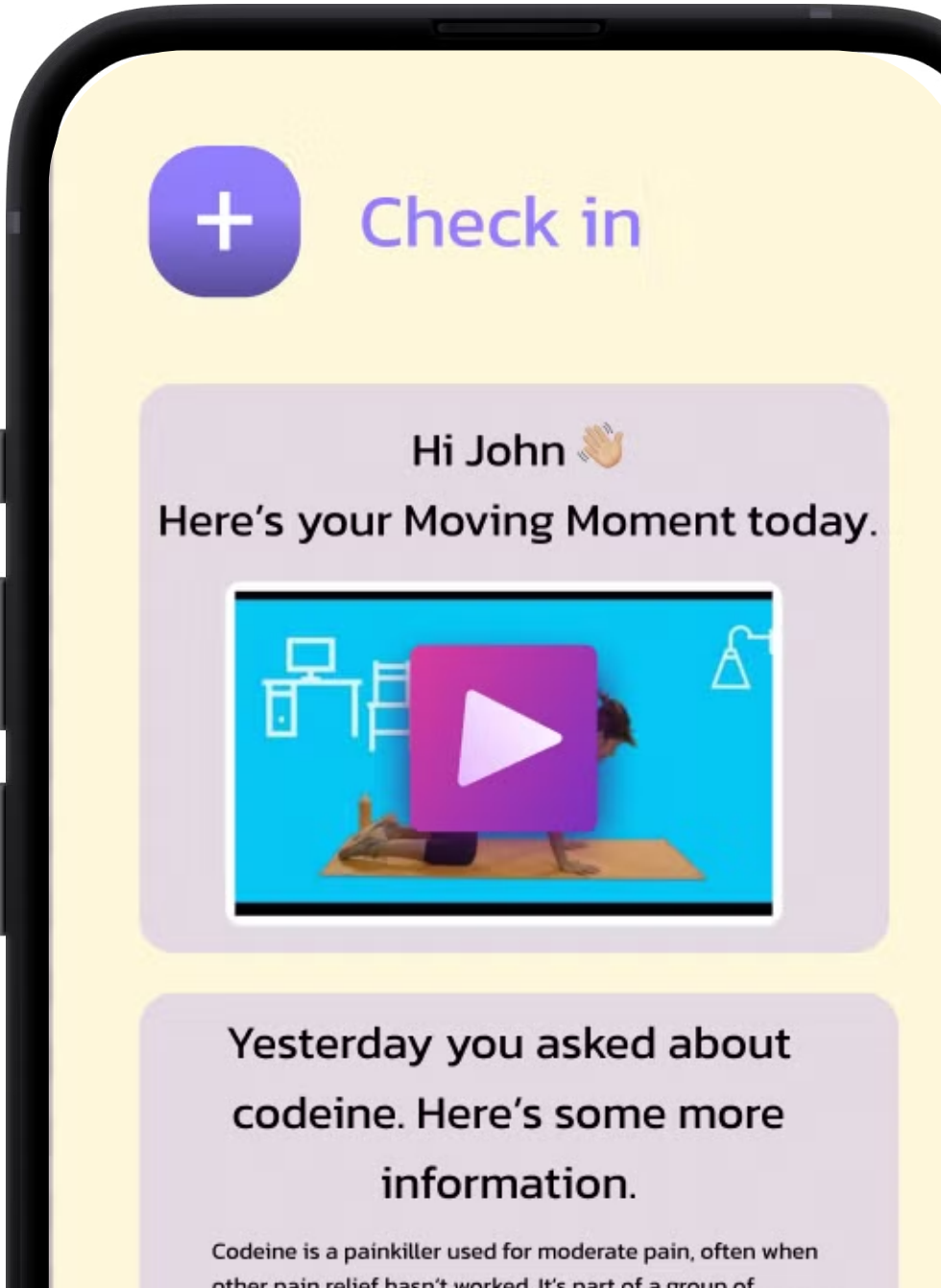
