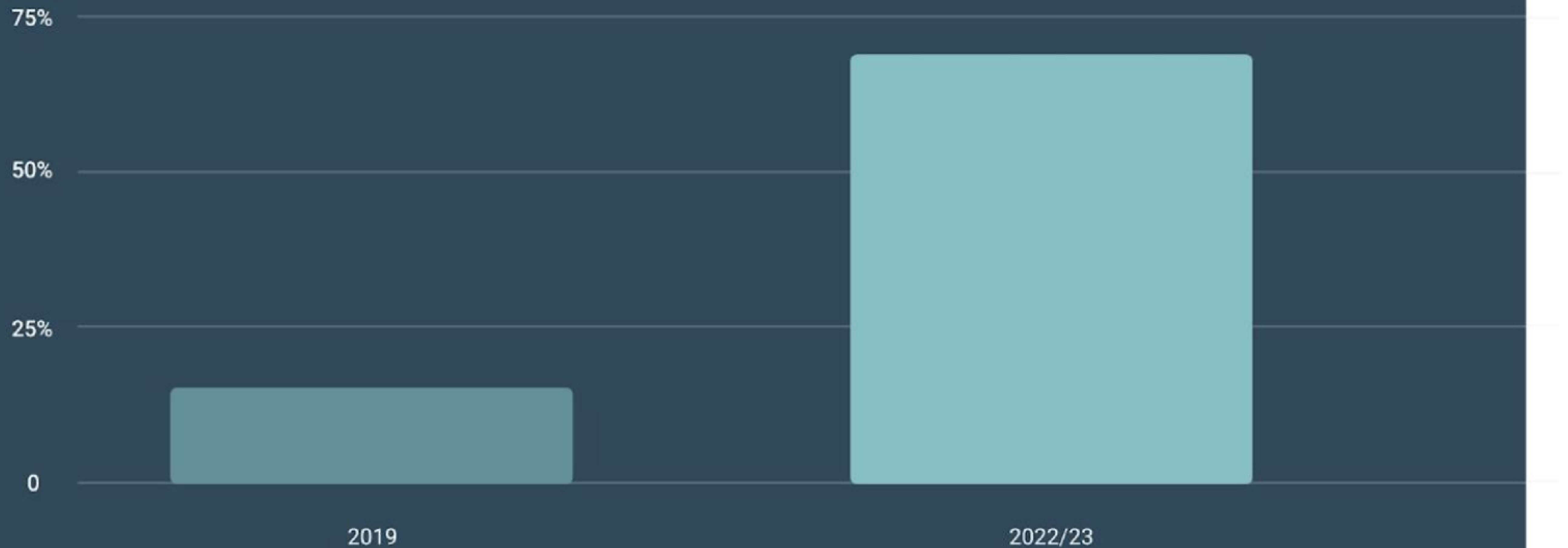
# MSK outpaces all conditions as the top cost driver

90% of employers report MSK as their top medical claims spend



Source: Business Group On Health, Large Employers' Health Care Strategy and Plan Design Survey 2020

