

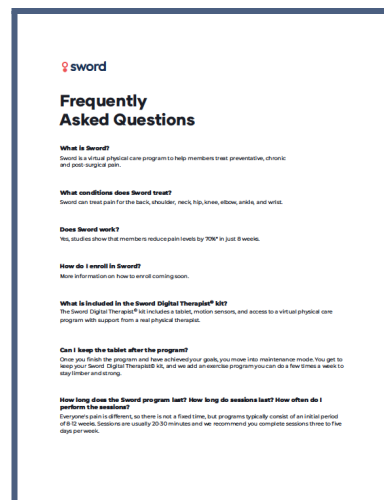
Sword Launch + Open Enrollment Tools

Introduction to Sword Health

Sword is a digital physical therapy program to help members prevent and treat acute, chronic and post-surgical pain for the lower back, shoulder, neck, hip, knee, elbow, ankle, and wrist. Studies show that members achieve a 30% improvement over conventional physical therapy and reduce pain levels by 70% in just 8 weeks.

Assets Available for Online and Offline Use

Below are the most commonly used assets during the Open Enrollment period. Sword is always testing and optimizing, so be sure to work with your dedicated Enrollment Marketing Manager to ensure use of the most up-to-date assets.



Additional Tools

Sword Videos

Below is a Sword testimonial video that can be downloaded for use.

- [Sword DPT Overview](#)
- [What is a Sword DPT Session](#)
- [Sword DPT Demo](#)
- [Sword Testimonials](#)

Sword Logos

High resolution logos can be provided upon request from your Sword contacts. Below is the render of the logos for reference.



Sword Hex Color

Sword Red #F46262

Dark Blue #1D3861

Neutral #F7F4F2

Sword FAQ's

Here is a link to Bloom's most frequently asked questions: <https://swordhealth.com/faqs>

Boilerplate Copy

Below are multiple boilerplate copy blurbs that are ready to be used within Open Enrollment packets, on your intranet site, or in any other way your team sees fit.

Boilerplate - Quick description

Digital physical therapy programs for back, joint and muscle pain.

More information and how to register coming soon!

Boilerplate - Sentence

Start your journey to living pain free at home with Sword, digital physical therapy for back, joint and muscle pain which are proven to work better than in-person physical therapy.

Sword is available to eligible members as part of your health plan benefits.

More information and how to register coming soon!

Boilerplate - 100 words (approx)

Start your journey to living pain free with Sword, digital physical therapy for back, joint and muscle pain that you can do from the comfort of your home, or anywhere. Sword matches you with a physical therapist who learns about you over a video call and designs a customized program. You'll then get a Digital Therapist[®] tablet and motion sensors to track your exercise progress, give feedback and help correct your form in real-time. Your physical therapist supports you every step of the way and even adjusts the program as your needs change, so you get better, faster. Best of all, with Sword no referral is needed, there's no copay so it's free to eligible members as part of your health plan benefits.

More information and how to register coming soon!

Boilerplate - Full Page

Digital physical therapy — overcome your pain at home.

Start your journey to living pain free with Sword, digital physical therapy for back, joint and muscle pain that you can do from the comfort of home, or anywhere. Combining the best in human care with easy-to-use technology, Sword offers a proven and more convenient option than traditional in-person physical therapy.

Sword is available to eligible members as part of your health plan benefits.

Therapy on your terms

Sword matches you with a physical therapist who learns about you over a video call and designs a customized program. You'll then get a Digital Therapist[®] tablet and motion sensors to track your exercise progress, give feedback and help correct your form in real-time. Your physical therapist supports you every step of the way and even adjusts the program as your needs change, so you get better, faster.

Whether you want to prevent or treat chronic pain or recover from surgery, Sword is for you.

