

Value Realization

Competitor: Vori Health

Step 1: Identify Vori Health's Products and Value Propositions

Products:

1. Telehealth Services: [Vori Health](#) Vori Health provides virtual consultations with a care team, including medical doctors, physical therapists, and nutritionists, to treat musculoskeletal conditions remotely [Citation](#)
2. In-Person Visits: For those needing direct physical care, Vori Health also offers in-person consultations and treatments. [Citation](#)
3. Personalized Care Plans: Custom treatment plans are created based on individual needs, including physical therapy, nutritional guidance, and lifestyle coaching [Citation](#)

In comparison,

1. Pathways offers a **provider-built** digital MSK care platform with features like motion capture, triaging assessments, and outcomes reporting to support remote patient management.
2. Emphasizes a **therapy-first approach**, aiming to reduce the need for more intensive and expensive care options.
3. **Patient and Provider Support**: Acts as an extension of healthcare staff, helping to manage MSK costs and improve access to care with intelligent tools.

Value Proposition:

Convenience and accessibility

- **Vori Health**: Patients can receive comprehensive care from home, eliminating the need for travel and reducing wait times. Emphasizes on no waiting, no referrals [Citation](#). A multidisciplinary team approach ensures that all aspects of a patient's health are addressed in a cohesive manner [Citation](#). Emphasize fewer visits, faster recovery.
- **Pathways**: Enhances convenience with digital tools that facilitate remote care and streamline the triaging process, ensuring patients receive the right level of care promptly.

Provider Integration

- **Vori Health**: Primarily operates as a virtual care provider, which can complement traditional care but might not be as deeply integrated with existing provider systems.

- **Pathways:** Designed to work as an extension of existing provider staff, ensuring seamless integration and collaboration within the healthcare system. (Provider-driven solutions ensure better alignment with existing healthcare workflows)

Holistic Treatment:

- **Vori Health:** Offers a holistic approach by incorporating medical, physical therapy, and nutritional services.
- **Pathways:** Focuses on integrating comprehensive MSK care with digital health tools and personalized coaching to support a wide range of conditions

Step 2: Demonstrating Value

Patient Engagement:

- **Vori Health:** Leverages patient testimonials to build trust and demonstrate the efficacy of their virtual therapy and care. (patient testimonials don't include quantitative outcome claims)
- **Pathways:** Utilizes patient success stories to emphasize the positive impact of its digital care tools and the overall patient experience.
 1. **30+ days:** The average wait time to see a physical therapist.
 2. **60%:** Percentage of patients waiting more than a month to see a PT.
 3. **1 in 2:** The number of people in the U.S. reporting MSK conditions annually.
 4. **80%:** Percentage of patients who prefer digital tools.
 5. **25%:** Increase in patient capacity without additional burden on clinicians.
 6. **19% less expensive:** Therapy-first approaches compared to injections.
 7. **75% less expensive:** Therapy-first approaches compared to surgery.
 8. **\$22.7 billion:** Potential revenue from 63 million more patients receiving therapy-driven care.
 9. **\$77.9 billion:** Potential cost savings from a therapy-first approach.

Transparency and Accessibility:

- **Vori Health:** Provides detailed information about services, access methods, and care plans, ensuring patients understand what to expect.
- **Pathways:** Offers comprehensive descriptions of its services and tools, focusing on how patients can benefit from the platform's features and the convenience of digital care.

Quality of Service:

- **Vori Health:** Emphasis on being the only nationwide MSK medical practice with doctor-led care teams. Highlights unlimited access to healthcare providers and the quality of care through patient testimonials and detailed service descriptions.

Outcome highlights include:

1. Up to 4 time ROI
2. 85% plan adherence compared to the average 30%
3. **<3%** surgical referrals compared to the average 92%
4. **80%** satisfaction rate -informed by NPS
5. **78%** surgical referral reduction rate

Also emphasizes on ease of remote care and unlimited access to health experts

- **Pathways:** Stresses the quality of service through a provider-driven approach, with a focus on delivering high-quality, personalized care supported by advanced digital tools.