# 70% of employers will have a digital MSK solution by 2023



# Different members need different care

No two MSK journeys are the same



**At risk**



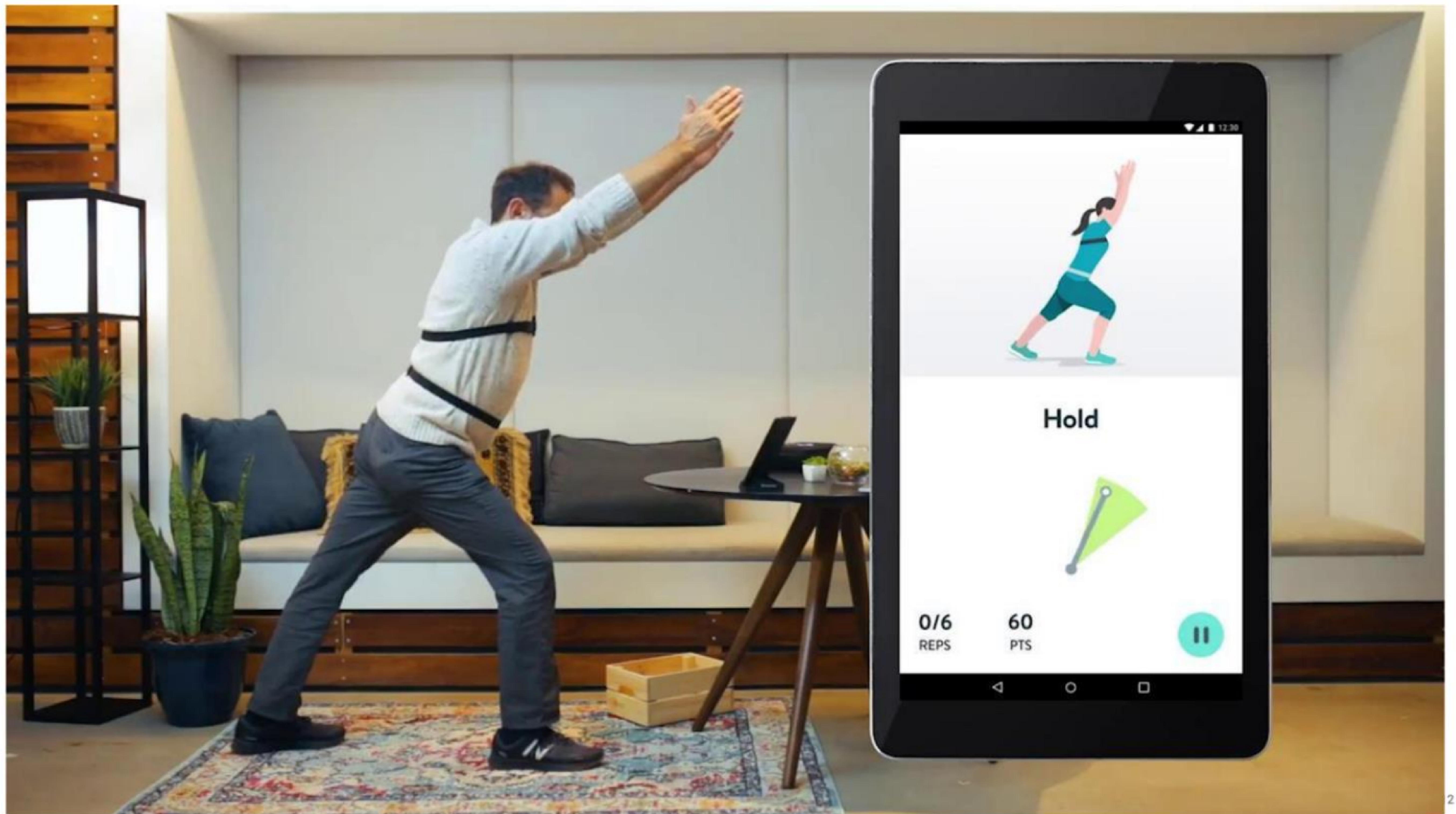
**Sprained ankle**



**Knee arthritis**



**Back surgery**





# Engaging members—right care, right time

Our 3 steps to get the industry’s highest enrollment

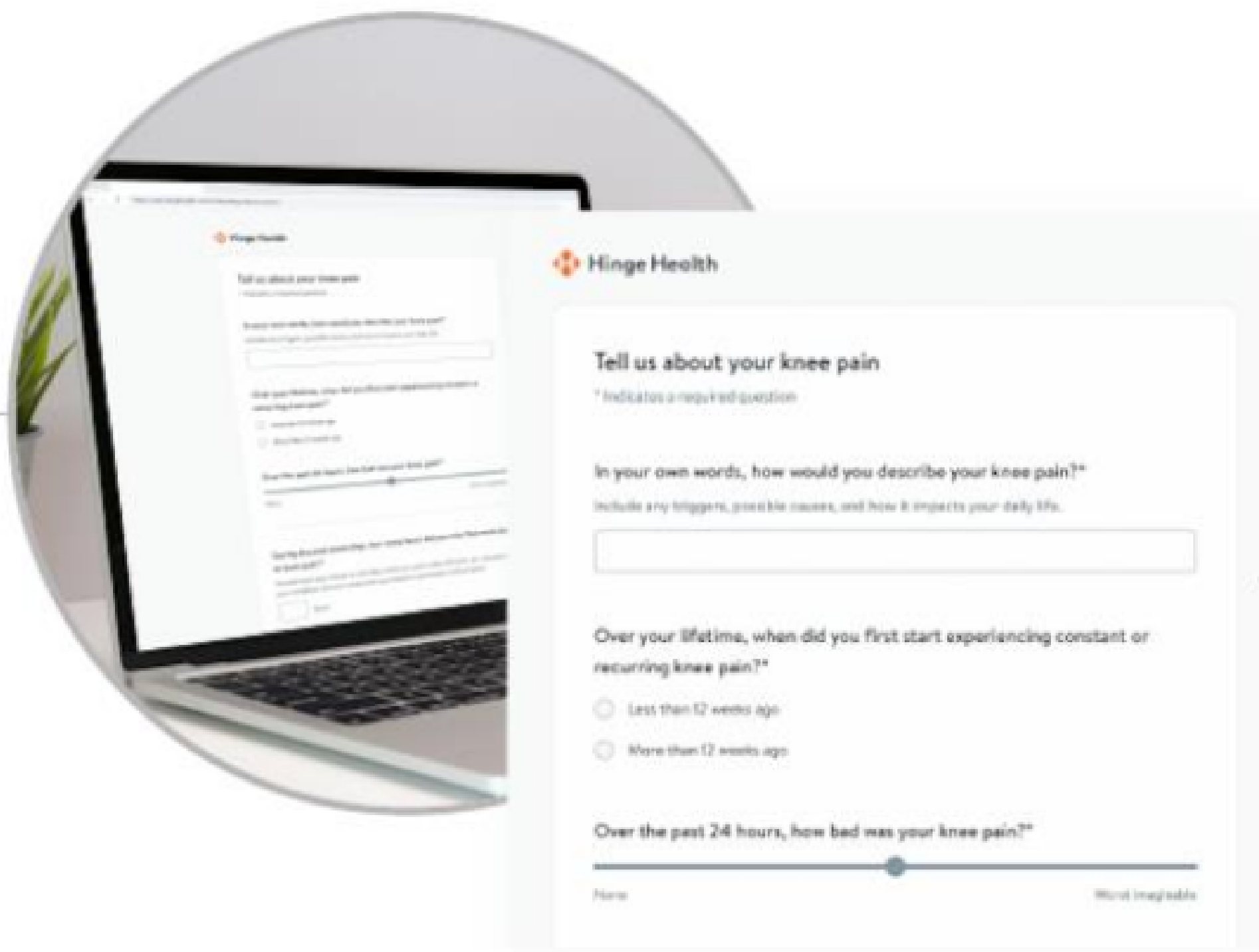
## Awareness

Multi-channel program



## Assessment

Simple online clinical screener



## Enrollment

Matched with the right program

- Prevention
- Acute
- Chronic
- Surgery
- EMO

# Hinge Health's Digital MSK Clinic

Most complete solution — offering the right program & care for different MSK needs

## Prevention

### At-risk

Job-specific exercises  
& education



## Acute

### Recent injury

Virtual PT for all joint  
& muscle groups



## Chronic

### High-risk

Exercise, education,  
and behavioral change



## Surgery

### Pre & Post rehab

Pre/post rehab &  
continuity of care



Free Expert Medical Opinion available across all care programs

# Health coaches drive accountability

A different role than PTs & Doctors

## Behavioral Health Coach Support

Role: Accountability & Adherence

- Sessions clinically proven to reduce pain
- 135+ board certified health coaches, all full-time employees
- Spanish-speaking coaches available

### Sample of our health coaches' diverse background



**Lolita Lopez, NBC-HWC**  
MPH, National Board-Certified  
Health & Wellness Coach



**Sarina Lamarche, NBC-HWC**  
MA in Psychology,  
National Board-Certified  
Health & Wellness Coach



**Michael Litzenberg, ACSM**  
B.S. Kinesiology,  
National Board-Certified  
Health & Wellness Coach

## Clinical Escalation & Education Team

Role: Clinical Questions & Support

- Team of full-time PTs and clinicians led by Harvard & Stanford trained Chief Medical Officer, Dr. Jeff Krauss, MD
- 40 nutritionist/dietitians
- 19 Masters level+ in Mental Health or Public Health
- 15 Certified in DPP or Diabetes Education
- 3 Healthcare Communications
- 2 Occupational Therapists
- 1 Ergonomist
- 1 Pharmacist





# Browse the best pitch deck examples.

Brought to you by [bestpitchdeck.com](https://bestpitchdeck.com) — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

Read more →

Follow us [@pitchdecks](https://twitter.com/pitchdecks)

