



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

In 2020, lower back pain affected 619 million people globally, with projections indicating this could rise to 843 million cases by 2050.<sup>1</sup>

MSK issues were also identified as the most common work-related health problem in Europe in 2020.<sup>2</sup> Both chronic and acute MSK conditions can lead to increased sickness and absenteeism. For instance, in Great Britain alone, an estimated 7.8 million working days were lost in 2023-2024 due to work-related musculoskeletal disorders.<sup>3</sup>

In our claims data, MSK issues are the biggest cost-driver for multinationals across almost every industry. The costs per-member, per-year, for MSK care is greater than for heart disease, cancer or diabetes. This means multinationals are spending more to treat MSK issues than life-threatening conditions.<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 MSK issues 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 MSK issues, 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>

SimpleTherapy is a member of our 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 combines the power of virtual healthcare with personalised, 24/7 support in multiple languages - empowering participants worldwide to access timely, effective care no matter where they are.

SimpleTherapy offers tailored solutions to fit your organisation's MSK health needs with three unique MSK packs to help you tackle every stage of care.

<b>The Risk Assessment Pack</b> Proactively identify and mitigate MSK challenges with advanced technology and personalised clinical oversight.	<b>The Prevention Pack</b> Reduce injury risks, absenteeism, and case complexity with proven prevention tools designed to boost productivity.	<b>The Recovery Pack</b> Access personalised, clinically backed care to prevent, treat, and manage MSK conditions – all in one seamless solution.
<b>Includes:</b> <ul style="list-style-type: none"> <li>● Semi-annual risk assessments</li> <li>● Virtual ergonomic assessments and reporting</li> <li>● Unlimited functional movement assessments</li> <li>● Educational resources</li> </ul>	<b>Includes everything in the Risk Assessment Pack, plus:</b> <ul style="list-style-type: none"> <li>● 19 occupational injury prevention programmes</li> <li>● Unlimited live, 1:1 virtual physiotherapy consultations</li> <li>● Over 2,000 video-guided exercises</li> </ul>	<b>Includes everything in the Prevention Pack, plus:</b> <ul style="list-style-type: none"> <li>● Pain management programme for 18 different body parts</li> <li>● Pelvic health programme (gender inclusive)</li> <li>● Prehab and rehab programmes for seven different surgical paths</li> <li>● 12 lifestyle and maintenance programmes</li> </ul>

## 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 MSK issues 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 disorders, 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 MSK issues 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 de Kok J, Vroonhof, P, Snijders J, Roullis G, Clarke M. European Agency for Safety and Health at Work (2019). Work-related MSDs: prevalence, costs and demographics in the EU. [https://osha.europa.eu/sites/default/files/Work\\_related\\_MSDs\\_prevalence\\_costs\\_and\\_demographics\\_in\\_EU\\_summary.pdf](https://osha.europa.eu/sites/default/files/Work_related_MSDs_prevalence_costs_and_demographics_in_EU_summary.pdf) (sourced June 2025)

2 Anon. World Health Organisation (2019). Low Back Pain. <https://www.who.int/news-room/fact-sheets/detail/low-back-pain> (sourced June 2025)

3 Anon. Eurostat (2021). Self-reported work-related health problems and risk factors - key statistics. [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Self-reported\\_work-related\\_health\\_problems\\_and\\_risk\\_factors\\_-\\_key\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Self-reported_work-related_health_problems_and_risk_factors_-_key_statistics) (sourced June 2025)

4 Anon. MAXIS GBN (2024). How do industry, culture and gender affect employee health insights? <https://maxis-gbn.com/knowledge-centre/whitepapers/how-do-industry-culture-and-gender-affect-employee-health-insights-from/> (sourced June 2025)

5 SIMPLETHERAPY, INC. incorporated and registered in DELAWARE, USA whose registered office is at 1080 W Shaw Ave., Suite 101, Fresno, CA 93711

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



## MAXIS GLOBAL WELLNESS

POWERED BY HEALTH DATA

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