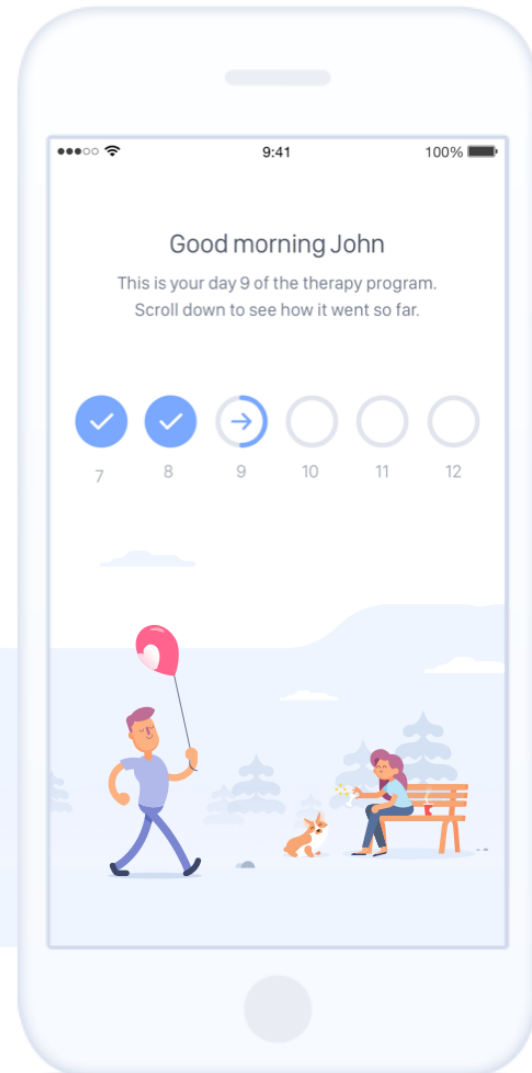




The digital therapy & prevention against back pain



Behavioral chronic diseases are a cost driver in industry nations

Back pain is the most common reason for work inability

RAILWAYS ARE PART OF OUR GLOBAL ECONOMY DEVELOPMENT

The most expensive of all chronic diseases

Disease	Total cost (\$ billions)
<i>Chronic pain</i>	592
<i>Serious mental illness</i>	318
<i>Smoking-related diseases</i>	300
<i>Diabetes</i>	245
<i>Alcoholism</i>	224
<i>Obesity</i>	147

The #1 cause of disability worldwide



“In 2016, Users Will Trust Health Apps More Than Their Doctors”

Forbes Magazine, Dec 2015

The human factor is strategic to development and not a bottleneck

Executive Summary

Kaia provides real-time & remote access to the most effective back pain therapy digitally scalable to the mass

The problem:

Real-time access to therapeutic protocols for back pain as a primary care for any citizen is a massive issue worldwide. The effective yet costly multimodal therapy is available to few patients. It takes three years on avg. to find adequate therapy, while experiencing depressive periods and 112 days of absence from work.¹

Golden standard of back pain therapy

Enabling access to multimodal therapy, the most advanced therapy against back pain

Fast and lasting results

First evaluations show a reduction of pain levels by 43% in 20 days.

Developed by medical professionals

Collaborating with the Munich university hospital and leading chronic pain experts

Certified and tested as a medical product

In addition to a CE-certificate, our data security is independently certified according to ISO13 485.

Pioneering value-based healthcare

Value-based reimbursement of Kaia lets you pay for outcomes, not access

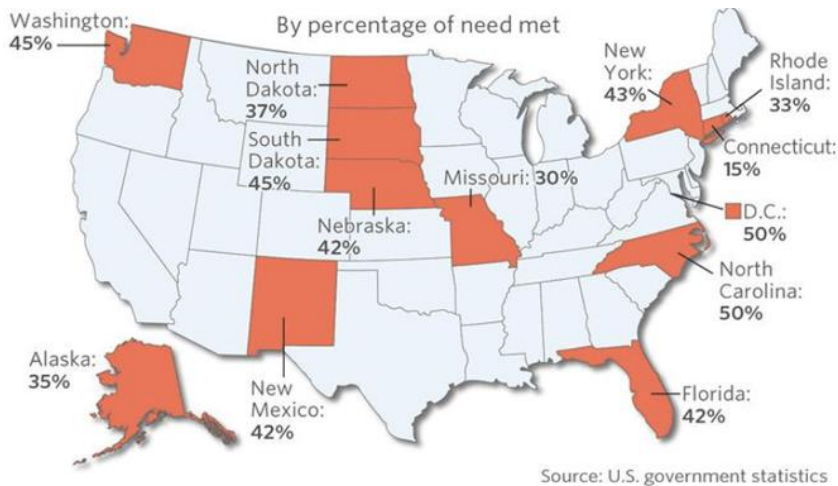
THE SOLUTION : KAIA HEALTH =>

AWARD
WINNING

¹ Schneider et al. (2013)

Primary care shortage leads to substantial direct and indirect health costs for any employer
 Absence from work is costly and the costs of presenteeism insufficiently considered

Primary care doctor shortage (US)



1 in 3

of employees with a long term health condition have

not discussed it with their employer



Costs of presenteeism
 (attending work while ill) are estimated to be
£30bn annually



Employers spend
£9bn each year on sick pay and associated costs

Percentage of hours lost to sickness in 2013

	Private sector	Public sector
Percentage of hours lost to sickness	1.8%	2.9%

Employees do not get access to adequate treatments and avoid to declare their sickness leading to mental illness and additional costs. This should be avoided if the patient can address his/her back pain satisfactorily by remote & real-time access to an effective treatment.

