



BlueCross BlueShield  
of Texas

# HINGE HEALTH

At-home, coach-led  
program for members with  
chronic back and joint pain

**For Large Group Fully Insured  
(FI) with Preferred Provider  
Organizations (PPO) and Health  
Maintenance Organizations  
(HMO) networks and Standard  
Plans 2-150**

Hinge Health is an independent company that has contracted with Blue Cross and Blue Shield of Texas (BCBSTX) to provide an online musculoskeletal program for members with coverage through BCBSTX. BCBSTX makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association



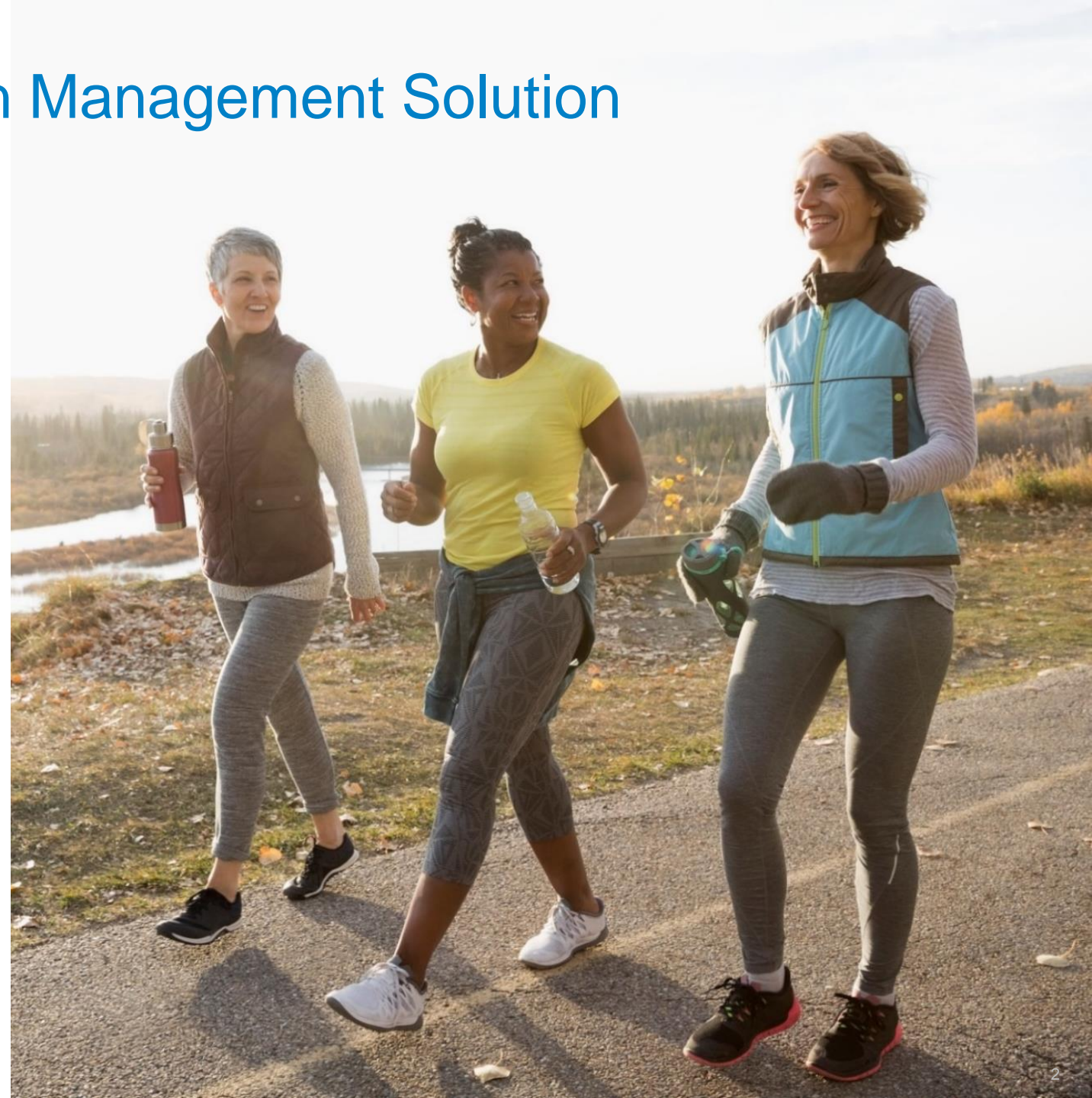
# Chronic Musculoskeletal Pain Management Solution

Hinge Health provides a digital, coach-led program based on proven non-surgical care guidelines.

In-home exercise therapy is designed to relieve pain from the following areas:

- Knee
- Hip
- Low back
- Shoulder
- Neck

The program is delivered remotely using mobile and wearable technology.






