



SimpleTherapy®

## SimpleTherapy

Your global wellness  
partner for managing  
musculoskeletal conditions



● **MetLife** and **AXA** in partnership

As healthcare costs continue to rise at a rate faster than general inflation globally, it's hardly surprising that multinational employers, like you, are looking to tackle their biggest medical cost drivers.

Musculoskeletal disorders (MSDs), also known as repetitive motion injuries, or ergonomic injuries, are impairments of muscles, joints, tendons, ligaments, nerves, cartilage, bones and the localised blood circulation system.<sup>1</sup> These conditions are extremely common and can be very costly.

As of 2015, approximately 60% of workers in the EU reported complaints related to MSDs<sup>2</sup> and by 2017 there were an estimated 1.3 billion cases of MSDs worldwide.<sup>3</sup>

Whether chronic or acute conditions, MSDs inevitably result in increased sickness and absenteeism. In 2018, 30% of days away from work in the US were caused by MSDs.<sup>4</sup>

Not only does this negatively impact on workforce productivity, but means multinationals, like you, could be left facing huge healthcare costs. To help tackle rising costs and to keep your people happy and healthy, you need a service that helps your employees manage their MSDs or even prevent them all together.

MAXIS GBN is partnering with SimpleTherapy<sup>5,6</sup> to offer a global solution to help employers address acute and chronic pain from MSDs, that is easily accessible, user friendly and available wherever and whenever your employees need it.

SimpleTherapy reports that 89% of compliant users show improvements in their condition, with on average 65% pain reduction by week 12 and 78% report being better equipped to address future pain. A three year longitudinal cohort study with a Washington-based employer covering more than 125,000 employees showed that SimpleTherapy services resulted in a 50% reduction in medical claims and a 66% reduction in surgical rates followed by a 52% reduction in Rx (prescription) claims.<sup>7</sup>

Simple Therapy is the latest partner to join our growing wellness technology marketplace. We launched MAXIS Global Wellness to help you offer cross-border, consistent, globally available programmes, complementing the medical and wellness solutions offered by our local member insurers.

## How can SimpleTherapy help?

SimpleTherapy built the first online alternative to traditional, in-person, physical therapy for MSDs. Today, it's the most comprehensive corporate musculoskeletal programme to manage chronic and acute MSDs. SimpleTherapy's platform gives employees instant access to evidence-based exercise therapy wherever they are in the world and is accessible via web and mobile, providing 24/7 access to resources.

- **Three core programmes** – to treat chronic and acute conditions, for prehab and rehab, and for prevention and maintenance.
- **One-on-one support** – employees are assigned a care team comprised of a doctor, physical therapist and a health coach to provide the personalised support needed to address pain.
- **Adaptive care** – targeted exercises adapt to employees' feedback and abilities, to help them progress at a comfortable and safe pace.
- **Life-long skills** – employees can 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 the employee's doorstep, including resistance bands, a hot/cold pack and compression bandages.
- **Unlimited access** – employees can enjoy 12-months of uninterrupted access to all tracks and programmes.





## Who is SimpleTherapy?

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

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

## How can you work with SimpleTherapy?

As a MAXIS client, you can work with the team at SimpleTherapy to implement a programme that will help your employees manage their MSDs wherever they are in the world and help you tackle your rising medical costs. SimpleTherapy offers:

- easy implementation, getting your programme running in as little as six weeks
- easy-to-track outcomes
- dynamic care plans
- oversight from its care team.

**For more information on how you can implement a global wellness programme with SimpleTherapy, please visit [maxis-gbn.com](https://maxis-gbn.com) or contact your local MAXIS GBN representative.**

- 1 Work-related MSDs: prevalence, costs and demographics in the EU. European Agency for Safety and Health at Work, 2019 <https://www.independent.co.uk/news/uk/home-news/office-workers-screen-headaches-a8459896.html> (sourced January 2021)
- 2 Musculoskeletal disorders and prolonged static sitting. Oshwiki. [https://oshwiki.eu/wiki/Musculoskeletal\\_disorders\\_and\\_prolonged\\_static\\_sitting](https://oshwiki.eu/wiki/Musculoskeletal_disorders_and_prolonged_static_sitting) (sourced January 2021)
- 3 Prevalence, deaths and disability adjusted life years (DALYs) due to musculoskeletal disorders for 195 countries and territories 1990-2017. Journal of Arthritis & Rheumatology, November 2020 <https://onlinelibrary.wiley.com/doi/abs/10.1002/art.41571> (sourced January 2021)
- 4 US Bureau of Labor Statistics. Fact Sheet | Occupational injuries and illnesses resulting in musculoskeletal disorders (MSDs), May 2020. <https://www.bls.gov/iif/oshwc/case/msds.htm#:~:text=In%202018%2C%20there%20were%20900%2C380,2018%2C%20and%2035.4%20in%202011> (sourced January 2021)
- 5 SIMPLETHERAPY, INC. incorporated and registered in DELAWARE, USA whose registered office is at 39180 Farwell Drive, Suite 110, Fremont, California, USA 94538
- 6 MAXIS GBN may receive fees, commissions and/or other remuneration from third parties in connection with the services we carry out for you.
- 7 SimpleTherapy PowerPoint presentation to MAXIS GBN, on 4 January 2021





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