Railway workers in particular are facing musculoskeletal disorders

Office of Railway Regulation (UK) finds back pain therapy to be cost effective and necessary

„Risk factors can be found in **virtually every railway workplace**, specifically **arising from prolonged static postures and task repetition**“¹

> 70% of railway workers **suffered from lower back pain at one point in their career**²

Cost-savings



Productivity



Well-being



ORR is expecting a ROI of more than 300%, a reduction in employee sickness absence and improving employee retention³

kaia

Individualized therapy

Artificial intelligence

¹ Office of Rail Regulation; position paper on musculoskeletal disorders 2014

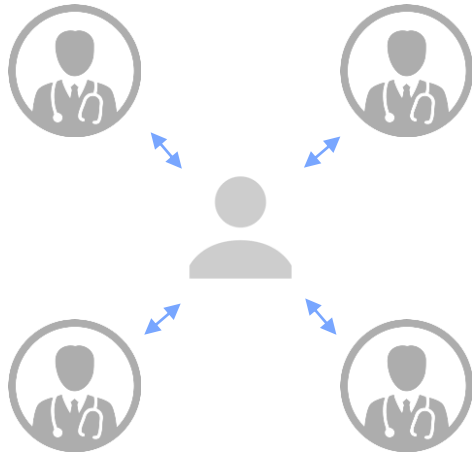
² Ganasegeran et al. (2014); Psycho-behavioural risks of low back pain in railway workers

³ Office of Rail Regulation; Network Rail Physiotherapy Pilot 2016

Approach of the multimodal therapy compared to conventional therapy

The multimodal therapy benefits from an interdisciplinary approach

Conventional Therapy



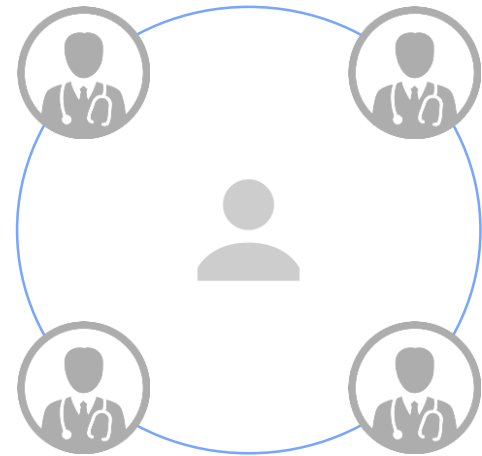
Physical Exercises

Pain Killers 

Surgery 

Problem: no coordinated care, not guideline-conform

Multimodal Therapy



Physical Exercises

+ Psychological Exercises

+ Patient Education

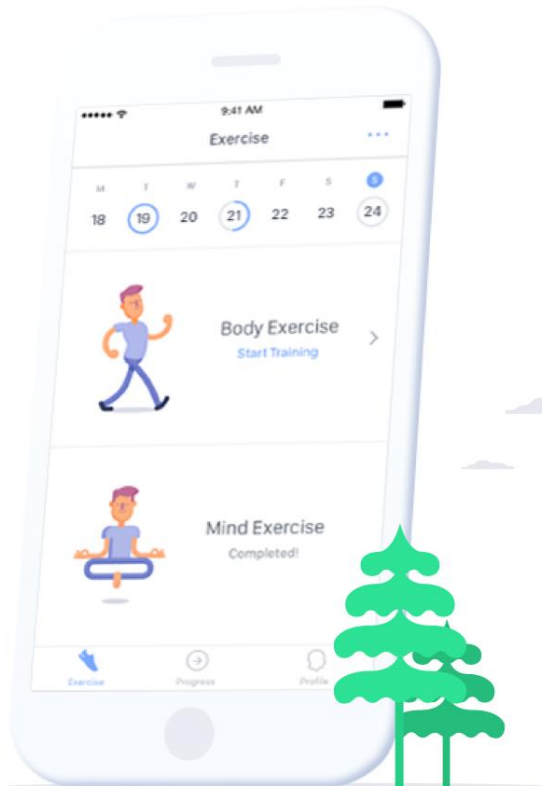
Problem: very costly & only available at pain centers!

Kaia's first product is an app-based multimodal therapy

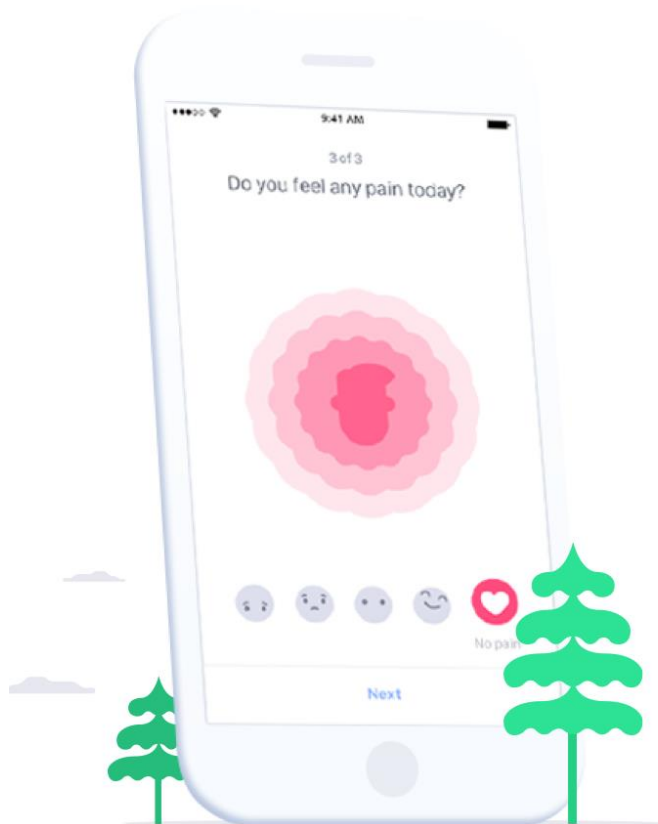
Real-time, remote access to the gold standard back pain therapy, customized to the mass



