

Kaia Case Study

Fortune 500 Insurance Provider Reduces Pain and Improves Sleep in Medicare Supplement Population with Kaia Health

Problem

A Fortune 500 company offering a range of insurance solutions and financial services nationally, sought a strategic program to address the growing challenges associated with musculoskeletal (MSK) conditions among its policyholders. MSK was a growing concern within its Medicare Supplement line of business, which offers supplemental insurance plans for healthcare services that Medicare does not fully cover. More than half of the ~1.4M Medicare Supplement policyholders received an MSK diagnosis over the past 12 months, driving significant claim spend.

The insurance provider was looking for a comprehensive, personalized MSK solution that would promote better health outcomes and improve overall wellbeing among its policyholders. They needed a solution that would:

- ✓ Expand care access
- ✓ Provide a user-friendly interface
- ✓ Offer access to a dedicated care team to support the population throughout the program

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Kaia member

I gave up swimming two years ago because my pain got so bad and **now I'm back in the pool perfecting my backstroke.** Thank you!

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Solution

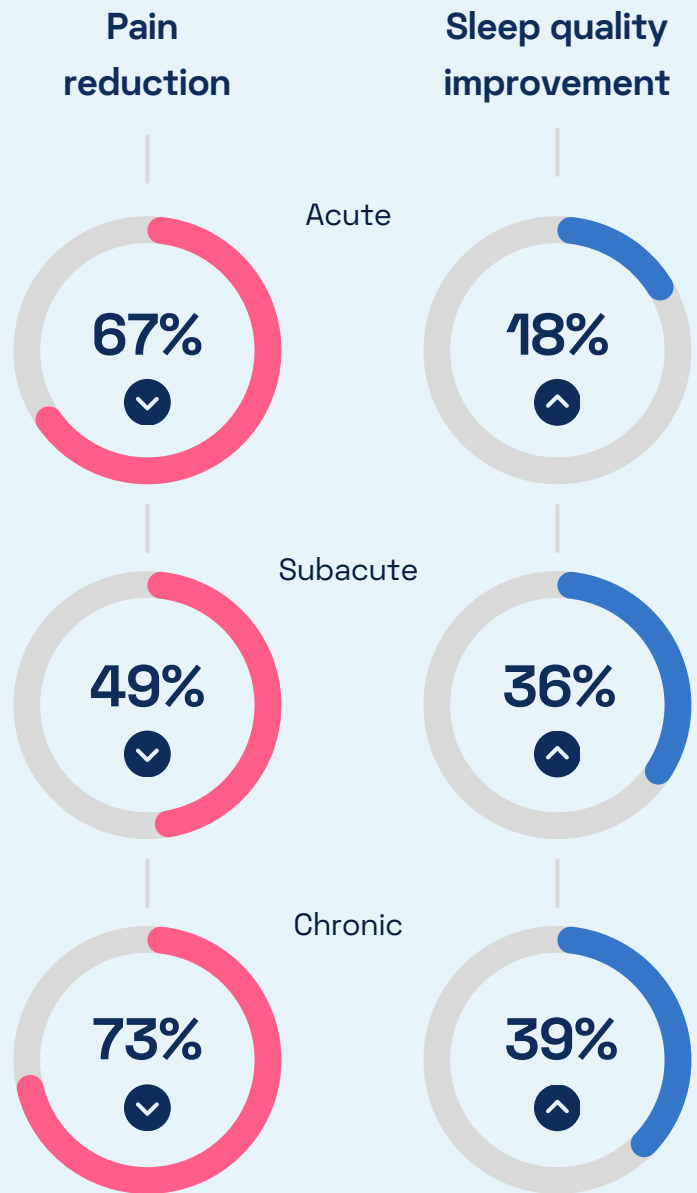
In 2022, the insurance provider selected Kaia Health to pilot a digital MSK solution for their ~1.4M Medicare Supplement population. The objectives of this partnership included:

- ✓ Reduce chronic pain
- ✓ Reduce the interference of pain with work and daily activities
- ✓ Decrease overall MSK claims spend

Members had access to Kaia's intuitive and easy-to-use app, which provided tailored care plans with easy-to-follow exercises, mindfulness techniques, educational content, and 1:1 support from Kaia's care team of physical therapists and certified health coaches. Members were guided through each session by Motion Coach™, Kaia's proprietary motion analysis technology, designed to provide real-time exercise feedback and regular functional assessments to ensure safety and effectiveness.



Outcomes



Members participating in the Kaia digital MSK program saw substantial health improvements, including significant reductions in pain and an increase in sleep quality. These findings underscore the positive impact of Kaia on both the physical and mental wellbeing of members in a Medicare Supplement population.

To discover how Kaia Health can partner with you, visit us at kaiahealth.com