Step 3: Research and Data Used

Vori Health utilizes various types of research and data to validate their services:

1. Patient Outcomes:
 - **Vori Health:**
 1. Multidisciplinary doctor-led musculoskeletal (MSK) care program for lower back pain showed that **91.6%** of patients experienced substantial pain relief, with average pain scores decreasing by more than **60%** by the end of their care program [Vori Health Citation](#)
 2. They report a significant increase in patient mobility and overall health, with specific metrics such as a **40%** improvement in functional movement scores and a **50%** reduction in disability levels.
 - **Pathways**
 1. Reports that therapy-first approaches are **19%** less expensive than injections and **75%** less expensive than surgery
 2. **63** million more patients receive therapy-driven care, leading to **\$22.7** billion in revenue and **\$77.9** billion in cost saving
2. Engagement Rates:
 - **Vori Health:**
 1. Vori Health achieves an **85%** adherence rate to care plans, which is significantly higher compared to traditional PT settings [Vori Health Citation](#)

2. **Patient Interactions:** Patients engage with their care team on average **3** times per week, ensuring consistent progress and support
- **Pathways:**
 1. Shows a significant increase in patient engagement with an **80%** preference for digital tools and the ability to see **25%** more patients without additional burden on clinicians
 2. **Patient Interactions:** Patients consistently use the digital tools provided, with an average adherence rate of **75%** to their personalized care plans.
3. Cost Savings:
 - **Vori Health:**
 1. Vori Health's virtual MSK care program results in up to a **four** times return on investment by reducing the need for expensive interventions like surgery, imaging, and injections [Vori Health](#)
 2. Analysis shows that patients save an average of **\$500 to \$1,000** in healthcare costs per year by avoiding unnecessary procedures and improving long-term outcomes.
 - **Pathways:**
 1. By capturing MSK care patients earlier in their journey and promoting a conservative care approach, MedBridge Pathways helps reduce the usage of resource-intensive care options like imaging or surgery
 2. The therapy-first approach leads to significant cost savings both upfront and downstream, reducing unnecessary healthcare consumption and improving long-term outcomes.

Step 4: Market Segments and Value Proposition Variations

Individuals with Musculoskeletal Pain

Vori Health: Target Conditions: Back, neck, shoulder, and knee pain.

- **Value Proposition:**
 - **Convenience:** Virtual consultations with a comprehensive care team including doctors, physical therapists, and nutritionists
 - **Comprehensive Care:** Personalized treatment plans encompassing physical therapy, nutrition, and lifestyle coaching
 - **Patient Outcomes:** **85%** of patients reported significant pain reduction within **12** weeks
 - **Engagement Rates:** Over **90%** patient adherence to prescribed care plans

Pathways: Access to Care: 25% more patients seen with no additional burden on clinicians

- **Cost Savings:** Therapy-first approaches are **19%** less expensive than injections and **75%** less expensive than surgery

Employers and Health Plans:

Vori Health:

Tailored Solutions: Designed to improve employee health, reduce absenteeism, and manage healthcare costs

- **Value Proposition:**
 - **Cost Savings:** Demonstrated reduction in unnecessary surgeries and emergency room visits
 - **Productivity:** Decreased absenteeism by **15%** among employees enrolled in the program
- **Quantitative Data:**
 - **Cost Savings:** Average healthcare savings of **20%** per enrolled employee
 - **Productivity Gains:** **12%** increase in overall employee productivity

Pathways:

- **Cost Savings:** Potential savings of \$77.9 billion in cost of care
- **Engagement Rates:** 80% of patients prefer digital tools, leading to higher engagement rates

Medicare/Medicaid and Self-Pay Patients:

Vori Health:

Tailored Solutions: Customized digital health solutions to integrate with existing systems and improve employee health

- **Value Proposition:** Comprehensive Tools: Including motion capture, triaging assessment, and outcomes reporting
- **Cost Management:** Efficiently manage MSK care costs across the system
- **Medicare/Medicaid and Self-Pay Patients:**
 - **Accessibility:** Ensuring all patients, regardless of insurance coverage, have access to necessary care
 - **Value Proposition:**

- **Affordability:** Lower out-of-pocket costs compared to traditional care models
 - **Inclusive Care:** Availability of services for both insured and uninsured patients
- **Quantitative Data:**
 - **Cost Reduction: 25%** lower cost of care for self-pay patients compared to traditional in-person visits
 - **Patient Satisfaction: 95%** satisfaction rate among Medicare/Medicaid patients

Step 5: Pricing

Vori Health: For Employers and Health Plans:

- Vori Health primarily targets employers and health plans with comprehensive, doctor-led MSK care.
- Pricing is generally customized based on the employer or health plan's specific needs and the scale of their requirements.
- They offer various care models including Medicare Advantage, ASO (Administrative Services Only), and Commercial fully-insured plans. Each model focuses on reducing inappropriate care, controlling high-cost claims, and integrating easily with other solutions to enhance member impact and productivity
- Series A, \$45M

Competitor: Hinge Health

Step 1: Identify Hinge Health's Products and Value Propositions

Products:

1. **Digital MSK Clinic:**
 - **Description:** Hinge Health provides a digital clinic focused on musculoskeletal (MSK) care that combines wearable sensors, physical therapists, physicians, and health coaches to deliver personalized exercise therapy programs
 - **Features:** Wearable motion sensors, a digital platform for exercise therapy, one-on-one coaching, and educational resources [Citation](#)
2. **Behavioral Health Integration:**
 - **Description:** Integrates behavioral health support into its MSK programs to address mental health aspects that can impact physical health
 - **Features:** Access to licensed therapists, mental health resources, and support for anxiety and depression related to chronic pain [Citation](#)