- Lower Back
- Shoulder
- Neck
- Hip
- Elbow
- Knee
- Ankle
- Wrist

Proven to work

Studies show members achieve a 30% improvement over conventional physical therapy and reduce pain levels by 70% in just 8 weeks.*

*Source: Sword Clinical Studies

Testimonials: Hear from Sword Members

Sara, Sword member, chronic back pain - Before, my pain was so bad that I couldn't sleep. Now...I've completely stopped my medication. It really has changed my life.

Mary, Sword member, knee surgery - If it wasn't for Sword, I wouldn't be walking by now. Everyone should have access to this. I don't have to get out, face traffic or change my routine. I recovered at home!

John, Sword member, hip replacement - Sword was the best thing that happened to me. It was really hard for me to raise my leg. Now I even forget that I had a hip replacement because I can run so easily.

Thank You!

Thank you for including Sword in your open enrollment. If you have any questions or need anything else to support your team at this time, please reach out to your dedicated Sword Client Success Manager.

Bloom Launch + Open Enrollment Tools

Introduction to Bloom

Powered by Sword Health, Bloom is an innovative digital pelvic therapy solution addressing dysfunctions such as bladder leakage, bowel issues, pelvic pain, discomfort, and pressure.

Assets Available for Online and Offline Use

Below are the most commonly used assets during the Open Enrollment period. These assets provide a quick benefit summary and instructions on how to enroll.

bloom

Next-generation pelvic-health care *from home*

Digital pelvic therapy available at no cost to qualifying employees as a wellness benefit.

Learn more at hibloom.com

Bladder Health | Sexual Health | Pelvic Pain | Bowel Health | Pregnancy | Postpartum | Menopause

1 Expert, individualized care
Bloom's individualized care program is guided by Pelvic Health Specialists, all of whom have Doctor of Physical Therapy degrees.

2 Safe, intravaginal pod
The Bloom Pod by Shein is an intravaginal device that measures contraction, force and lengthening of the pelvic floor muscles. It's encased in medical-grade silicone and provides real-time biofeedback in the app.

3 Education throughout the journey
Developed by leading physicians and physical therapists, Bloom's content hub is a safe space to tackle stigmatized topics and seek relief.

4 Full-spectrum solution
Bloom is clinically-grade, comprehensive and loved by the Food and Drug Administration (FDA).

How prevalent are pelvic disorders?

- 1 in 4 women suffer from moderate to severe pelvic health disorders
- 50% of pregnant and postpartum women have pelvic floor disorders
- 45% of women with chronic pelvic pain report reduced work productivity
- 10% of reproductive-age women have endometriosis
- 74% of women aged 45-59 suffer from prolapse
- 1 in 3 women suffer from bladder issues

The Bloom Program
Take control of your pelvic health

1 Enroll at join.hibloom.com

2 Meet virtually with a Pelvic Health Specialist who will develop a program catered to your specific needs.

3 Receive the Bloom kit including the intravaginal pod and connect to the mobile app.

4 Complete pelvic-care sessions at home at your convenience. See real-time results. Your Specialist will track progress and provide 1-1 support.

Additional Tools

Bloom Videos

Below are two videos that can be downloaded or embedded for use:

- [Bloom Explainer Video](#)
- [Bloom Testimonial Video](#)

Bloom Member Services Email

help@hibloom.com

Bloom Logo

High resolution logos in black and white can be provided upon request. Below is a render of the logo for reference.



Bloom Hex Colors

				
Purple #AE95DA	Peach #FFA489	Light Peach #FFC6AD	Beige #F7EAE1	Brown #30261D

Boilerplate Copy

Quick description

1. Powered by Sword Health, Bloom is an innovative digital pelvic therapy solution addressing dysfunctions such as bladder leakage, bowel issues, pelvic pain, discomfort, and pressure.
2. Bloom is a digital pelvic therapy solution for women in all stages of life including pregnancy, postpartum, and menopause.