Multimodal approach



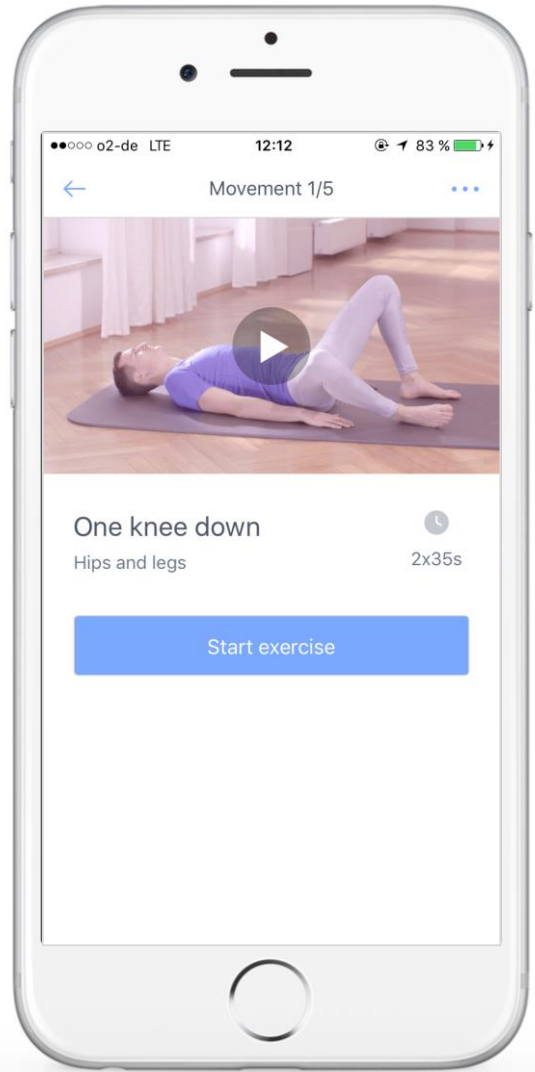
We listen, we adapt.



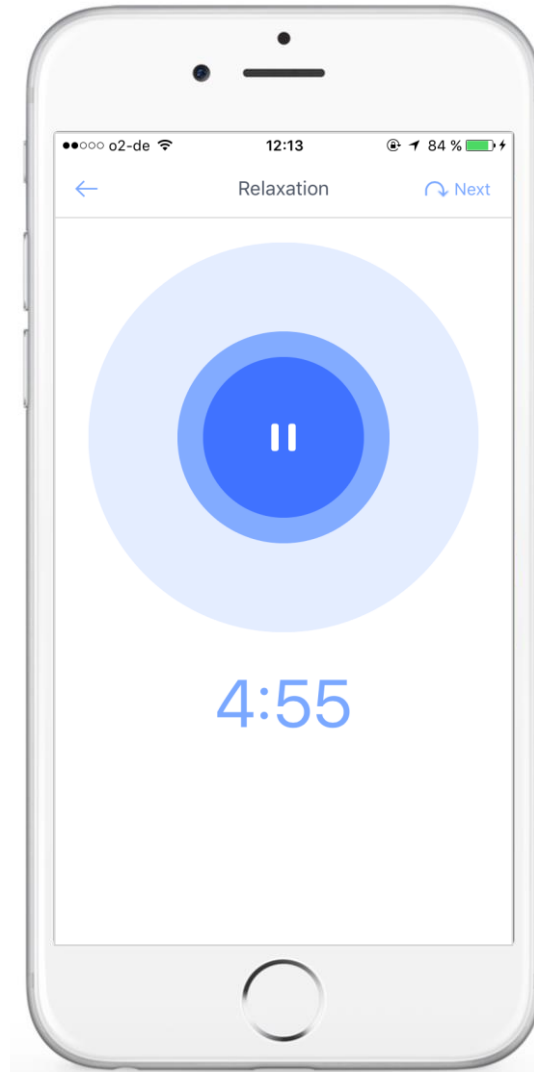
Kaia's first product is an app-based multimodal therapy (II)