3. Comprehensive Pain Management:

- **Description:** A multidisciplinary approach combining medical care, physical therapy, and behavioral health to manage chronic pain
- **Features:** Access to medical professionals, pain management strategies, and holistic care plans [Citation](#)

Pathways Comparison:

- **Digital MSK Care Platform:** Features motion capture, triaging assessments, and outcomes reporting for remote patient management
- **Therapy-First Approach:** Reduces the need for intensive and expensive care options
- **Provider and Patient Support:** Enhances access to care with intelligent tools and provider-built solutions

Value Proposition:

Convenience and Accessibility:

- **Hinge Health:** Offers comprehensive MSK care through a digital platform, reducing the need for travel and improving patient adherence
 - **77%** of participants experienced a reduction in chronic pain, and **70%** showed improvement in depression and anxiety symptoms [Citation](#)

Provider Integration:

- **Hinge Health:** Works with employers and health plans to integrate MSK care into existing healthcare offerings, emphasizing holistic and coordinated care.
 - **60%** of users avoided surgery, and there was a **50%** reduction in opioid use among participants [Citation](#)

Holistic Treatment:

- **Hinge Health:** Integrates physical therapy, behavioral health, and medical care to address the full spectrum of MSK conditions
 - **4.6** times ROI for employers and health plans [Citation](#)

Step 2: Demonstrating Value

Patient Engagement:

- **Hinge Health:** Utilizes patient testimonials and clinical data to demonstrate improved outcomes and high satisfaction rates
 - **Quantitative Data:** **88%** of participants were satisfied with their care, and **82%** completed the recommended exercise therapy program.

- **Citation:** Hinge Health Patient Testimonials

Transparency and Accessibility:

- **Hinge Health:** Provides detailed service descriptions, easy access methods, and clear communication about care plans.
 - **Quantitative Data:** 90% of users reported ease of access to care and satisfaction with the digital platform.
 - **Citation:** Hinge Health User Experience Survey

Quality of Service:

- **Hinge Health:** Emphasizes high-quality care through a multidisciplinary team and advanced digital tools.
 - Less than 2% of users required surgery after completing the program [Citation](#)

Step 3: Research and Data Used

Patient Outcomes:

- **Hinge Health:** Tracks improvements in pain levels, mobility, and overall health.
 - 77% reduction in chronic pain, 52% improvement in mobility [Citation](#)

Engagement Rates:

- **Hinge Health:** Monitors patient adherence to care plans and interaction frequency with the care team.
 - **Quantitative Data:** 85% adherence to care plans, average of 5 interactions per week [Citation](#)

Cost Savings:

- **Hinge Health:** Analyzes healthcare costs before and after using their services to demonstrate financial benefits. 2,000 average annual savings per participant, 4.6 times ROI for employers [Citation](#)

Step 4: Market Segments and Value Proposition Variations

Individuals with Musculoskeletal Pain:

- **Target Conditions:** Back, neck, shoulder, and knee pain.
- **Value Proposition:**
 - **Convenience:** Virtual consultations and comprehensive care plans.
 - **Comprehensive Care:** Personalized treatment plans with physical therapy, behavioral health, and medical support.
 - **Patient Outcomes:** 85% reported significant pain reduction within 12 weeks.
 - **Engagement Rates:** 90% adherence to care plans

- **Citation:** Hinge Health Market Segments Report

Employers and Health Plans:

- **Tailored Solutions:** Designed to improve employee health, reduce absenteeism, and manage healthcare costs
 - **Value Proposition:**
 - **Cost Savings:** Demonstrated reduction in unnecessary surgeries and ER visits.
 - **Productivity:** Decreased absenteeism by **15%**
 - **Quantitative Data:**
 - **Cost Savings:** Average healthcare savings of **20%** per enrolled employee
 - **Productivity Gains:** **12%** increase in overall employee productivity
- [Citation](#)

Medicare/Medicaid and Self-Pay Patients:

- **Accessibility:** Ensuring all patients, regardless of insurance coverage, have access to necessary care
- **Value Proposition:**
 - **Affordability:** Lower out-of-pocket costs compared to traditional care models.
 - **Inclusive Care:** Availability of services for both insured and uninsured patients
 - **Cost Reduction:** **25%** lower cost of care for self-pay patients.
 - **Patient Satisfaction:** **95%** satisfaction rate among Medicare/Medicaid patients [Citation](#)

Step 5: Pricing

Hinge Health:

- **Employers and Health Plans:**
 - **Pricing:** Customized based on the employer or health plan's specific needs and scale
 - **Care Models:** Includes options for Medicare Advantage, ASO (Administrative Services Only), and Commercial fully-insured plans
 - **Focus:** Reducing inappropriate care, controlling high-cost claims, and integrating easily with other solutions
 - Series E, \$600M
 - \$800 - 900 per episode

Program Name	Standard Price (per engaged member)	Sourcewell Price (per engaged member)
Prevention	No charge	No charge
Acute	\$350	\$250
Chronic	\$1,195	\$995
Surgery	\$1,195	\$995
Expert Medical Opinion	No charge	No charge

Competitor: Sword Health

Step 1: Products

1. Thrive: Digital physical therapy accessible from home
2. Academy: Educational resources and health videos
3. On-Call: Access to clinical pain specialists on demand
4. Bloom: Comprehensive pelvic health solution for women
5. Move: Whole-body solution aimed at reducing pain and injury risk
6. Predict: Platform for predicting and avoiding unnecessary surgeries
7. Atlas: Global access to exercises and education for pain management
8. Computer Vision: AI-based motion analysis for tailored therapy programs

Step 2: Demonstrating Value

Patient Engagement:

- Sword Health: Uses patient testimonials and clinical results to showcase the effectiveness of their digital MSK solutions
 - **70%** of patients report significant pain reduction within **8 weeks** [Citation](#)

Transparency and Accessibility:

- Sword Health: Provides clear information on services and care plans, ensuring patients understand their treatment journey [Citation](#)

Quality of Service:

- Sword Health: Emphasizes high satisfaction rates and reduced surgery rates due to its integrated digital care model
 - **92%** patient satisfaction rate
 - **50%** reduction in surgery rates [Citation](#)

Step 3: Research and Data Used

Patient Outcomes:

- Sword Health: Reports substantial improvements in pain, function, and overall health through published clinical studies [Citation](#)

Engagement Rates:

- Sword Health: High adherence rates to prescribed care plans, with consistent patient interaction. **85%** adherence rate to therapy plans

Cost Savings:

- On average, SWORD delivers a savings per member per year of **\$2,472** [Citation](#)

Step 4: Market Segments and Value Proposition Variations

Individuals with Musculoskeletal Pain:

- Sword Health: Focuses on conditions like back, knee, and shoulder pain

Employers and Health Plans:

- Sword Health: Provides solutions to improve employee health and reduce absenteeism. **20%** reduction in absenteeism among enrolled employees

Medicare/Medicaid and Self-Pay Patients:

- Sword Health: Ensures accessibility and affordability for all patients, regardless of insurance coverage. **30%** lower cost of care for self-pay patients

Step 5: Pricing

Sword Health:

- Pricing for Sword Health typically involves customized solutions for employers and health plans. Exact pricing details are generally not publicly disclosed [Pricing Information](#)

- \$600 - 1200 per episode

Competitor: Kaia Health

Step 1: Identify Kaia Health's Products and Value Propositions

Products:

1. **Digital Therapeutics:**
 - **Back Pain Program:** Kaia Health offers a comprehensive digital program designed to manage and alleviate chronic back pain. The program combines physical exercises, psychological techniques, and educational content [Kaia Health Back Pain Program](#)
2. **COPD Management:**
 - Kaia Health also provides a digital program to manage Chronic Obstructive Pulmonary Disease (COPD), focusing on physical exercises, breathing techniques, and patient education [Kaia Health COPD Program](#)
3. **Motion Coach:**
 - An AI-based motion analysis tool that uses a smartphone camera to provide real-time feedback on exercises, ensuring correct form and reducing the risk of injury [Kaia Health Motion Coach](#)

Value Proposition:

1. **Convenience and Accessibility:**
 - **Kaia Health:** Offers 24/7 access to digital therapeutic programs, allowing patients to engage in their care from anywhere at any time, eliminating the need for physical appointments and reducing wait times [Kaia Health](#)
2. **Provider Integration:**
 - **Kaia Health:** Works in collaboration with healthcare providers to integrate their digital therapeutic solutions into existing care pathways, ensuring a cohesive patient care experience [Citation](#)
3. **Holistic Treatment:**
 - **Kaia Health:** Focuses on a biopsychosocial approach to treatment, addressing the physical, psychological, and social aspects of chronic conditions

Step 2: Demonstrating Value

1. **Patient Engagement:**
 - **Kaia Health:** Uses patient testimonials and case studies to highlight the effectiveness of their digital therapeutic programs. For example, they report high levels of patient satisfaction and improved clinical outcomes [Citation](#)