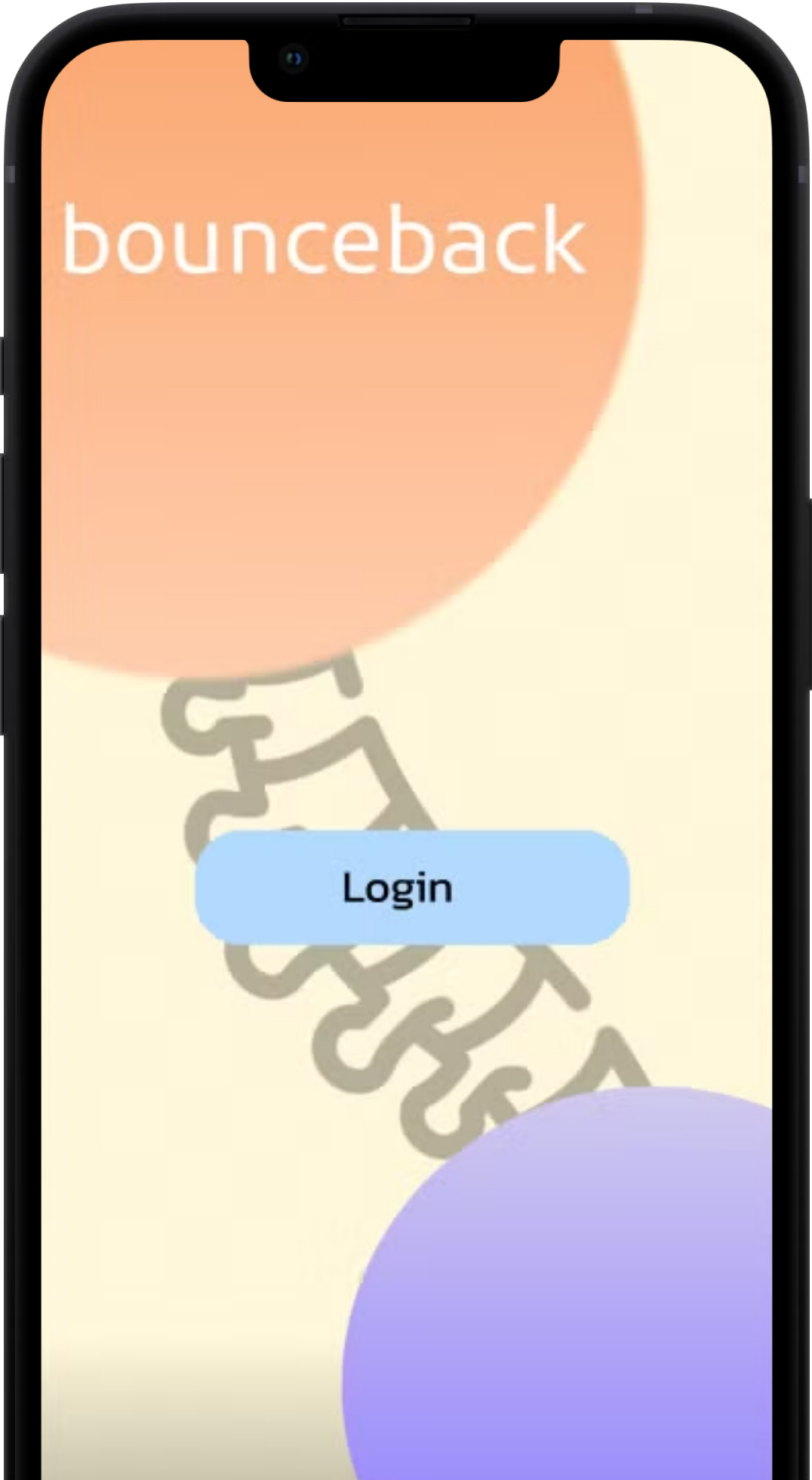