A digitalized gold standard treatment for chronic pain

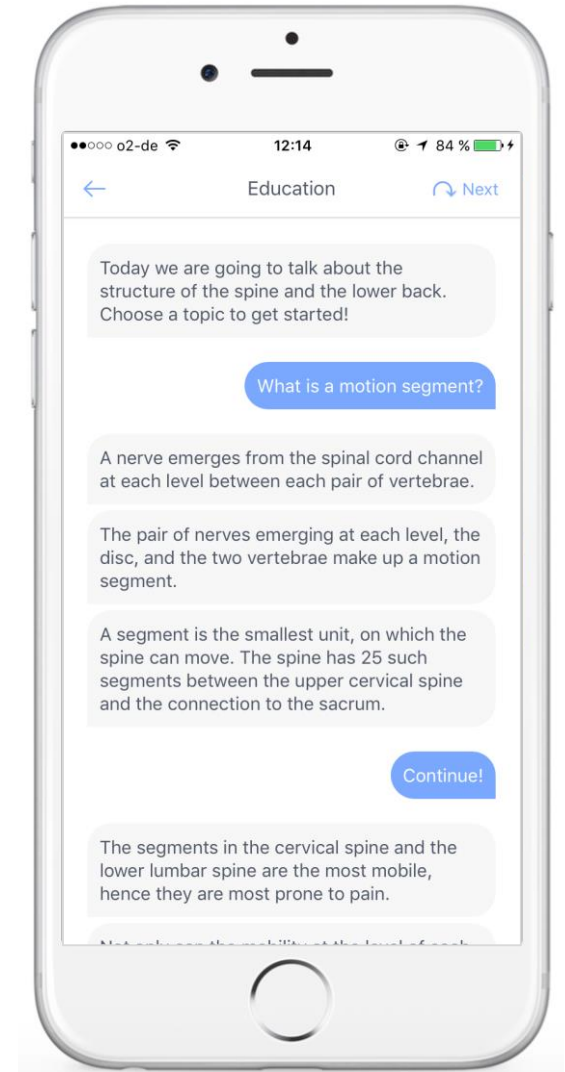
Physical Exercises



Psychological Exercises



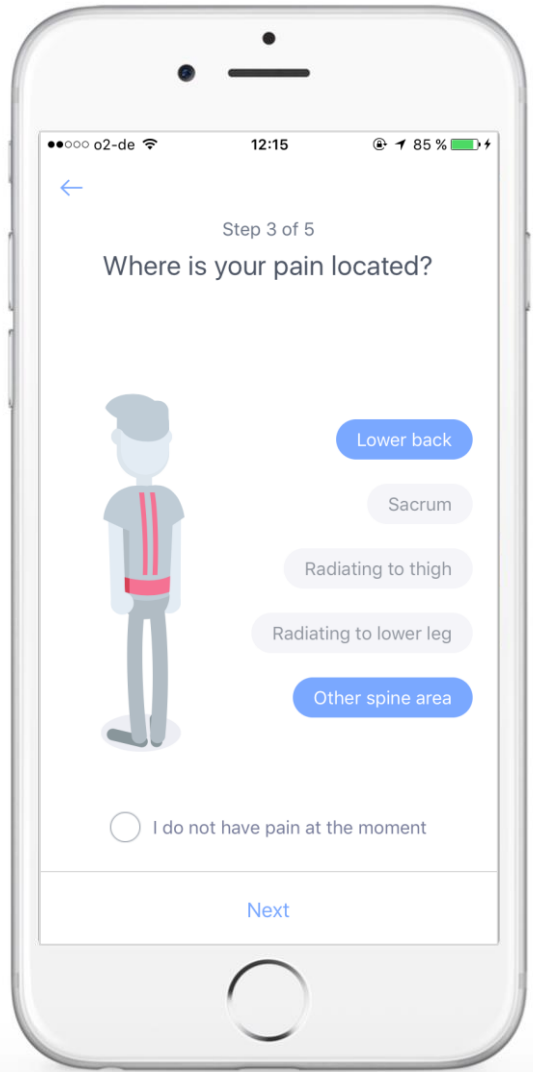
Education



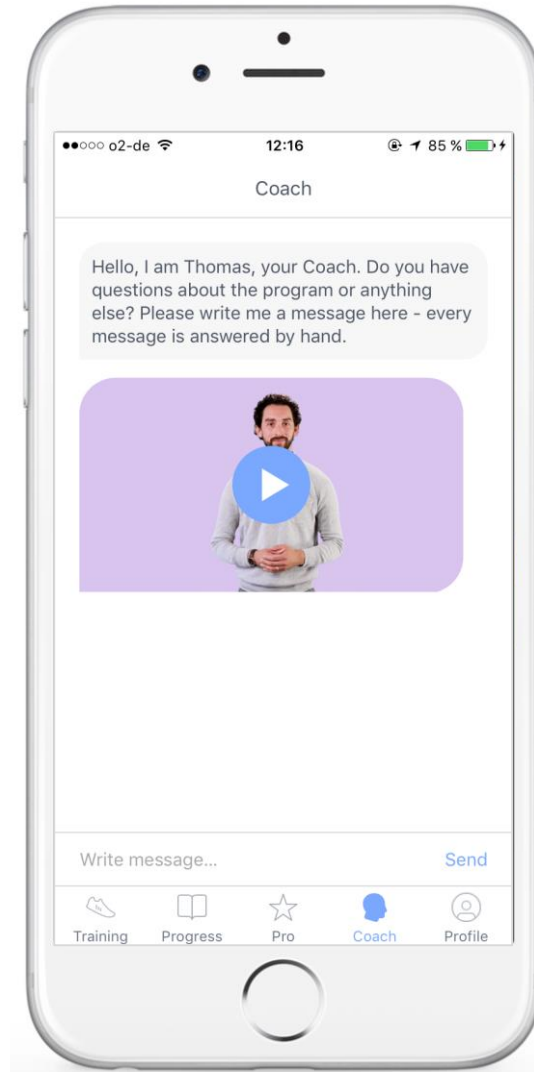
Kaia's first product is an app-based multimodal therapy (III)

