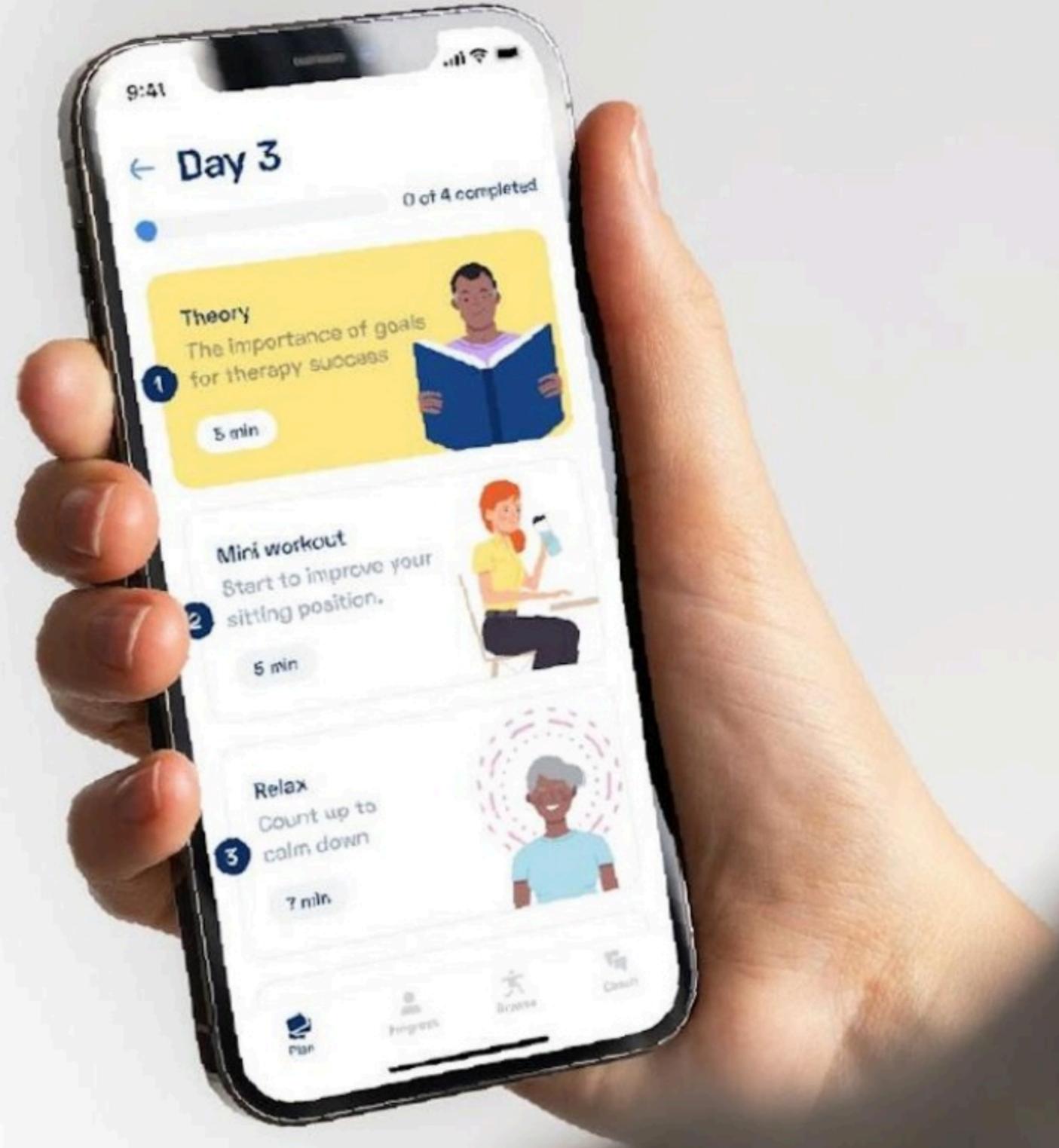
