



## Bloom is the *next generation* of women’s pelvic health

There are about 2.8 billion adult women in the world and 1 in 4 will suffer from a pelvic-health condition in their lifetime<sup>1</sup>. For too long, women’s pelvic health has fallen under a conglomerate of care, often overlooked and dismissed by providers. On average, women wait 6.5 years to seek help<sup>2</sup> for pelvic discomfort, due to stigma, embarrassment or lack of options.

2022 was a year of change in the pelvic-health space. Sword Health launched Bloom to provide clinical-grade, scalable, cost-effective care to the millions of women affected by these conditions.

**How prevalent are pelvic-health disorders?**

<p><b>1 in 4</b> women suffer from moderate to severe pelvic health disorders<sup>1</sup></p>	<p><b>1 in 3</b> women suffer from bladder issues<sup>3</sup></p>
<p><b>45%</b> of women with chronic pelvic pain report reduced work productivity<sup>4</sup></p>	<p><b>50%</b> of pregnant and postpartum women have pelvic floor disorders<sup>5</sup></p>
<p><b>74%</b> of women aged 40-59 suffer from prolapse<sup>6</sup></p>	<p><b>10%</b> of reproductive-aged women have endometriosis<sup>7</sup></p>

### Bloom’s impact in 2022:

Employers and Health Plans are becoming aware of the importance of supporting their diverse population, and benefits must be expanded beyond fertility or care navigation. The need for pelvic-health care is a constant throughout a woman’s life and Bloom can help every step of the way.

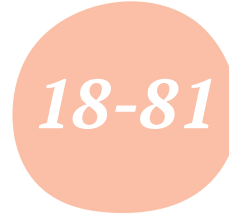
Since its launch, in March of 2022, Bloom was selected as the pelvic-health solution by 54 employers and health plans. This provides access to the innovative wellness benefit to 1.8 million women.



Clients are prioritizing women’s pelvic health



Women have access to Bloom



Age range of Bloom members

## Bloom is helping women get their lives back:

“

I'm halfway through my Bloom program and am very pleased with the results! The exercises are easy, fast, and convenient to do at home. My Pelvic Health Specialist is amazing. She is very encouraging, promptly responds to any questions, and tailors the program to my needs. **In a few weeks, my quality of life has significantly improved.** I can sleep through most nights with fewer trips to the bathroom and have learned how to control my bladder leaks. Thank you!

Testimonial from a Bloom member

Pelvic health issues are complex. From bladder, bowel and sexual-health disorders, to pelvic pain, these dysfunctions affect physical, social, and emotional well-being, often having a profound impact on their quality of life.

To that effect, we use a clinically-validated scale, PFIQ-7, to measure Bloom's impact. This scale measures a wide range of factors, from a person's ability to engage in social, household, and physical activities, to their emotional health. Bloom members have experienced notable improvement. Of women who enrolled in Bloom because their pelvic-health issues significantly impact their lives, we are able to rescue two out of three. By the end of the program, these women reported the impact of their condition is either none or mild. Members also experienced a reduction in anxiety and depression, which ultimately allows them to live their lives to the fullest, with a 47% increase in productivity.

**64%**

of women have reported significant improvements on how their pelvic-health symptoms affect their lives, after 9 sessions with Bloom

**63%**

Reduction in Anxiety

**61%**

Reduction in Depression

**9 out of 10**

Member Satisfaction

**47%**

Increase in Productivity

## Changing lives while reducing costs:

Bloom is a cost-effective solution for often-dismissed pelvic-health conditions. Women who are suffering navigate a complicated healthcare system and sometimes resort to costly treatments and procedures. With Bloom, women can access clinical-grade care from home, improving pelvic health and decreasing the likelihood of future healthcare interventions. This leads to an average yearly cost savings of \$2,034 per member.

**50%**

Decrease in the likelihood of seeking other healthcare interventions

**\$2,034**

Yearly cost savings per member

Bloom book of business data, 2022

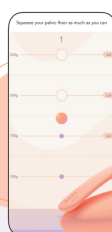
## How is Bloom different?

Bloom is the most innovative digital pelvic-health solution available. It was developed 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. 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 pain, discomfort, pressure, urinary leaking, and bowel issues as well as life stages including pregnancy, postpartum, and menopause.



### **Pelvic Health Specialist**

Expert clinical care from home. Specialists who all have Doctor of Physical Therapy degrees.



### **Safe, intravaginal pod**

The Bloom Pod by Elvie is used during short, at-home pelvic-therapy sessions.



### **App and insights**

The app collects real-time results, and provides expert insights on stigmatized topics.

**Ready to help the women  
in your organization?**

Learn more at [www.hibloom.com](http://www.hibloom.com)

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

## References

All the results presented about the efficacy of the Bloom Program come from the Bloom book of business data from 2022

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- 7 Zondervan KT, Becker CM, Missmer SA. Endometriosis. *N Engl J Med* 2020; 382:1244-56