# BOUNCE BACK



# MEET JOHN



# JOHN'S PAIN

- Visiting the GP again for his back pain
- Ongoing for about 4 months
- Feels that he is in constant agony
- Struggling at work, struggling at home with the kids
- Feels isolated due to his pain



# JOHN'S PAIN

- Feels helpless with the pain
- Feels that analgesia doesn't work
- Still waiting for physio



# THE PROBLEM

**60% OF US WILL BE AFFECTED BY BACK  
PAIN AT SOME POINT IN OUR LIVES**



# 9 MILLION PEOPLE CURRENTLY LIVING WITH BACK PAIN

Approximately 60% of these patients are living with severe back pain





IT COSTS THE UK ECONOMY AN  
ESTIMATED £1.6 BILLION IN DIRECT AND £10  
BILLION IN INDIRECT COSTS IN 2000





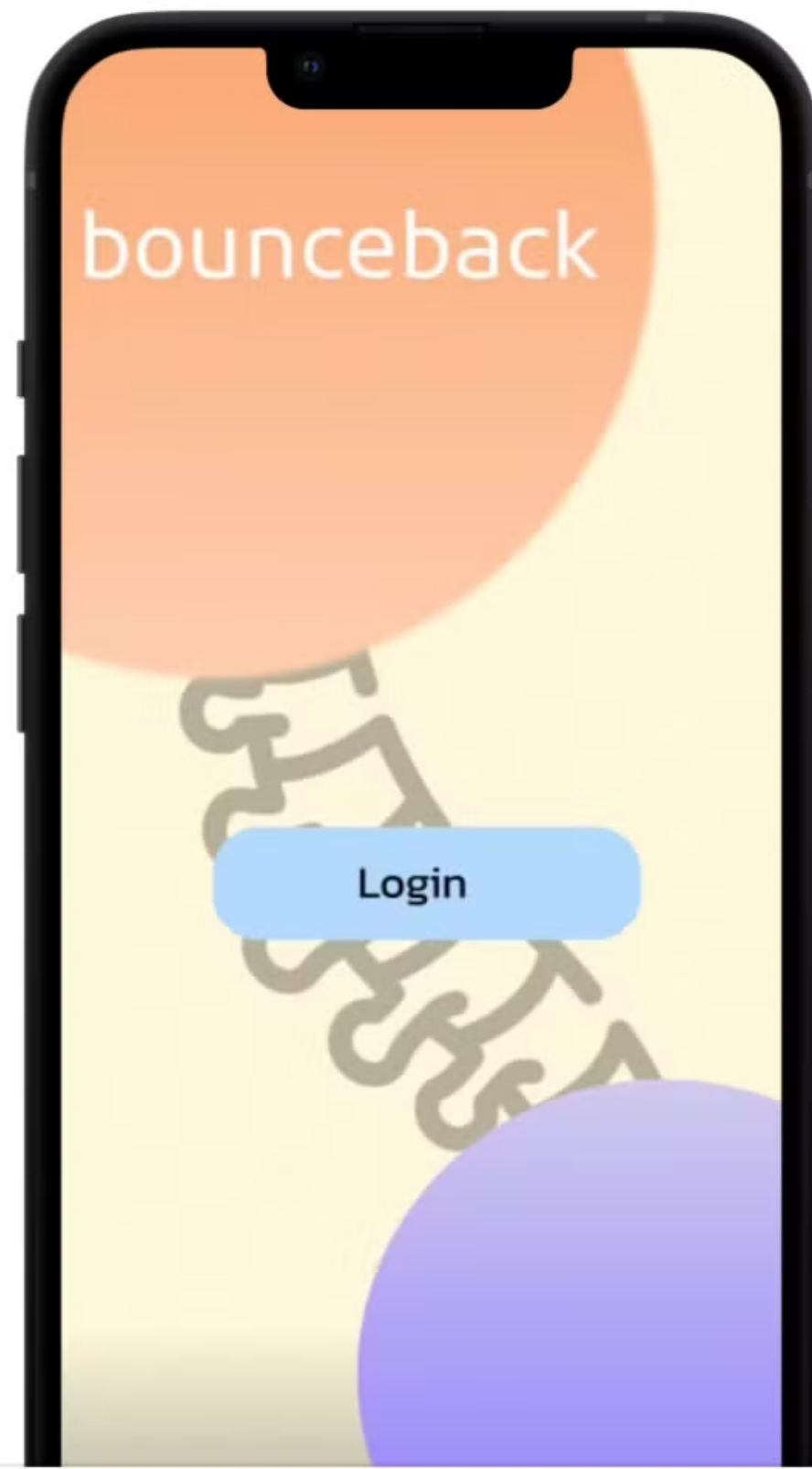
# 120 MILLION WORKING DAYS IN THE UK ARE THOUGHT TO BE LOST DUE TO LBP



# CURRENTLY A 34 WEEK WAITING LIST FOR PHYSIOTHERAPY IN BRIGHTON



# OUR AIM



# OUR AIM

Create an app for patients to log their symptoms, track their analgesia use and their activity levels

Create a personalised education platform for patients so that they can take control of their back pain