A digitalized gold standard treatment for chronic pain and amazing UX & UI

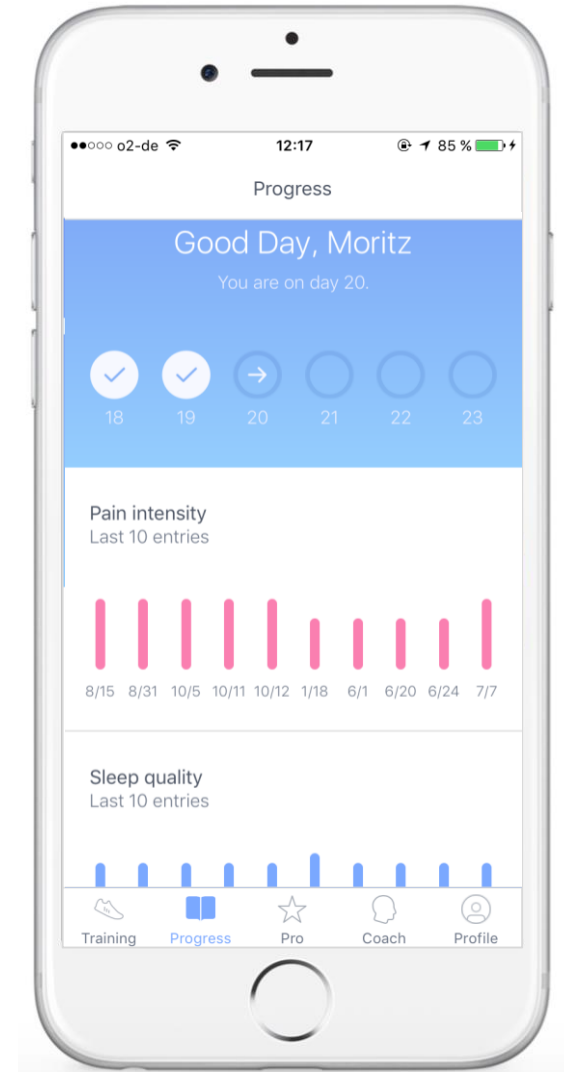
Entry-level test



Coaching



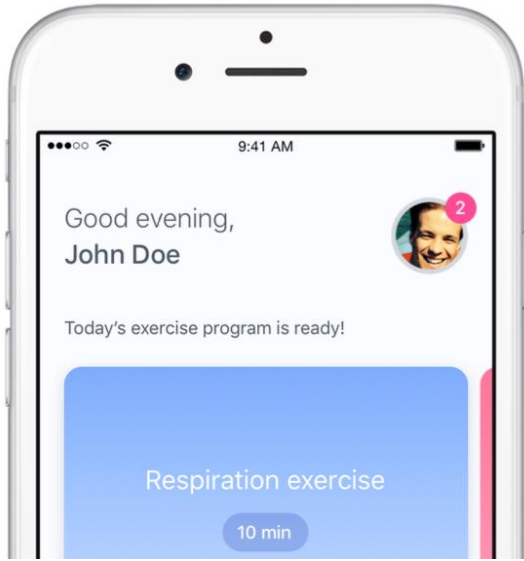
Documentation



The therapy adherence is maximized by technology & design

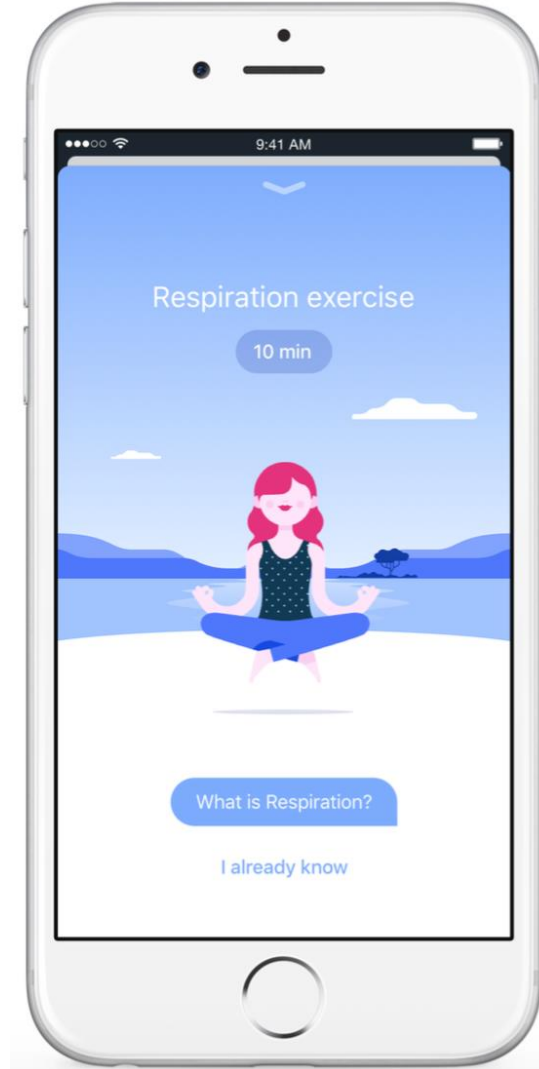
A rewarding therapy that actually makes fun to stick to with interactive features (A. I.)