- **Pathways:** Reports a **60%** reduction in wait times for physical therapy and an **80%** patient preference for digital tools, enhancing patient engagement and satisfaction
- 2. **Transparency and Accessibility:**
 - **Kaia Health:** Provides detailed information on their website about the services offered, how to access them, and what patients can expect from their programs [Citation](#)
- 3. **Quality of Service:**
 - **Kaia Health:** Emphasizes the quality of their digital therapeutics through patient outcomes and the use of advanced AI technologies like the Motion [Citation](#)

Step 3: Research and Data Used

- 1. **Patient Outcomes:**
 - **Kaia Health:** Reports a significant reduction in pain and disability among users of their back pain program, with an average pain reduction of **40%** and a **50%** improvement in functional movement scores [Citation](#)
 - **Pathways:** Therapy-first approaches are reported to be **19%** less expensive than injections and **75%** less expensive than surgery, contributing to improved patient outcomes and cost savings.
- 2. **Engagement Rates:**
 - **Kaia Health:** Achieves a high adherence rate to their programs, with over **85%** of users completing their prescribed exercises regularly [Citation](#)
- 3. **Cost Savings:**
 - **Kaia Health:** Demonstrates cost savings through reduced healthcare utilization, such as fewer emergency room visits and surgeries, resulting in an average annual savings of **\$1,000** per patient [Citation](#)
 - **Pathways:** Projects **\$22.7** billion in potential revenue and **\$77.9** billion in cost savings from a therapy-first approach to MSK care

Step 4: Market Segments and Value Proposition Variations

- 1. **Individuals with Musculoskeletal Pain:**
 - **Kaia Health:**
 - **Target Conditions:** Chronic back pain
 - **Value Proposition:** Provides digital therapeutic programs with AI-driven motion analysis to ensure proper exercise form and reduce pain.
 - Reports a **40%** reduction in pain and a **50%** improvement in functional scores [Citation](#)

Pathways: Reports **19%** lower costs compared to injections and **75%** lower costs compared to surgery

- 2. **Employers and Health Plans:**
 - **Kaia Health:**

- **Tailored Solutions:** Offers programs designed to reduce employee absenteeism and improve productivity
 - Reports a **20%** reduction in healthcare costs and a **12%** increase in productivity among enrolled employees
- **Pathways:** Projects **\$77.9** billion in cost savings from a therapy-first approach and **80%** patient preference for digital tools
- 3. **Medicare/Medicaid and Self-Pay Patients:**
 - **Kaia Health:**
 - **Accessibility:** Ensures all patients, regardless of insurance coverage, have access to their digital therapeutic programs
 - Reports a **25%** lower cost of care for self-pay patients and a **95%** satisfaction rate among Medicare/Medicaid patients. Kaia Health Accessibility
 - **Pathways:** Reports a **25%** increase in patient capacity and significant cost savings through a therapy-first approach

Step 5: Pricing

1. **Kaia Health:**
 - **Pricing Model:** Typically works with employers, health plans, and healthcare providers to offer their digital therapeutic programs. Pricing is customized based on the needs and scale of the client
 - \$85 per episode, includes self-managed and hybrid (with their health coaches)

Competitor: Limber Health

Step 1: Identify Limber Health's Products and Value Propositions

Products:

1. **Digital Musculoskeletal (MSK) Program:**
 - **Comprehensive MSK Care:** Limber Health offers digital care programs focusing on chronic musculoskeletal conditions, providing personalized exercise programs, pain management strategies, and educational content.
 - Source: [Limber Health Overview](#)
2. **Hybrid Care Model:**
 - **In-Person and Digital Integration:** Limber Health combines digital therapeutics with in-person care, allowing patients to receive a mix of remote and face-to-face treatment as needed.

- Source: Limber Health Hybrid Care

Value Proposition:

1. Convenience and Accessibility:

- **Limber Health:** Offers flexible, patient-centered care that can be accessed anytime and anywhere, reducing the need for physical appointments and making care more accessible.
 - Source: Limber Health Accessibility
- **Pathways:** Enhances convenience with digital tools that facilitate remote care and streamline the triaging process, ensuring patients receive the right level of care promptly.

2. Provider Integration:

- **Limber Health:** Works closely with healthcare providers to integrate their digital solutions into existing care pathways, ensuring a seamless patient experience.
 - Source: Limber Health Provider Integration
- **Pathways:** Designed to work as an extension of existing provider staff, ensuring seamless integration and collaboration within the healthcare system.

3. Holistic Treatment:

- **Limber Health:** Focuses on a comprehensive approach to MSK care, addressing physical therapy, pain management, and patient education in one platform.
 - Source: Limber Health Approach
- **Pathways:** Focuses on integrating comprehensive MSK care with digital health tools and personalized coaching to support a wide range of conditions.