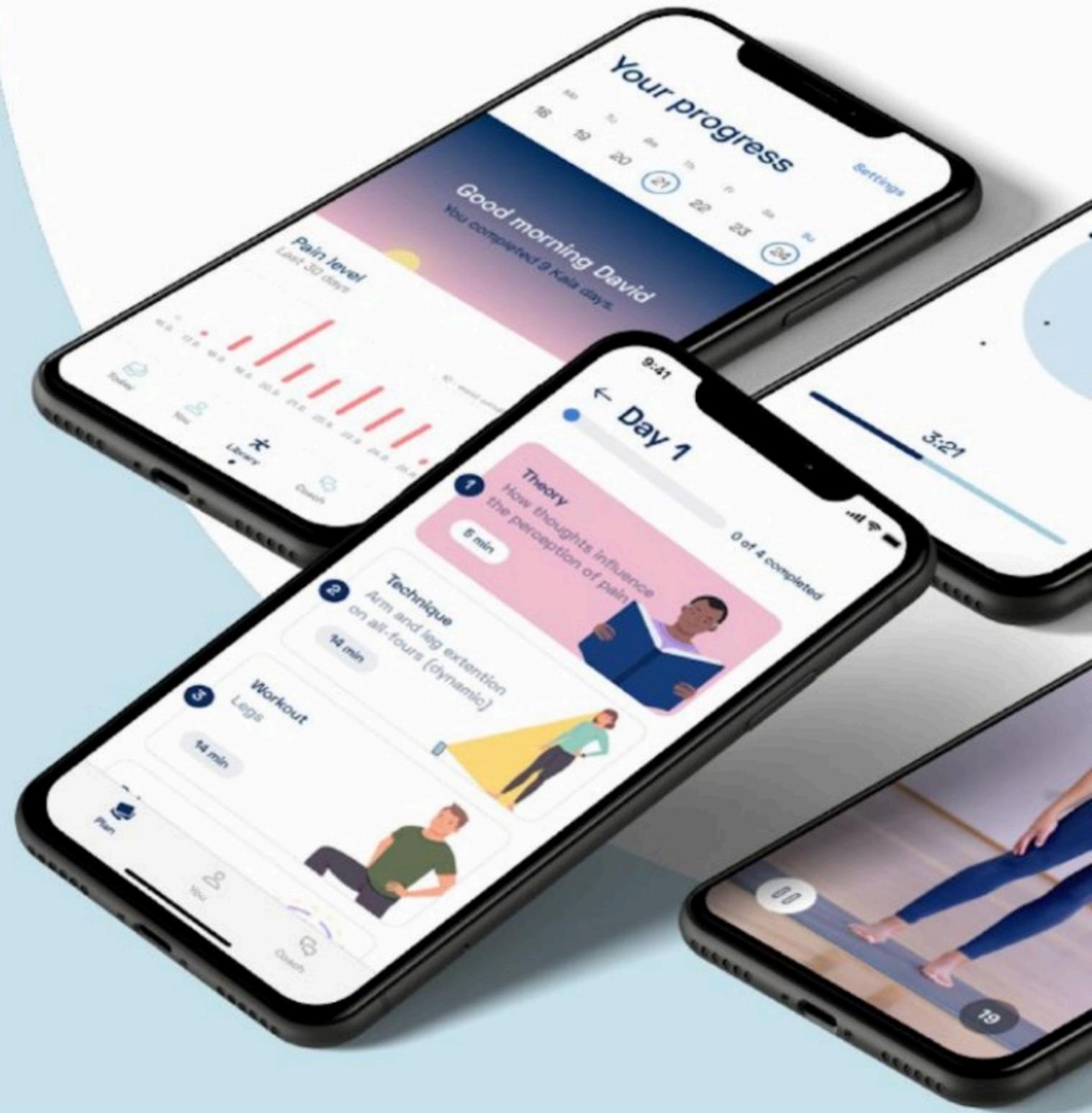