Medium length

Bloom is an innovative digital pelvic therapy solution developed by Sword Health. Members are partnered with Pelvic Health Specialists, all of whom have Doctor of Physical Therapy degrees. It is designed to address pelvic dysfunctions such as bladder leakage, bowel issues, and pelvic pain.

Paragraph

Announcing Bloom! Digital Pelvic Therapy

Bloom is the most innovative digital pelvic therapy solution available. It was developed by Sword Health under the belief that physical location should never limit access to clinical-grade care. Bloom pairs members with Pelvic Health Specialists, all of whom have Doctor of Physical Therapy degrees. After a virtual consultation, the Specialist monitors biofeedback from a pod and mobile app to customize pelvic exercise programs while providing ongoing 1-1 guidance, support, and insights.

Bloom addresses pelvic dysfunctions such as bladder leakage, bowel issues, pain, discomfort, and pressure, covering all stages of life including pregnancy, postpartum, and menopause. It is a comprehensive, mind-body program connecting women and individuals with vaginal anatomy to the next generation of pelvic-health care from the comfort, convenience, and privacy of home.

Talking about the app

Developed by leading physicians and physical therapists, Bloom provides a content hub as a safe space to tackle stigmatized topics and seek relief.

Using “Women” fine print

While we use the word “women” in some of our communications, Bloom is designed for all individuals with vaginal anatomy regardless of gender identity.

Bloom FAQs

Here is a link to Bloom’s most frequently asked questions: <https://hibloom.com/faqs>

How it Works:

1. Enroll at join.hibloom.com/client
2. Bloom pairs members with Pelvic Health Specialists, all of whom have Doctor of Physical Therapy degrees.
3. After a virtual consultation, members receive a Bloom kit, including an intravaginal pod to use during short, 5-12 minute pelvic therapy sessions.
4. The Specialist will monitor biofeedback and customize sessions in the mobile app while the content hub provides a safe space to learn about stigmatized topics and seek relief.

Getting started with Bloom:

- You'll be asked to provide some information to **confirm eligibility**.
- Once eligibility is confirmed, you'll complete a survey so we can learn more about your specific needs. This can take about 10 minutes to complete. Answers are confidential, and used by your Pelvic Health Specialist to determine the best program for you.
- Schedule a video consultation with your Pelvic Health Specialist.
- Your Bloom kit will arrive in the mail and you can begin right away!

Thank You!

Thank you for including Bloom in your open enrollment. If you have any other questions or need anything else to support your team at this time, please reach out to your dedicated Sword Implementation Manager or Client Success Manager.

Thank you for your partnership in our mission to make pelvic health care accessible to all women and people with vaginal anatomy.

Move Open Enrollment Tools

Introduction to Move

Move connects members with a Certified Personal Trainer who uses real-time insights collected from an integrated wearable device to deliver a weekly, personalized movement plan designed to keep members moving. Move is for those seeking a whole-body approach to injury and pain prevention and provides movement training to continue to increase physical activity for those members that completed Digital Physical Therapy. Members can expect to increase their activity levels whilst treating and preventing MSK pain and over 20 chronic conditions.

Assets Available for Online and Offline Use

Below are the most commonly used assets during the Open Enrollment period. Move is always testing and optimizing, so be sure to work with your dedicated Enrollment Marketing Manager to ensure use of the most up-to-date assets.

move
Move by Sword Health

Frequently Asked Questions

What is Move?
As the leading experts in pain, we know that Physical Therapy is a great option to treat specific injuries and high levels of pain. But what about those facing more mild discomfort? Whether you're looking to reduce minor aches and pains, avoid injury or improve your overall physical health, consider Move – a first-of-its-kind movement health solution developed by Doctors of Physical Therapy and Physical Health Specialists.

Move offers targeted movement plans that are tailored precisely to your specific needs, goals, and busy schedule. Our mission is to empower you to lead a healthy life, free of aches and pains with expert guidance, innovative technology, and a dedicated Physical Health Specialist to motivate you along the way.

