

Kaia Case Study

Kaia Health's Digital MSK Therapy Improves Chronic Pain Management Among Senior Population

Problem

Over the last four decades, advancements in medical care have continued to evolve to accommodate our aging population, significantly increasing life expectancy in the U.S. According to the US Census Bureau, American men in 1960 lived to about 66 years old. Fast forward to 2040, and it is projected that seniors over the age of 65 will make up a staggering 20 percent of the population (University of Pittsburgh's Health Policy Institute).

As life expectancy continues to rise, more members of the elderly population are managing chronic musculoskeletal (MSK) conditions which significantly impacts mobility, sleep, mental health, confidence, and overall quality of life. It can be difficult for seniors to address these healthcare challenges as access to pain management programs often require lengthy commutes and long appointment wait times – not easy for seniors already dealing with comorbidities.

Many seniors also find themselves unable to access the care they need as many health plans place strict limitations on the amount of sessions they will cover for in-person physical therapy.

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Kaia member, age 92

I've been using the Kaia app almost every day for the past 6 weeks. **It's already helping my joints become a little more flexible. I can move better, I can walk better,** and can now open a water bottle that is tightly closed by myself.

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Solution

To address this challenge and better accommodate the unique health needs of seniors in the U.S., Kaia Health (Kaia) introduced a targeted program for users over 65, aiming to evaluate their interest in digital MSK therapy, and its overall impact on self-reported pain management outcomes over a six-month period.

Kaia Health's digital-first MSK therapy made it possible for seniors to perform exercises from the comfort of their own homes, eliminating barriers to chronic pain management access.

To help participants stay motivated, set manageable goals, and achieve pain relief, Kaia's MSK therapy includes round-the-clock, personalized coaching, and proprietary Motion Coach technology monitors 57 body parts to ensure exercise effectiveness and safety. Unlike other digital MSK solutions that require the use of sensors and other wearable equipment, Kaia users can rely on their smartphone or tablet cameras to monitor physical form and provide real-time, corrective feedback.

As part of Kaia's biopsychosocial care model for pain management, participants also enjoyed access to mental and behavioral health care through a comprehensive set of mind-body resources offered through the in-app daily program.

To learn more about how Kaia Health can partner with you to improve chronic pain management for the senior population, visit us at kaiahealth.com

Outcomes

More than 2,500 seniors enrolled, 75% successfully onboarded, and 65% actively engaged with Kaia's MSK therapy app, demonstrating a high level of commitment to managing back, joint, and chronic pain; improving mobility and getting better sleep. Kaia's user-friendly interface and 1:1 coaching kept senior participants highly engaged throughout the trial period with more than 20% consistently checking in with certified Kaia Health Coaches.

At the conclusion of the six-month study, we solicited self-reported outcomes from participants using the PROMIS measurement system. The results revealed notable improvements across various dimensions:



These findings not only underscore the positive impact on physical well-being but also highlight a substantial boost in emotional well-being, ultimately contributing to an improved overall quality of life for the participants.