**“Try to bring your chin  
closer to your chest.”**



**Kaia's mission  
is to become the biggest  
platform for chronic  
disease management**



“



I've tried everything – massages, vibration tools, yoga, you name it. Nothing helped. [...] I know it's hard to believe, but it's an incredible app and it really changed my life.

**I can actually walk and golf again.**



**Mark**

Kaia user since 2019

**100 Kaianeers**

**3 digital therapies**

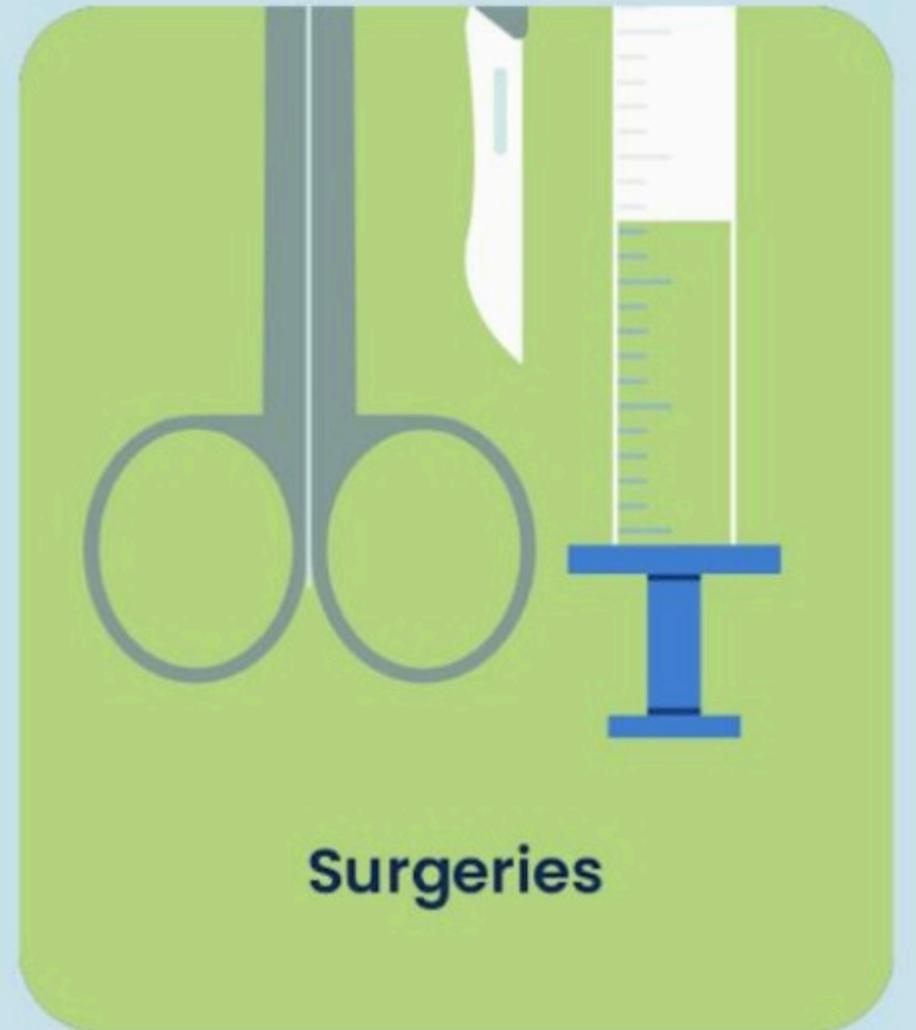
**50 B2B customers**

**\$50m raised**



# The Problem

# Chronic pain is often in-effectively treated with acute pain treatments, such as...



# This contributes to a high MSK spend for payors

Huge direct medical spend, PMPY