# Musculoskeletal (MSK) Management Features

<p><b>Hardware:</b> tablet pre-installed with Hinge Health app, wearable motion sensors, charging units and convenient carrying case</p>	<p><b>Annual access</b> to all five Digital MSK Care Pathways for a full year at the same flat fee</p>	<p><b>Begins with a 12-week intensive phase</b> followed by an ongoing program that builds on learned behaviors; after intensive phase, members can access other Care Pathways as needed at no extra charge</p>	<p><b>Behavioral support</b> provided through health coach and engagement with other program participants</p>
<p>Annual <b>personalized exercise therapy</b> sessions</p>	<p>Annual <b>1:1 access to personal health coach</b> via app, email, text and phone</p>	<p>Personalized <b>educational content</b> weekly</p>	<p><b>Helps members get back to the activities they love!</b></p>

# Clinical Care Model

## Delivers Best Engagement and Outcomes

		
<p><b>Doctors of Physical Therapy (DPTs) and Clinicians</b></p>	<p><b>1-on-1 Health Coaching</b></p>	<p><b>Technology</b></p>
<ul style="list-style-type: none"> <li>• More full-time physical therapists than any other solution</li> <li>• Member has daily access to coach and DPT throughout length of program</li> <li>• Report to Hinge Health’s Chief Medical Officer</li> </ul>	<ul style="list-style-type: none"> <li>• Hundreds of proactive outreaches, 7+ interactions per week*</li> <li>• Achieves industry’s highest engagement and adherence*</li> <li>• All board-certified and recognized by American Medical Association</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors provide real-time feedback on exercise therapy</li> <li>• Works out of the box, nothing to install or download</li> <li>• Dashboard tracks participant progress</li> </ul>

\*Bailey, J., et al. (2020) Digital Care for Chronic Musculoskeletal Pain: 10,000 Participant Longitudinal Cohort Study. JMIR.

# Client Reporting

## Reporting to be provided to BCBSTX with following metrics:

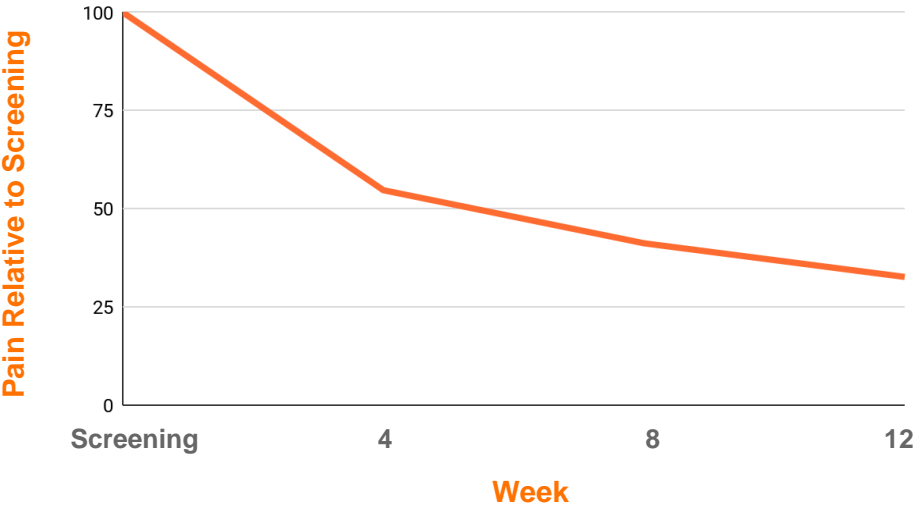
- Enrollment
- Engagement
- Outcome metrics (pain reduction, surgery reduction, employee productivity)
- Participant testimonials when available

**Note:** For Custom Large Groups, group-level reporting will be available (if requested) after 75+ members are enrolled.



# Member-Reported Outcomes

Exercise therapy sessions completed	2-3/wk
Surgeries avoided	2 out of 3
Depression and anxiety reduction	58%
Average pain reduction	69% <sup>1</sup>



<sup>1</sup>Pain reduction outcomes are member-reported.

Source: Bailey, J., et al. (2020) Digital Care for Chronic Musculoskeletal Pain: 10,000 Participant Longitudinal Cohort Study. Published in the Journal of Medical Internet Research, 5,doi:10.2196/18250. Results are based on a Hinge Health study and do not reflect the analysis of BCBSTX. Study authors include Hinge Health employees. Data based on Hinge Health results. These results may not be typical for every participant.



Hinge Health  
Book of  
Business

**ROI**  
**3.4:1<sup>2</sup>**

<sup>2</sup>Projected ROI savings based on medical spend savings reduction (e.g., avoided elective surgeries) and patient-reported outcomes.

ROI provided by Hinge Health.

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# Enhances and Integrates With Other Products

- Integrated messaging through Health Advocacy Solutions and Wellbeing Management
- Benefits Value Advisors can message about the program to members
- Accessible through MyEvoke Engagement Portal
- Coordination across digital partners
  - Members who struggle with diabetes, hypertension or weight management may struggle with joint pain
  - Hinge Health can complete a suite of services offered to support member needs

Evoke Health, LLC. is an independent company that provides health care communications and digital member platform for Blue Cross and Blue Shield of Texas.

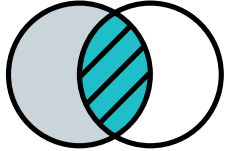
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# Value of BCBSTX Product Offering



Rigorous product vetting  
for best-in-class solutions



Integrated Member  
and Client Experience



Seamless  
Implementation



No additional  
contracting





# HINGE HEALTH

## Eligibility



- To support the program, Hinge Health will receive a weekly file of eligible members
- Because MSK conditions are not always identifiable through a claims screen, BCBSTX provides Hinge Health with the entire membership eligibility
- On enrollment, member completes a brief health assessment to determine full eligibility for the program

- \$0 impact to premium
- Targeted eligibility for high-risk members with MSK claims history within the last three months

Twelve-month access for all care pathways at no additional cost.



**EMPOWERING  
MEMBERS**  
TO MAKE MORE  
COST-EFFECTIVE,  
QUALITY CHOICES