Who is eligible to access Move?
Move, the newest benefit from Sword Health, is part of our trusted partner ecosystem with Accolade One. Move is available to employees and eligible dependents between the ages of 18-79 who are enrolled in an Accolade medical plan administered through Meritain Health. This is at no cost to you and your eligible dependents.

How do I access Move?
Move is accessible in the Sword Health App which is available in the App Store for iOS and on Google Play for Android devices. For support on getting started, please reach out to your Accolade One Health Assistant.

What does the Move benefit include and how does it work?
Move matches you with a Certified Physical Health Specialist that designs and delivers targeted movement plans tailored to your unique needs. Each plan takes into account your job function, pain history, physical and mental health goals, and consists of curated classes and step goals that address daily aches and pains, keep injuries at bay, and help you stay active throughout the day.

You'll receive a free Move wrist wearable (or connect to your own device if preferred) to track your Move activities, steps, sleep and heart rate in real-time, that also allows your Physical Health Specialist to provide ongoing customizations to your programming. Your weekly Move Plans change according to conversations with your trainer, previous week's progress, your evolving goals and more.

move

Start and stay moving with Move, the newest Benefit coming soon from Sword Health

As the leading experts in pain, we know that physical therapy is a great option to treat acute injuries and significant levels of pain. But what about those facing milder discomfort? Whether you're looking to reduce minor aches and pains, avoid injury or improve your overall physical health, consider Move – a first-of-its-kind movement health solution developed by Doctors of Physical Therapy and Certified Personal Trainers.

Move matches you with a dedicated personal trainer that designs targeted movement plans tailored to your lifestyle, job function, pain history and health goals. Each week, you'll receive curated activities and step goals charging power to enhance mobility, strength and flexibility throughout your entire body.

Here's how Move works

- Show a little bit about yourself**
Answer a few questions to get to know about you and your specific needs.
- Match with a dedicated personal trainer**
With real human connection and support, your coach, together to set the right goals.
- Put your wrist wearable**
Track your progress in real time with a free Move wearable or use your own device.
- Receive a customized plan that changes with you weekly**
Activities and step goals that strengthen your whole body.

More information on how to sign up coming soon!

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Additional Tools

[Move Video](#)

Below is a Move Video that can be downloaded for use:

- [Anthem Video](#)

[Move FAQ's](#)

Here is a link to Move's most frequently asked questions:

https://drive.google.com/file/d/1K6v55oxOLuOMTua5kT_v9muq5B2gp_VE/view?usp=drive_link

Boilerplate Copy

Below are multiple boilerplate copy blurbs that are ready to be used within Open Enrollment packets, on your intranet site, or in any other way your team sees fit.

[Boilerplate - Quick description](#)

Designed to address daily aches and pains and reduce the risk of injury, Move is the only solution created by Doctors of Physical Therapy and Personal Trainers.

More information and how to register coming soon!

Boilerplate

As the leading experts in pain, we know that Physical Therapy is a great option to treat specific injuries and high levels of pain. But what about those facing more mild discomfort? Whether you're looking to reduce minor aches and pains, avoid injury or improve your overall physical health, consider Move — a first-of-its-kind movement health solution developed by Doctors of Physical Therapy and Personal Trainers.

Move matches you with a Certified Personal Trainer that designs and delivers targeted movement plans tailored to your lifestyle, job function, pain levels, and physical and mental health goals. Each week, you'll receive carefully curated and clinically-validated activities and step goals that improve mobility, strength and flexibility throughout your entire body.

With expert guidance, innovative technology, and motivation along the way, our mission at Move is to empower you to move more, in the right way for your body so you can lead a healthy life, free of aches and pains.

More information and how to register coming soon!

Thank You!

Thank you for including Move by Sword Health in your open enrollment. If you have any questions or need anything else to support your team at this time, please reach out to your dedicated Sword Client Success Manager.