**\$300–500** By major diagnostic area or up to 16% of total medical spend

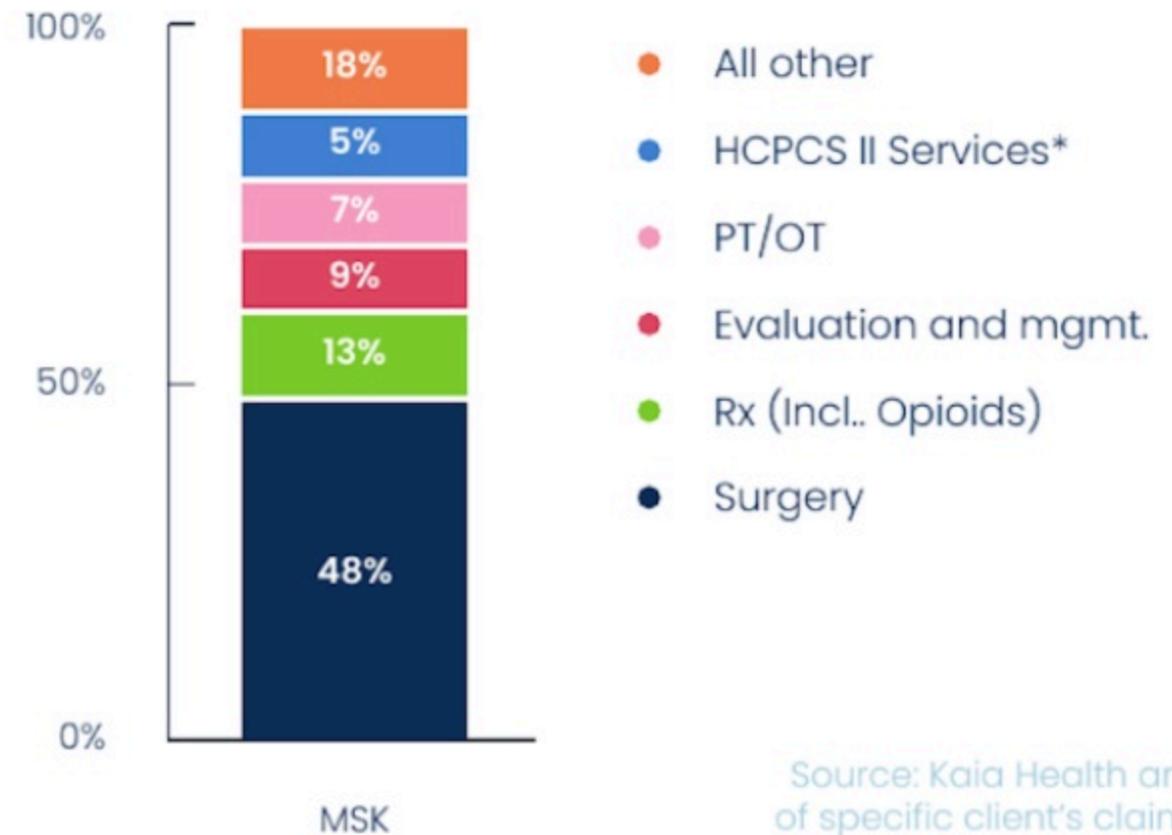
Huge indirect costs for the payor

**11.4** Average number of workdays lost per person per year

Largest driver of long and short term disability claims

**Disability claims**

## Spending by category

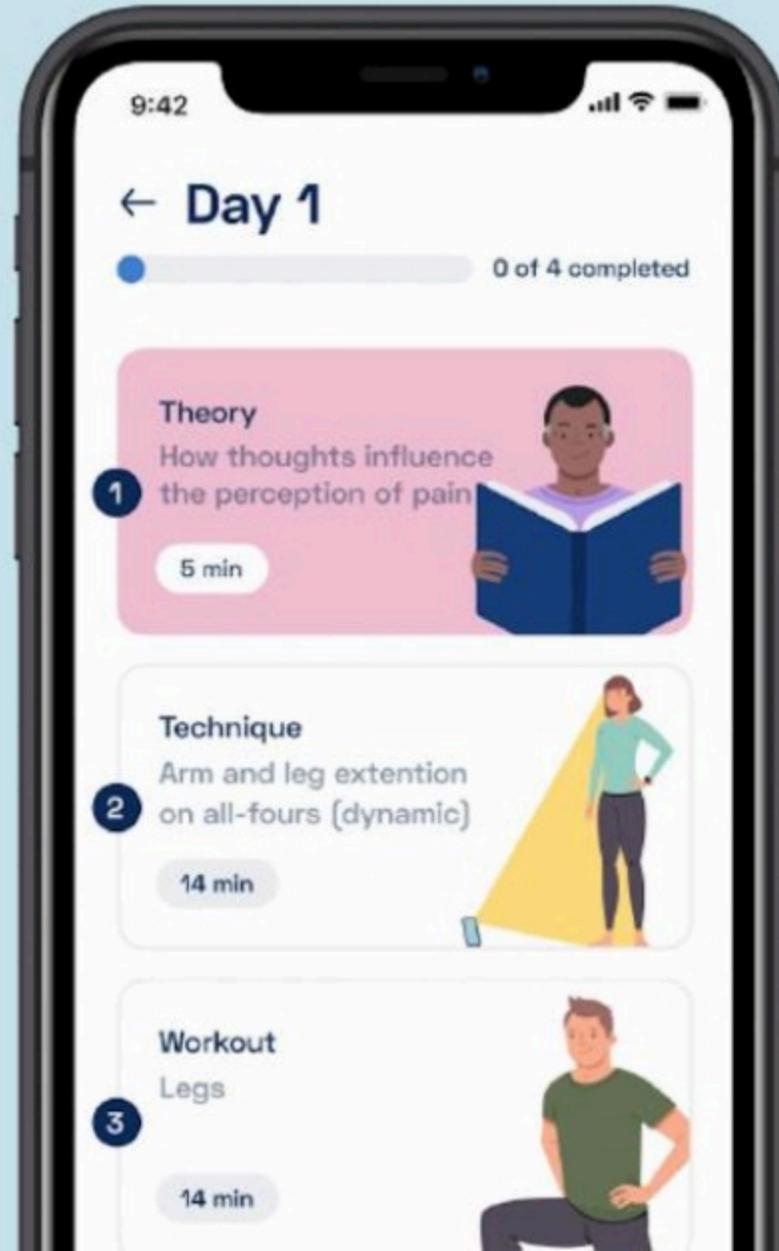


Source: Kaia Health analysis of specific client's claim data

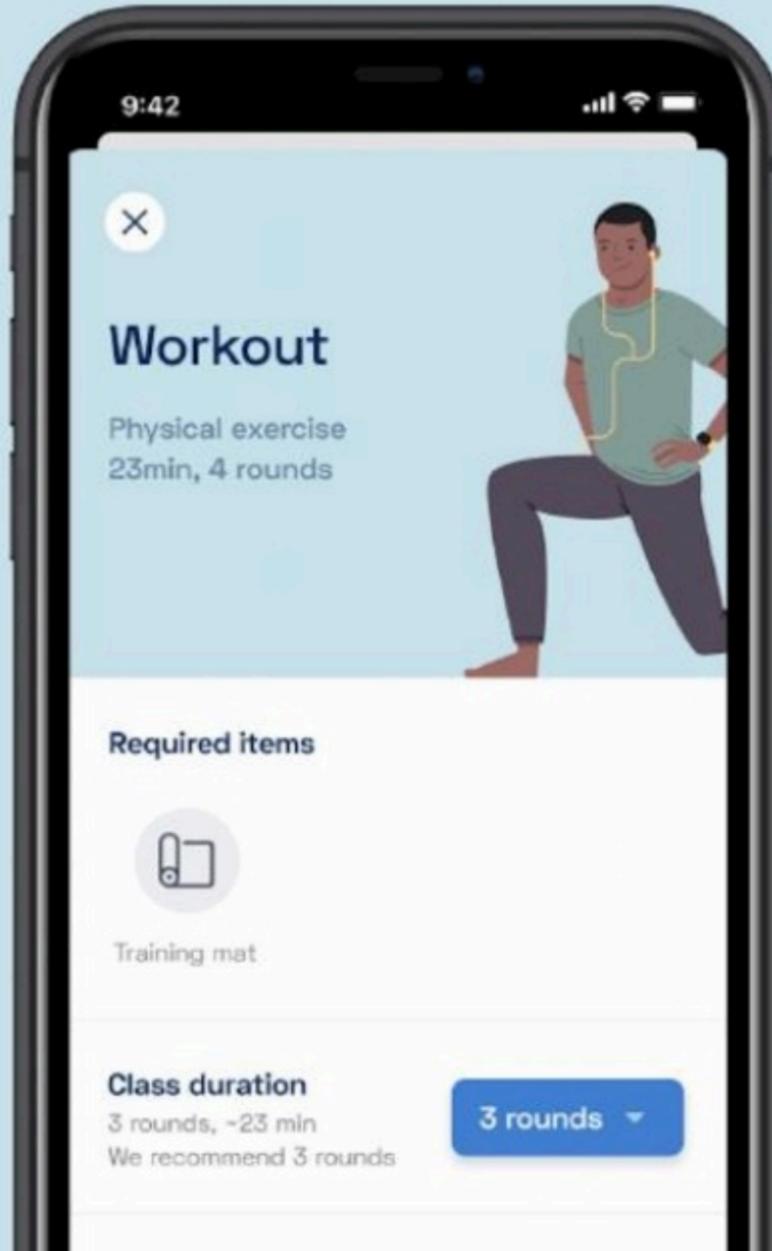
# Our Solution



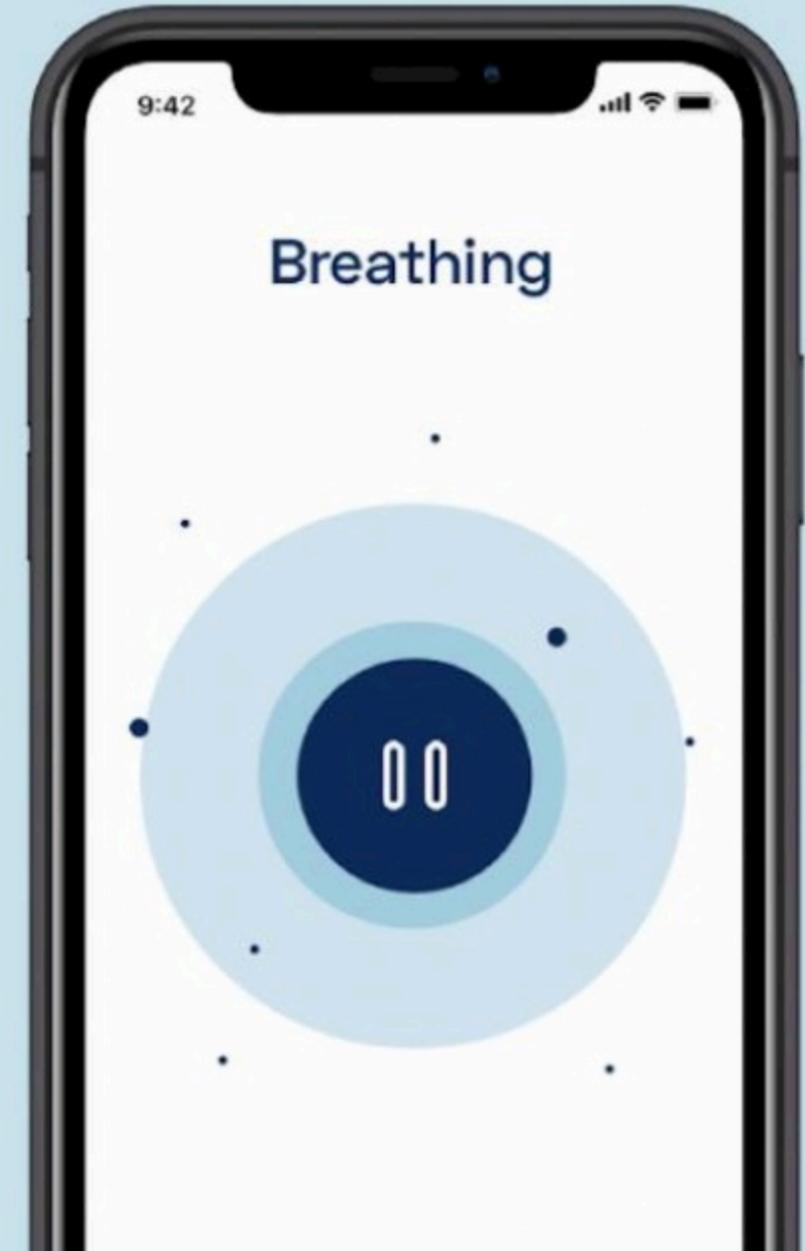
## Comprehensive back pain education



## Customized daily training sessions



## Mindfulness and stress relief



# Access to our certified health coaches



## Maintain Adherence

- Establish goals & accountability to foster long-term habits in the Kaia app through these themes:
  - Self-discovery
  - Releasing Limiting Beliefs
  - Identifying Triggers
  - Overcoming Obstacles
  - Buildable Habits
  - Reflection
- Provide ongoing technical and emotional support, and assistance with in-app features

## Accreditation

- National Board for Health and Wellness Coaching approved certification
- Coaching Certified (by a NBC-HWC accredited program)

## Requirements

Registered nurse, and/or:

- 4-year degree in a health-related field
- 2 years of coaching experience
- Certified Health and Wellness Coach trained in Intrinsic Methodology

## Handoffs and transfers

Coaches enable users to get connected to other care resources they might need

## Training & Onboarding

- Intensive 30-day onboarding
- Monthly coaching evaluations
- Monthly skills training
- Ongoing coach mentorship

**Introducing in 2021**

Kaia is the front door for all pain cases

## All MSK Patients

Preventative, acute, and chronic care for total spine, knee, hip, shoulder, hand/wrist pain



### Kaia MSK Therapy

- Health Coaches
- Motion Coach
- Escalation Algorithm



### Kaia Care Compass

Expert Medical Opinion  
& Triage Algorithm



### Premium Partners

- Specialty Care
- Digital Programs
- Telemedicine
- Care Management

# Motion tracking deep dive



**Global market leader in motion tracking using the smartphone camera  
- no hardware necessary.**

**With four patents pending...**