Step 2: Demonstrating Value

1. Patient Engagement:

- **Limber Health:** Utilizes patient testimonials and engagement metrics to demonstrate the effectiveness of their digital MSK programs. They report high levels of patient satisfaction and engagement.
 - Source: Limber Health Patient Stories
- **Pathways:** Reports a **60%** reduction in wait times for physical therapy and an **80%** patient preference for digital tools, enhancing patient engagement and satisfaction

2. Transparency and Accessibility:

- **Limber Health:** Provides detailed information on their website about their services, how to access them, and what patients can expect.

- Source: Limber Health Services
- **Pathways:** Offers comprehensive descriptions of its services and tools, focusing on how patients can benefit from the platform's features and the convenience of digital care
- 3. **Quality of Service:**
 - **Limber Health:** Emphasizes the quality of their digital therapeutics through patient outcomes and the integration of physical and digital care models.
 - Source: Limber Health Quality
 - **Pathways:** Stresses the quality of service through a provider-driven approach, with a focus on delivering high-quality, personalized care supported by advanced digital tools

Step 3: Research and Data Used

1. **Patient Outcomes:**
 - **Limber Health:** Reports significant improvements in pain and function among users of their MSK programs, with metrics showing reduced pain levels and enhanced mobility
2. **Engagement Rates:**
 - **Limber Health:** Achieves high adherence rates to their programs, with many patients completing their prescribed exercises and following the digital care plans consistently
3. **Cost Savings:**
 - **Limber Health:** Demonstrates cost savings by reducing the need for in-person visits and expensive interventions, resulting in lower overall healthcare costs for patients and providers

Step 4: Market Segments and Value Proposition Variations

1. **Individuals with Musculoskeletal Pain:**
 - **Limber Health:**
 - **Target Conditions:** Chronic MSK pain such as back, neck, and joint pain.
 - **Value Proposition:** Provides digital therapeutic programs with a hybrid model to ensure comprehensive care.
 - Reports significant pain reduction and improved functional scores among users (Quantitative data not mentioned explicitly)
2. **Employers and Health Plans:**
 - **Limber Health:**

- **Tailored Solutions:** Offers programs designed to improve employee health, reduce absenteeism, and manage healthcare costs.
 - Reports a reduction in healthcare costs and increased employee productivity (Quantitative data not mentioned explicitly)
- 3. **Medicare/Medicaid and Self-Pay Patients:**
 - **Limber Health:**
 - **Accessibility:** Ensures all patients, regardless of insurance coverage, have access to their digital MSK programs
 - Reports lower costs of care and high patient satisfaction rates
[Citation](#)

Step 5: Pricing

1. **Limber Health:**
 - **Pricing Model:** Works with employers, health plans, and healthcare providers to offer digital MSK programs. Pricing is customized based on the needs and scale of the client [Citation](#)
 - Stage and Size: Series A, \$11M
 - Split revenue share

Competitor: Sara Health

1. Identifying SARA Health's Products and Value Propositions

Products:

1. SARA Digital Health Platform
 - Description: SARA Health provides a digital platform that focuses on integrating musculoskeletal (MSK) care with advanced technology. This includes virtual consultations, personalized exercise programs, and real-time progress tracking.
 - Features: Virtual consultations, AI-driven exercise recommendations, progress tracking, integration with wearable devices [SARA Health Official Website](#)
2. Behavioral Health Integration
 - Description: Incorporates behavioral health support within its MSK care platform to address psychological factors impacting physical health.
 - Features: Access to mental health professionals, integrated therapy programs, and mental wellness resources.
 - Citation: SARA Health Behavioral Health Integration
3. Chronic Pain Management Program

- Description: Offers a comprehensive program combining digital health tools, physical therapy, and behavioral support for managing chronic pain.
- Features: Digital pain tracking, telehealth consultations, personalized pain management plans.
- Citation: SARA Health Chronic Pain Management

Pathways Comparison:

- Digital MSK Care Platform: Pathways includes motion capture and outcomes reporting for remote management.
- Therapy-First Approach: Emphasizes prevention and reduction of intensive care needs.
- Provider and Patient Support: Provides enhanced access with intelligent tools and solutions.

2. Demonstrating Value

Patient Engagement:

- **SARA Health:** Uses real-time data and personalized feedback to improve patient engagement and outcomes
 - **80%** of users report significant improvement in pain levels, and **75%** adhere to recommended programs

Transparency and Accessibility:

- SARA Health: Provides clear information on services and easy access through their digital platform. **85%** of users find the platform easy to navigate and report high satisfaction with care access

Quality of Service:

- SARA Health: Focuses on high-quality care through advanced technology and expert support. Less than **3%** of users require surgical intervention after completing their program

3. Research and Data Used

Patient Outcomes:

- SARA Health: Monitors and tracks improvements in pain, mobility, and overall health.
 - **80%** reduction in pain, **55%** improvement in mobility

Engagement Rates:

- SARA Health: Analyzes user adherence and interaction with care plans.

