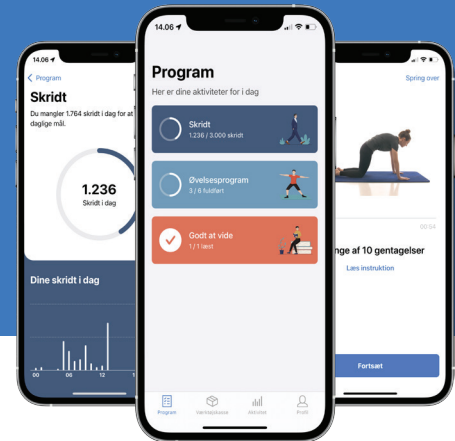


# Evidence-based treatment APP for lower back pain powered by AI

## Your Gain:

- The patient will get better service and help
- Shorter waiting lists
- Reducing the possibility for the pain to become chronic and invalidating



## THE CHALLENGE

Last year, the Community Health Services Sitrep-analysis showed approximately 321.000 people in England were waiting for help – mainly physiotherapy – to tackle musculoskeletal problems. Approximately 1 million people were also on the 'hidden' waiting list for care from community-based health services.

## THE SOLUTION

The solution is simple, since the clinical guidelines overwhelmingly suggest self managing as the primary choice for treatment. This has been known for a long time, but there is still a great challenge to get the patient to participate actively. The main reason for this is lack of resources for following up, motivating, and education in pain management.

SelfBack is an app that uses artificial intelligence to form multimodal, individualised selfmanagement plans, as well as automated follow ups and motivation. SelfBack is evidence-based and compliant with all UK and international data security and health standards, and has a high user satisfaction. By using SelfBack, the patient will be secured a highly personalised course that follows clinical guidelines and thus increases the possibility for a positive course with 32% compared to the usual treatment courses.

## THE EVIDENCE

The treatment effect of SelfBack has been examined and documented in a randomised controlled study with 461 patients from Denmark and Norway. The study showed that SelfBack has a positive effect on both male and female patients aged 18 to 82. Measured over a period of 12 months, 14 % got improved Pain Self-Efficacy, 38% increase in average pain reduction, and 24% improvement in Fear Avoidance Belief. Back pain patients that used the SelfBack app had a 32% increased possibility to achieve a great improvement in functional level compared with patients that did not use the app.

The results of the RCT were published in JAMA Internal Medicine, and the article can also be accessed via our website at [selfback.dk](http://selfback.dk).

SelfBack has been tested in Stoke-On-Trent.  
Selected feedback from the PPIE report:



**Midlands Partnership**  
NHS Foundation Trust  
A Keele University Teaching Trust

- "Its obvious that patient and public influences have been taken on board throughout"
- "My first impressions are very positive indeed. I was pleasantly surprised just how wide-ranging and all-encompassing it is"
- "I really can't think of any topic that is not included!"
- I would describe this App as very user friendly and easy to use. As I said in the meeting a good strapline for it would be "The friend in my pocket"



## CE MARKED AS MEDICAL DEVICE CLASS 1 (MDD)

The CE mark is the manufacturer's declaration that the product meets the requirements of EU directives and EU standards within the relevant product area.

SelfBack meets these requirements and is approved as a Medical Device Class 1.



Medicines &  
Healthcare products  
Regulatory Agency

## THE MEDICINES AND HEALTHCARE PRODUCTS REGULATORY AGENCY (MHRA)

MHRA is responsible for ensuring that medicines and medical devices work and are acceptably safe. SelfBack has an Authorised Representative present in the UK and is registered at the MHRA as a medical device manufacturer, which enables us to place our app on the UK market as a medical device.



## ORCHA

ORCHA Review is a digital health assessment carried out on behalf of NHS England.

ORCHA's Baseline Review indicates the extent to which an app meets the relevant and mandatory standards for health apps, providing an objective and independent score.

SelfBack: Baseline review score: 84% (= Approved for use in NHS England)



## NICE

National Institute for  
Health and Care Excellence

## DTAC (NHS ENGLAND - NICE)

Europe's most comprehensive system for assessing/accrediting digital health apps, which SelfBack meets. Apps are assessed against 178 different criteria, under the following headings:

1. Clinical Safety
2. Data Protection
3. Technical Robustness
4. Interoperability
5. Usability and Inclusion



## NordDEC - Joint Nordic Accreditation Framework for Health Apps

Joint Nordic standard developed by the Nordic Council of Ministers, used for accreditation of health apps according to standardized assessment criteria. This is the reference for the Danish Medicines Agency's National App Guide, expected to be published in 2024, and which SelfBack already meets.

## REFERENCES:



## SELFBACK TRANSLATES GLOBAL GOALS INTO PRACTICE

It requires a conscious joint effort to achieve the UN's Global Goals ([www.globalgoals.org/](http://www.globalgoals.org/)). SelfBack recognizes that peace, security, international cooperation, as well as social, economic, and environmental development are closely linked. SelfBack therefore is proud to actively contribute to the Global Goals initiative of tackling the world's biggest challenges by helping to improve the management of the world's leading cause of years lived with disability, and a top 5 contributor to the global burden of disease: low back pain.



## CONTACT

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