# PATIENT TRACKING

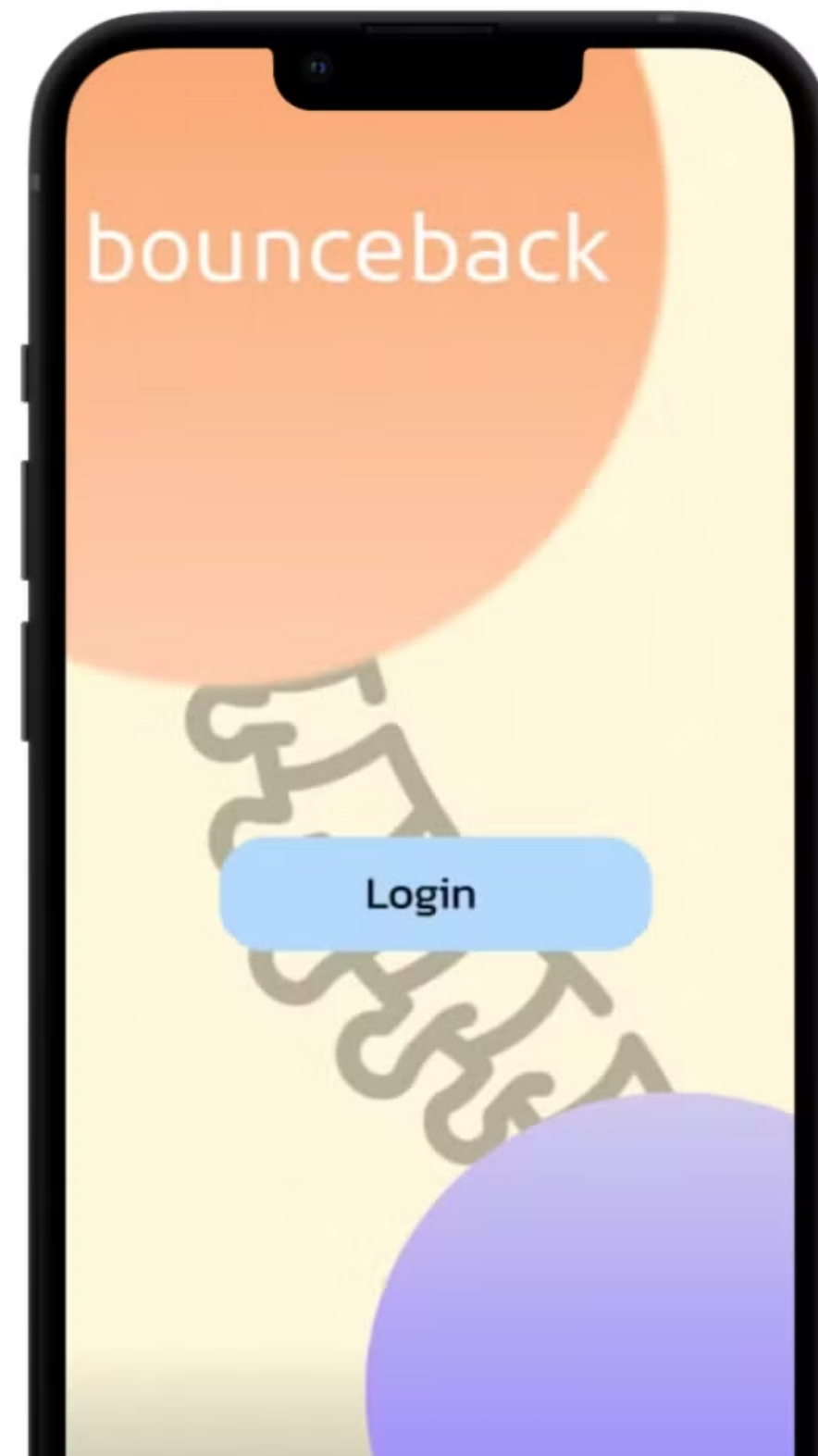
Allow patients to input their pain level, what analgesia they use, their mood, how they sleep

Create trends on the data for both the patient and clinician to view to increase understanding of their symptoms

# PERSONALISED EDUCATION PLATFORM

- Create a hybrid chatbot for patients to be able to access relevant information to their queries on back pain
- Allow patients to create a personalised exercise programme
  - Create reminders on their phone when to exercise
  - Combine different back exercises together to a programme for them to follow

# WHAT ALREADY EXISTS?





# GetUBetter

- Has exercises for patients to view and follow on the app
- For every £1 spent, GetUBetter saves the NHS £4.20
- 50% of patients on a physio waiting list no longer needed an appointment (Somerset evaluation 2022)
- 40% fewer physio appointments



# A PREVIEW

