## Hinge Health Webinar Talking Points

* The Hinge Health Solution
	+ Hinge Health offers digital programs designed to help you conquer chronic lower back or joint pain
	+ We follow evidence-based guidelines, which means we’ve looked at the literature, the research, and based our whole program approach on proven methods of care.
	+ Once you are accepted into the program, it includes:
		- Unlimited access to your personal health coach
		- A tablet computer and wearable sensors
		- Exercise therapy tailored to your condition
* The best clinical approach
	+ Non-surgical care is proven to be most effective way to improve quality of life without drugs or surgery
	+ The 3 pillars the HH program are built around are: Exercise therapy, behavioral support & coaching, and education. Studies show that these are the pillars of successful, non-surgical treatment.
	+ It is important to note that these three pillars must be delivered *together* to see long-lasting results.
* Exercise Therapy
	+ - By strengthening your muscles around the affected areas, you will be better equipped to manage the pain
		- All your exercise therapy sessions will be available through our app on the tablet that we give you.
		- 1on1 physical therapy sessions several times a week are costly and take a ton of time out of your day - so we use technology to make this **dramatically more convenient**.
		- The workouts are tailored to your condition by the coach, and through progressive levels. The workouts consist of simple stretching and strengthening exercises. On average, there are 3 exercise therapy sessions per week at 15 minutes per session
		- You will receive two or three wearable motion sensors that allow you to see the exercises you’re doing in real time, providing immediate feedback and allowing your coach to see how you’re doing, so they can offer some helpful tips
* Behavioral support & coaching
	+ The next pillar, Behavioral support and coaching, is the most commonly ignored pillar, despite it being most important for long-term success. This component of the HH program consists of:
		- 1 on 1 interactions with your Health Coach
		- Supportive Group Discussions in the app
		- And goal setting
	+ Forming good habits are critical to conquering pain and ensuring it doesn’t come back. This is why HH will not only group you with your own personal health coach, but also a community to share your ups and downs with, and to get encouragement from.
* Education
	+ HH will also equip you with the knowledge you need to conquer your pain through educational articles
	+ Each week you will get a new article based on your specific condition or your specific goal, your treatment options (esp non-surgical options), and dispelling common misconceptions.
		- E.g. most people think they need to rest when their back or knee hurts - which is the opposite of what they should be doing.
	+ This may come as a surprise to many because people are led to believe:
		- * The problem is just wear-and-tear or part of getting older - and there’s nothing that can be done apart from surgery or pain meds
	+ These misconceptions lead to the vast majority of people seeking out the wrong kind of treatment - or just suffering in silence
* Clinical & Coaching teams
	+ An important part of HH’s success is our coaches - as much as we digitize the delivery of care, we recognize that the human touch remains critical.
	+ HH has 50+ behavioral health coaches stationed remotely throughout the country. They all have coaching certifications or backgrounds in healthcare, and are extensively trained by our clinical team in the delivery of the program.
	+ Their role is to motivate & support participants to ensure adherence throughout the program, but they do not dispense medical advice.
	+ HH health coaches and clinical team are led by our Harvard & Stanford-trained Chief Medical Officer, Dr. Jeff Krauss
* What to expect
	+ So if you think the Hinge Health programs can have a positive impact on your life, here is what you can expect throughout your Hinge Health journey
* Application process
	+ Step 1: Apply
		- If you are interested in Hinge Health you can access the application at hingehealth.com/socowellness
	+ Step 2: Program Acceptance
		- Once on the landing page, you will be able to access the clinical questionnaire. You will answer a few questions about your pain to ensure that you are right for the program.
	+ Step 3: Receive kit
		- After you are accepted into the program you will be shipped their kit within 2 weeks.
		- The kit includes all supplies needed for the program - a tablet with the pre-downloaded exercise routines, wearable sensors, charges, and exercise bands.
* Is the program for me?
	+ Must be 18+ and on a Southern Company sponsored health plan
	+ You would benefit from the program if you:
		- Have had pain for at least 12 weeks (lower back, knee, hip, shoulder or neck)
		- You have been thinking about getting surgery before trying less invasive options
			* Often times, surgery may not always fix your pain
		- You could benefit from improvements like increasing your flexibility, strength and you think that your day to day functions can be enhanced
	+ On the flip side, our program probably wouldn’t be the right fit if you:
		- Had pain for less than 12 weeks
		- Recently had surgery or injury in the past 3 months
		- Younger than 18 years old
* FAQs