Trusted experience

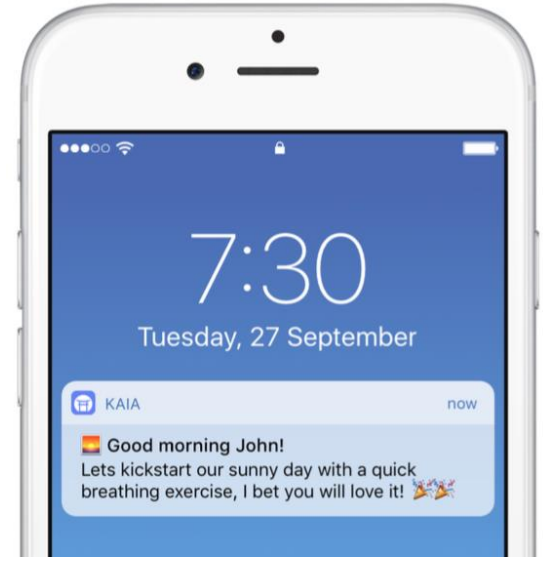


No pressure on the patient & pleasant therapy atmosphere

Visual appearance



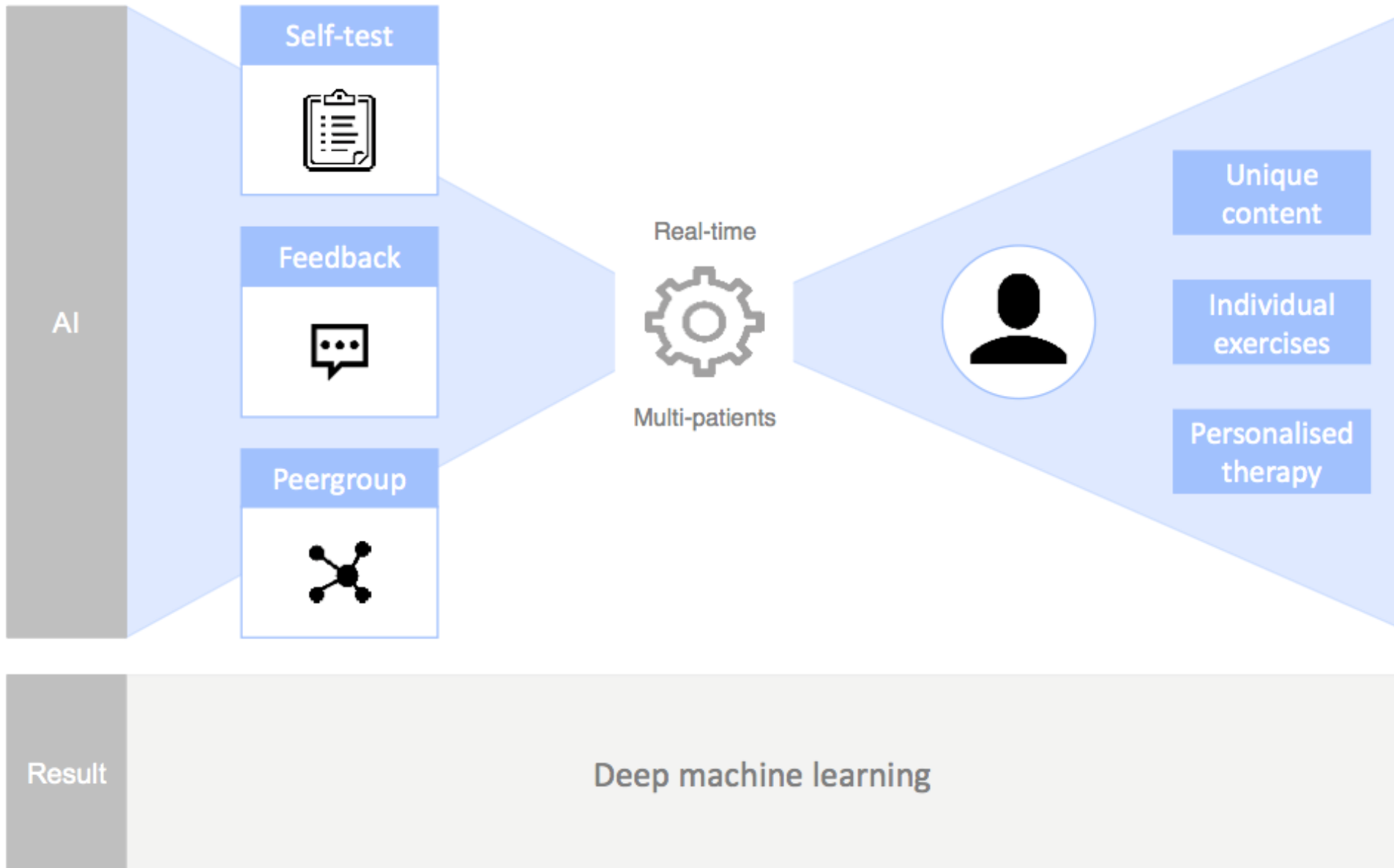
Recurring notification



Reminder for training & check upon pain and sleep level

Our technology value proposition: Kaia's therapy algorithm

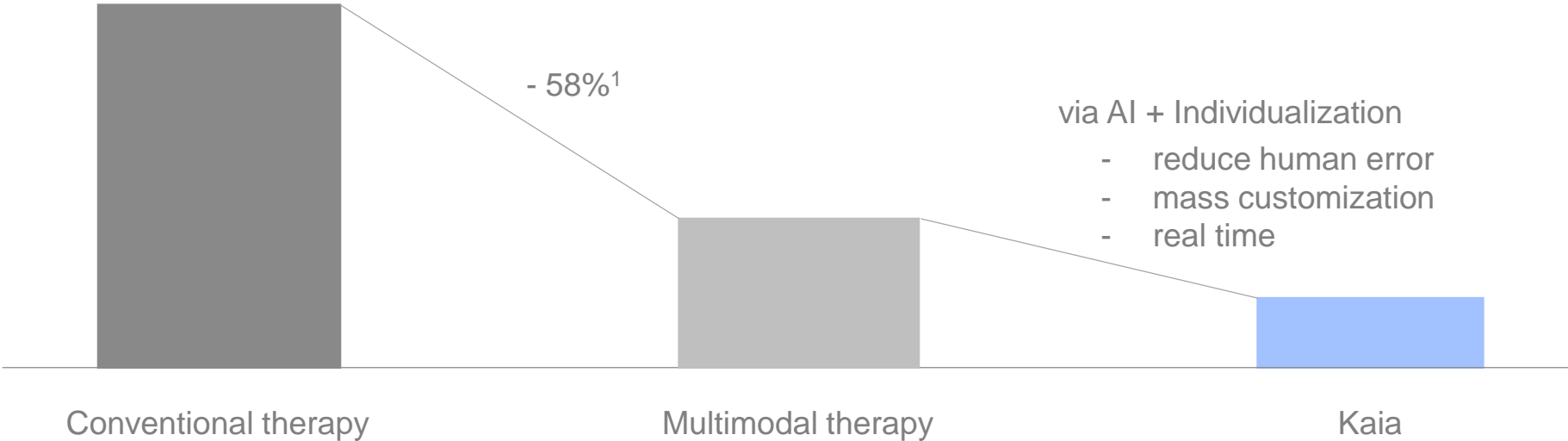
Ai and machine learning is leveraged to customize the therapy to each individual user



