



Kiio offers a convenient, easy and broadly applicable digital musculoskeletal (MSK) solution that's proven to deliver results and ROI

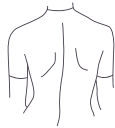


THE BURDEN OF MUSCULOSKELETAL ISSUES

PREVALENCE

1 in **2**

adults will have an **MSK issue every year**



Back
29%



Knee
18%



Neck
15%



Shoulder
8%



Hip
6%



Hand
6%

COST

Annually, musculoskeletal issues cost the U.S. **over \$344 billion**. That's more than cancer, diabetes, or heart disease, making it the **top cost driver for employment and medical costs**.

MSK issues are also the:



#1 CAUSE
of disability and lost workdays

4x more missed workdays



#1 REASON
for opioid prescriptions

Kiio covers nearly all MSK conditions



Shoulder available later 2021

KIIO'S DIGITAL MSK SOLUTION

Kiio supports members' MSK pain management goals, from prevention, to acute flare-ups, to chronic conditions. Kiio's digital-first solution combines the three core pillars of effective MSK therapy to empower members to take control of pain and improve back, knee, neck and hip function.



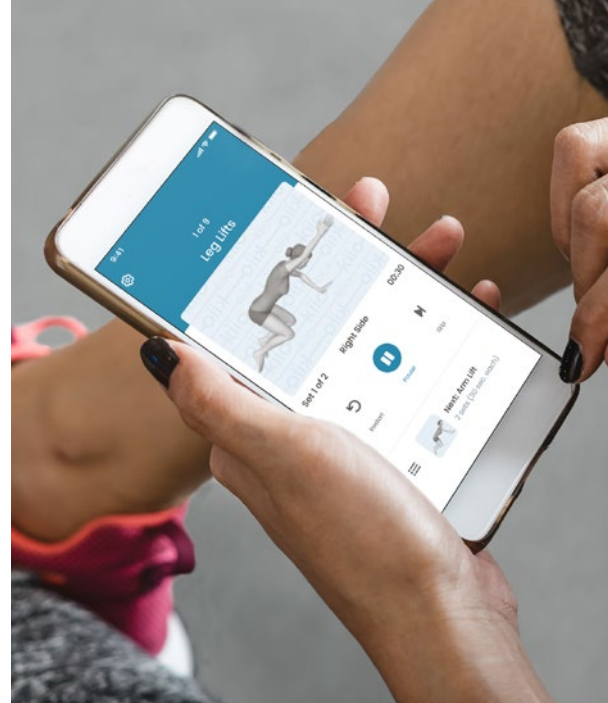
Personalized exercise therapy with multiple, symptom-specific tracks built on evidenced-based, clinical protocols



Education authored by experts helps members ease pain, manage flare-ups and modify behavior for sustained improvement



Digital coaching and Care Team support including direct messaging, AI-driven exercise progression based on individual response, plus 1:1 access to the Kiio Care Team



KIIO MANAGES ALL THE PROGRAM DETAILS



AWARENESS: Kiio runs dynamic, multi-channel campaigns to promote adoption and encourage progress



CARE DELIVERY: Members can immediately use their personalized Kiio program from their smartphone or tablet, and have access for a full year



SCREENING: Identifies risk, includes suitable members, and refers those who screen out to in-network care



REPORTING: Robust reporting shows participation, clinical outcomes, and member satisfaction

KIIO'S IMPACT

CLINICAL IMPACT

Across our book of business, Kiiro delivers significant clinical impact and high member satisfaction.

8 in 10

members experience less pain and increased function



55% ↓

average reduction in pain*



60% ↑

average improvement in function**



92%

would recommend Kiiro to a friend



95%

say Kiiro is easy to use



87%

of members learn how to better manage their pain

*Based on improvement from baseline using NRS pain scale.

**Based on improvement from baseline using PSFS function scale.

COST SAVINGS

Third-party studies using claims data prove that Kiiro significantly reduces medical spend in Year 1, including use of urgent care, aggressive treatments and diagnostics, and prescription medications for pain.*

MEDICAL SPEND

62%
decrease



ED/Urgent Care

91% ↓



Radiology

68% ↓



Injections

63% ↓



Opioid Rx

89% ↓



Benzodiazepine Rx

74% ↓

*p<0.05



“No one ever gives me anything for free, so when my health plan sent the opportunity to participate in Kiiro, I jumped at it! The exercises felt good right away. I haven't stopped. I still do them. The app keeps me constant. I'll have bad days, where my back is tired from standing. I do Kiiro and I've got new life.”

Leslie, Kiiro Member

Visit Kiiro.com for more information! Or email sales@kiiro.com

THE KIIO ADVANTAGE

- ✓ **Immediate access**
Start within minutes, no waiting on special equipment or triage calls
- ✓ **Convenient and easy**
Use anytime, anywhere 24/7 — all you need is your smart device
- ✓ **Highly inclusive**
Over 80% of individuals screen into the program, with support across the pain continuum — prevention, acute, chronic, pre- and post-surgical
- ✓ **Proven health outcomes and cost savings**
Third-party studies using claims data validate 3-5x ROI in Year 1
- ✓ **Integrates with your healthcare ecosystem**
Eligibility checks, claims billing, care referrals and reporting



“We’re very proactive in wanting to protect our people. We want to provide benefits that make people feel better, and feel good about their employer. And, at the same time, try to restrain costs. With Kiio, we can help keep people from having a more serious issue. Kiio has had some really good outcomes with back pain and we’re adding knee, neck and hip.”



AnnaMarie Shanahan, Head of HR at Plastic Ingenuity

Visit us at [Kiio.com](https://kiio.com) today for more information!

Or email us at sales@kiio.com

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