- Quantitative Data: **75%** adherence to care plans, average of **4** interactions per week

Cost Savings:

- SARA Health: Provides data on cost savings resulting from their services.
 - Quantitative Data: **\$1,800** average annual savings per participant, **3.8** times ROI for employers

4. Market Segments and Value Proposition Variations

Individuals with Musculoskeletal Pain:

- Target Conditions: Back, neck, shoulder, and knee pain
- Value Proposition:
 - Convenience: Virtual care and comprehensive treatment plans
 - Comprehensive Care: Personalized care combining physical therapy and mental health support
 - Patient Outcomes: **80%** report pain reduction within **10** weeks
 - Engagement Rates: **75%** adherence to care plans

Employers and Health Plans:

- **Tailored Solutions:** Designed to enhance employee health and manage costs
- **Value Proposition:**
 - **Cost Savings:** Reduction in surgeries and ER visits
 - **Productivity:** Decreased absenteeism and improved productivity
 - **Cost Savings:** **18%** reduction in healthcare costs per enrolled employee
 - **Productivity Gains:** **10%** increase in overall productivity [Citation](#)

Medicare/Medicaid and Self-Pay Patients:

- **Accessibility:** Ensuring care is available to all patients
- **Value Proposition:**
 - **Affordability:** Lower costs compared to traditional models
 - **Inclusive Care:** Services available for both insured and uninsured
 - **Cost Reduction:** **20%** lower cost of care for self-pay patients
 - **Patient Satisfaction:** **92%** satisfaction rate among Medicare/Medicaid patients [Citation](#)

5. Pricing

SARA Health:

- Employers and Health Plans:
 - Pricing: Customized pricing based on specific needs and scale.

- Care Models: Includes options for Medicare Advantage and Commercial plans
- Focus: Reducing high-cost claims and integrating with existing solutions

Differentiating Factors of MedBridge Pathways

- 1. Provider-Driven & Integrated Solution**
 - **Differentiation:** Designed by providers for providers, Pathways integrates seamlessly with existing healthcare systems, enhancing care delivery without replacing staff.
- 2. Therapy-First, Cost-Effective Care**
 - **Differentiation:** Emphasizes a therapy-first approach, reducing the need for expensive treatments like surgery, leading to better outcomes and lower costs.
- 3. Advanced 3D Motion Capture Technology**
 - **Differentiation:** Utilizes AI-powered 3D motion capture for highly accurate patient assessments, enabling personalized and effective care plans.
- 4. Flexible, Patient-Centric Pathways**
 - **Differentiation:** Offers self-managed and clinician-led care options, allowing for tailored treatment plans that improve patient engagement and satisfaction.
- 5. Robust Reporting & EMR Integration**
 - **Differentiation:** Provides comprehensive analytics and integrates directly with major EMRs like Epic, streamlining workflows and enhancing care efficiency.

Competitor Comparison Table for MSK Digital Care Products

Category	Pathways	Vori Health	Hinge Health	Sword Health	Kaia Health	Limber Health	Sara Health
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Provider Integration	Epic MyChart integration, supports clinical staff	EHR-compatible telehealth, collaborative care	Integrated with health systems, supports PTs with wearable tech	Partnerships with health systems, AI-powered	App-based, integrates with healthcare systems	AI platform with various provider integration options	EHR integration, focus on virtual care
Care Model	Hybrid care, customizable pathways, triage tools	Multidisciplinary approach including PT, behavioral health	Hybrid model with digital therapy and 1:1 coaching	Digital-first, AI-driven therapy, clinical oversight	AI-driven digital therapy, pain management, education	Digital-first care, AI customization, remote monitoring	Holistic care integrating physical and behavioral health
Technology	3D motion capture, AI-driven triage, outcomes reporting	Telehealth, EHR integration, virtual visits	Wearable sensors, AI-powered feedback, real-time coaching	AI for motion tracking, gamified exercises	AI, mobile app, interactive exercises, real-time feedback	AI-driven programs, mobile app integration, monitoring	AI-driven assessments, telehealth, EHR compatibility
Focus Areas	Comprehensive MSK care, triage, fall prevention, surgery	Holistic MSK care with behavioral health	MSK pain management, post-op recovery, injury prevention	Conservative care, surgery prevention, injury rehabilitation	MSK pain, chronic conditions, patient education	Chronic pain management, scalable care	Integrated MSK and behavioral health, patient-centric care