Multimodal therapy significantly reduces sickness absences compared to conventional therapy
Comparable studies show the positive impact of the multimodal therapy

Reduction of sickness absence at work:

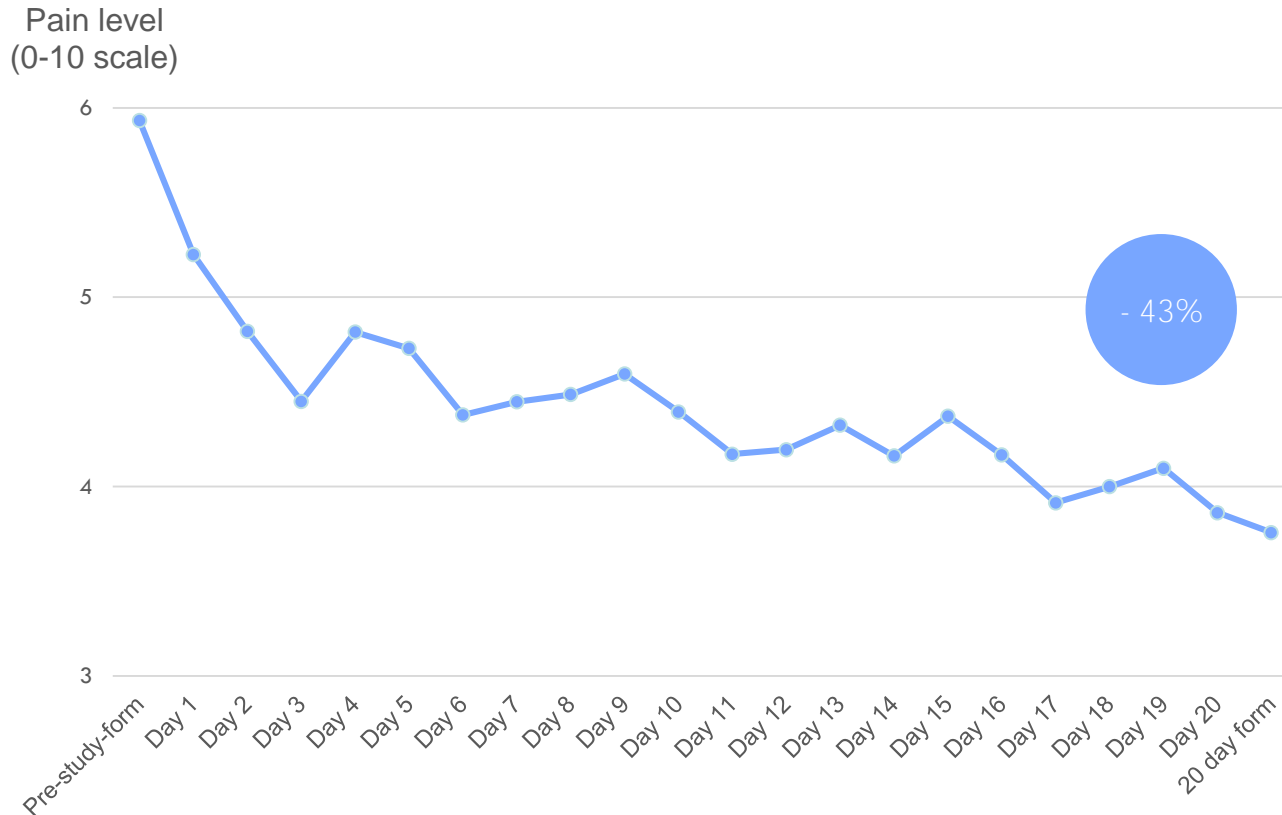
Multimodal therapy vs. conventional therapy vs. Kaia



¹Lambeek et al, BMJ, 2010

First results of our study

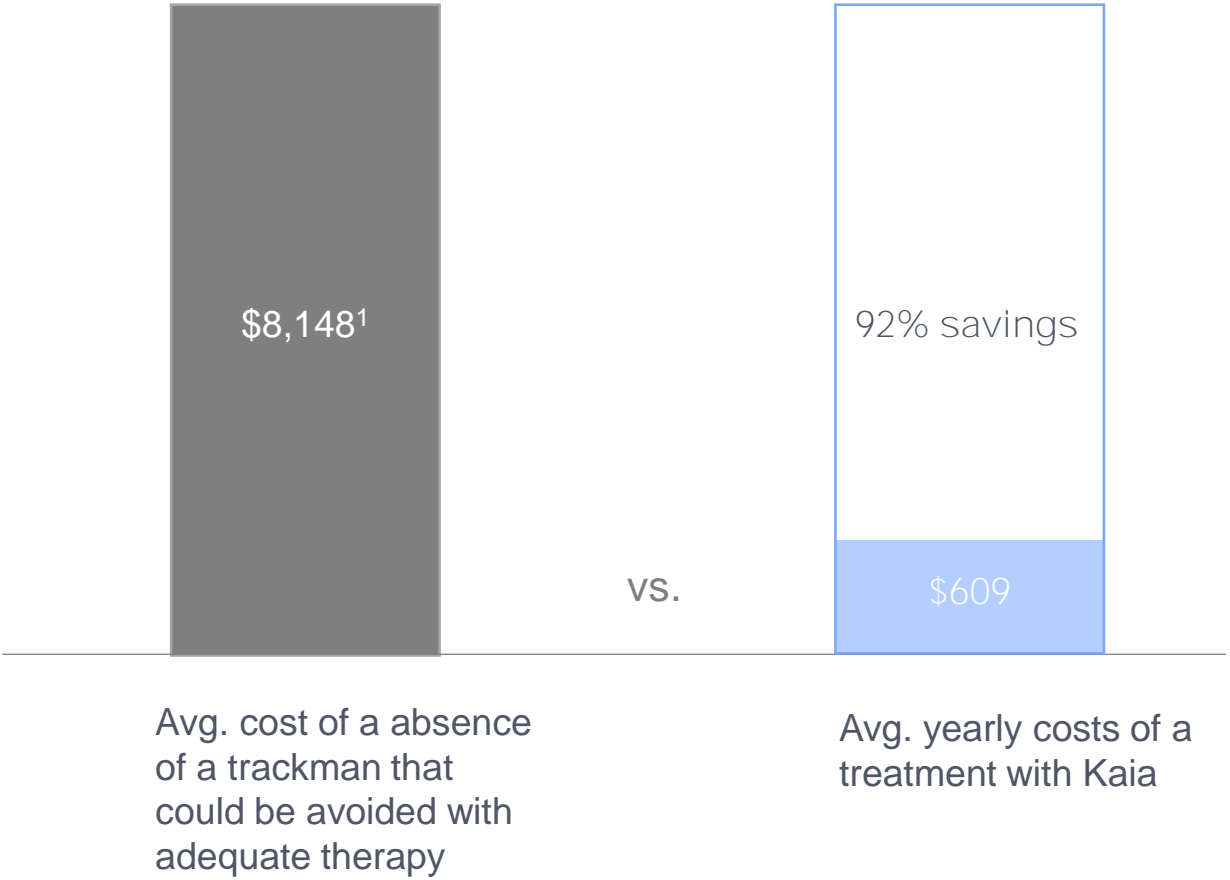
A therapy with Kaia reduces the pain level remarkably



