



# The next generation of digital pelvic health care



## What is Bloom?

Bloom is transforming women's pelvic health with an innovative, digital solution to support women in all stages including young adulthood, pregnancy, postpartum, and menopause.

Developed by Sword Health, Bloom is the only comprehensive pelvic health solution accessible from anywhere. It helps women address bladder leakage, bowel dysfunction, pelvic organ prolapse, chronic pelvic pain, and more.

## Why Bloom?

A staggering number of women have pelvic health disorders, and many suffer in silence due to stigma and embarrassment. Pelvic health is often overlooked and ignored. But, there is a solution.

**1 in 4**  
women suffer from moderate to severe pelvic health disorders<sup>1</sup>

Of women who enrolled in Bloom because their pelvic health issues significantly impacted their lives, 60% reported the impact of their issues had improved to either non or mild after completed their sessions.

<b>60%</b> improvement in how pelvic health symptom affect their lives	<b>↓45%</b> reduction in likelihood to seek other healthcare interventions	<b>↓60%</b> reduction in anxiety*	<b>↑42%</b> increase in productivity
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\* Positive screening GAD7>5 at baseline were reduced to 4 or less by last known reassessment

## How does Bloom work?



### Pelvic Health Specialists

Bloom members work with Pelvic Health Specialists, all with Doctor of Physical Therapy degrees, and embark on customized programs based on their individual needs.



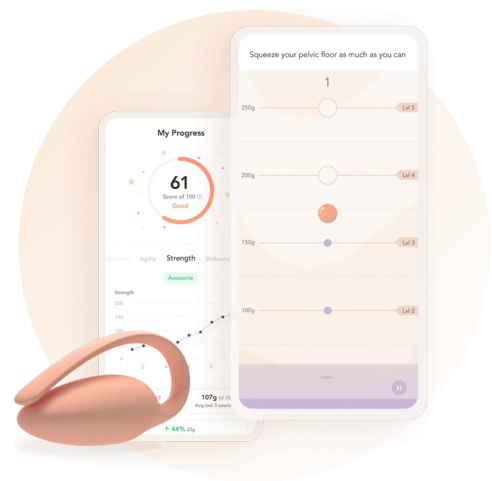
### The Bloom Pod

After a virtual consultation, members receive the Bloom kit that includes an intravaginal pod which connects to the Bloom mobile app for use during short, fun sessions, similar to a video game.



### The Bloom App

Through the Bloom app, members view progress and results, connect with their Pelvic Health Specialist using a private 1:1 chat, and access expert insights about stigmatized topics.



<sup>1</sup> Nygaard IE, Shaw JM. Physical activity and the pelvic floor. Am J Obstet Gynecol. 2016;214(2):164-171. doi:10.1016/j.ajog.2015.08.067

While we use the word women in some of our communications, Bloom is designed for all individuals with vaginal anatomy regardless of gender identity. All the information presented about the efficacy of Bloom comes from the Bloom book of business data from 2022.