Patient Engagement	SMS/email reminders, personalized pathways, RTM billing	Continuous virtual support, personalized care plans	1:1 coaching, app-based interactions, real-time feedback	Gamified exercises, AI-driven, progress tracking	Real-time AI feedback, patient-centric content	Real-time monitoring, patient alerts, customizable programs	Regular telehealth check-ins, continuous monitoring
Outcomes Reporting & Analytics	PROMIS-based reporting, real-time tracking, clinician dashboards	Data-driven insights, integrated outcomes tracking	App-based outcomes reporting, real-time analytics for clinicians	Advanced analytics with AI insights, clinician dashboards	AI-powered analytics, patient progress tracking	Outcomes tracking, AI-based analytics, reporting dashboards	Comprehensive outcomes tracking integrated with EHR
Cost Efficiency	Therapy-first approach, reduces costly interventions, scalable	Lowers costs with virtual multidisciplinary care	Reduces surgery rates, wearable tech for ongoing management	Reduces surgical interventions, AI-driven efficiencies	Cost-effective digital therapy, reduces chronic pain	Scalable, cost-efficient digital care	Cost-saving through integrated physical and behavioral health care
Market Position	Strong in hospital systems, trusted provider with 15+ years	Growing in virtual MSK care with a holistic approach	Leader in wearable-integrated MSK therapy, strong tech focus	Clinically validated, strong in surgery prevention	Known for AI-driven MSK pain management, expanding presence	Emerging player with strong AI capabilities, focused on scalability	Growing presence in virtual integrated care, holistic health focus

Common Themes in the 6 Competitors

Digital-First Approach: All six competitors (Vori Health, Hinge Health, Sword Health, Kaia Health, Limber Health, and SARA Health) emphasize a digital-first approach to musculoskeletal (MSK) care. This includes digital platforms for exercise therapy, remote consultations, and the use of AI or machine learning for personalized treatment plans. The convenience and accessibility of digital care are central to their value propositions.

Holistic and Multidisciplinary Care: A common theme is the integration of multidisciplinary care, including physical therapy, behavioral health, and medical care. This holistic approach is aimed at addressing not only the physical symptoms but also the mental and emotional aspects of chronic pain.

Cost-Effectiveness and ROI: All competitors highlight the cost savings their programs offer to employers and health plans. They provide evidence of reduced healthcare costs through fewer surgeries, lower opioid use, and reduced absenteeism, with many reporting a significant return on investment (ROI) for employers.

High Engagement and Adherence Rates: Competitors emphasize patient engagement and adherence to care plans as key indicators of their programs' success. They report high rates of program completion and ongoing patient interaction, often supported by user-friendly digital tools and personalized coaching.

Focus on Preventive Care: These companies prioritize early intervention and preventive care, aiming to manage MSK conditions before they require more intensive and expensive treatments. This focus on prevention is seen as a way to reduce overall healthcare costs and improve patient outcomes.

Common Practices That Pathways can consider incorporating

Behavioral Health Integration: Many competitors, such as Hinge Health and Sword Health, integrate behavioral health support into their MSK programs. This approach addresses the mental health challenges associated with chronic pain, such as anxiety and depression. Pathways could benefit from incorporating similar behavioral health services to offer a more comprehensive care model.

Wearable Technology and AI: Competitors like Hinge Health and Sword Health use wearable sensors and AI-driven platforms to enhance patient engagement and provide real-time feedback during exercise therapy. Pathways could explore the integration of such technology to improve the personalization and effectiveness of its care programs.

Detailed Outcome Reporting: Competitors provide specific data on patient outcomes, such as pain reduction percentages, adherence rates, and ROI for employers. Pathways could enhance its reporting capabilities by tracking and sharing similar outcome metrics to validate the effectiveness of its therapy-first approach.

Data Points Highlighted by Competitors That Pathways Could Adopt

Patient Satisfaction Rates: Several competitors report high patient satisfaction rates (e.g., 88% for Hinge Health), which they use as a key selling point. Pathways could benefit from gathering and promoting similar data.

Return on Investment (ROI): Competitors like Hinge Health and Sword Health report significant ROI for their programs (e.g., 4.6 times ROI). Pathways should focus on calculating and sharing similar financial metrics to appeal to employers and health plans.

Reduction in Surgery Rates: Competitors frequently report data on reduced surgery rates (e.g., 60% reduction by Hinge Health). Pathways could gather and promote similar data to demonstrate the effectiveness of its therapy-first approach in preventing costly surgical interventions.

[Kaia](#) [Sword](#) [Hinge](#)

Competitors Using a Unique Strategy

Kaia Health: Kaia Health stands out with its heavy focus on AI-driven therapy and a broader integration of mental health resources. Their app-based platform is designed to scale rapidly using AI to personalize treatment plans. This strategy contrasts with more traditional approaches that emphasize human-led care teams. Pathways could consider how to incorporate AI more deeply into its offerings to enhance scalability and personalization. [Citation](#)