- Internal study with (n=48) participants
- After 20 therapy days the pain level reduces on average by 43%
- 85% of the patients experience a significant pain level reduction
- Kaia started 2 clinical trials in Germany in April 2017 in cooperation with "TUM" and "Klinikum rechts der Isar"

Payers are able to save a remarkable amount on healthcare costs

Case studies show a potential savings of more than 90%



¹ Office of Rail Regulation; Network Rail Physiotherapy Pilot 2016

The Kaia team

Doctors, digital-experts and designers at the same table



Konstantin Mehl

CEO, Co-founder

prev: CEO, foodora.com



Prof. Dr. Dr. T. R. Tölle

Chief Scientific Advisor

Neurologist, Psychologist,
Interdisziplinäre Schmerzmedizin TUM



Manuel Thurner

CTO, Co-founder

prev: CTO, foodora.com



Prof. C. Schiessl

Medical Education Advisor

Anesthesiologist,
Master of Medical Education



Moritz P. Weisbrodt

CMO, Co-founder

prev: Rocket Internet



Dr. Stephan Huber

Full-time resident Kaia

Orthopedic surgeon

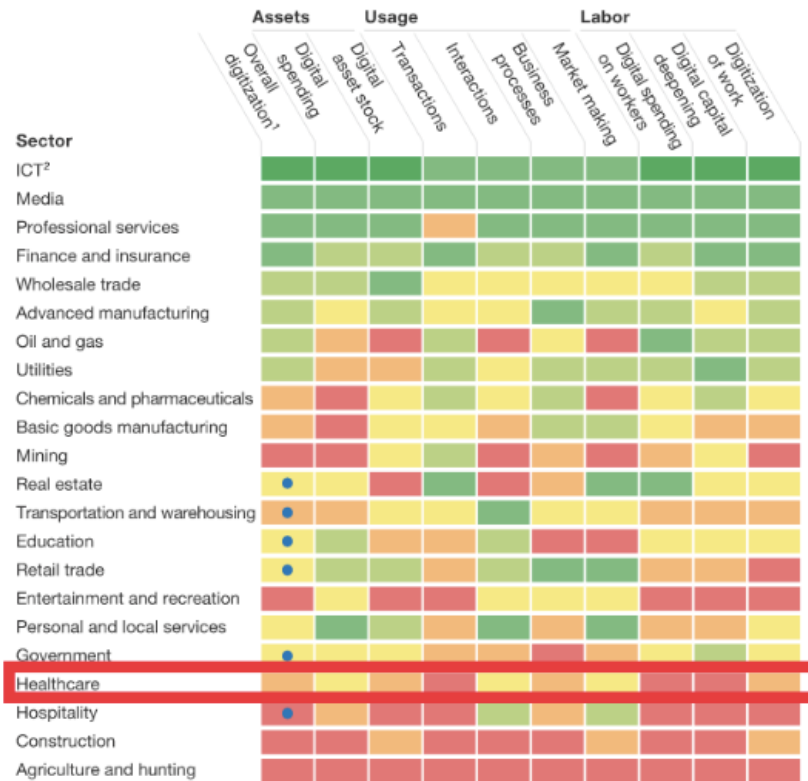
The opportunity to be awarded the UIC Digital Awards will greatly contribute worldwide

Turn 7 million staff members into digital health and digital therapy

McKinsey Global Institute industry digitization index; 2015 or latest available data

Relatively low digitization  Relatively high digitization

● Digital leaders within relatively undigitized sectors



HEALTHCARE IS ONE OF THE LEAST DIGITIZED SECTORS

Healthcare is towards the bottom when it comes to digitization. Even though a lot of money flows into Health IT, the only areas that have seen digitization are typically in the parts related to billing and business processes.

- The dissemination of our digital therapy will improve healthcare provision in industry such as the UIC railways members!
- Working with UIC will leverage this statement and savings billions of € to your national states, these savings can then be deployed even further into smart railways!

Smart railway companies invest in their employees

There's a great ROI for adding Kaia to UIC's digital platform

INVESTMENT



At the heart of smartness is
human wellbeing! KAIA HEALTH
DISRUPT PAIN MANAGEMENT



Scientific recognition & award winning Digital Therapy



Do you want to learn more?

www.kaia-health.com

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