

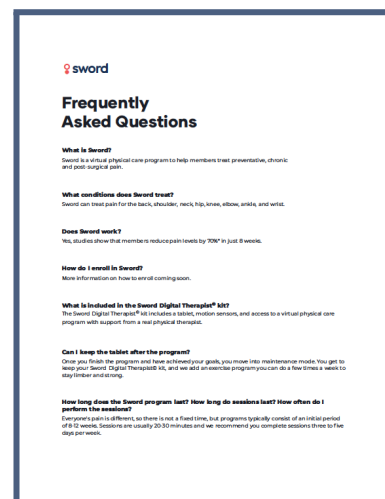
# Open Enrollment Tools

## Introduction to Sword Health

Sword is a digital physical therapy program to help members prevent and treat acute, chronic and post-surgical pain for the lower back, shoulder, neck, hip, knee, elbow, ankle, and wrist. Studies show that members achieve a 30% improvement over conventional physical therapy and reduce pain levels by 70% in just 8 weeks.

## Assets Available for Online and Offline Use

Below are the most commonly used assets during the Open Enrollment period. Sword is always testing and optimizing, so be sure to work with your dedicated Enrollment Marketing Manager to ensure use of the most up-to-date assets.



## Additional Tools

### Sword Videos

Below is a Sword testimonial video that can be downloaded for use.

- [Sword DPT Overview](#)
- [What is a Sword DPT Session](#)
- [Sword DPT Demo](#)
- [Sword Testimonials](#)

### Sword Logos

High resolution logos can be provided upon request from your Sword contacts. Below is the render of the logos for reference.



### Sword Hex Color

Sword Red #F46262

Dark Blue #1D3861

Neutral #F7F4F2

### Sword FAQ's

Here is a link to Bloom's most frequently asked questions: <https://swordhealth.com/faqs>

## **Boilerplate Copy**

Below are multiple boilerplate copy blurbs that are ready to be used within Open Enrollment packets, on your intranet site, or in any other way your team sees fit.

### Boilerplate - Quick description

Digital physical therapy program for back, joint and muscle pain.

More information and how to register coming soon!

### Boilerplate - Sentence

Start your journey to living pain free at home with Sword, digital physical therapy for back, joint and muscle pain which are proven to work better than in-person physical therapy.

Sword is available to eligible members as part of your health plan benefits.

More information and how to register coming soon!

### Boilerplate - 100 words (approx)

Start your journey to living pain free with Sword, digital physical therapy for back, joint and muscle pain that you can do from the comfort of your home, or anywhere. Sword matches you with a physical therapist who learns about you over a video call and designs a customized program. You'll then get a Digital Therapist<sup>®</sup> tablet and motion sensors to track your exercise progress, give feedback and help correct your form in real-time. Your physical therapist supports you every step of the way and even adjusts the program as your needs change, so you get better, faster. Best of all, with Sword no referral is needed, there's no copay so it's free to eligible members as part of your health plan benefits.

More information and how to register coming soon!

### Boilerplate - Full Page

## **Digital physical therapy — overcome your pain at home.**

Start your journey to living pain free with Sword, digital physical therapy for back, joint and muscle pain that you can do from the comfort of home, or anywhere. Combining the best in human care with easy-to-use technology, Sword offers a proven and more convenient option than traditional in-person physical therapy.

Sword is available to eligible members as part of your health plan benefits.

### **Therapy on your terms**

Sword matches you with a physical therapist who learns about you over a video call and designs a customized program. You'll then get a Digital Therapist® tablet and motion sensors to track your exercise progress, give feedback and help correct your form in real-time. Your physical therapist supports you every step of the way and even adjusts the program as your needs change, so you get better, faster.

Whether you want to prevent or treat chronic pain or recover from surgery, Sword is for you.

- Lower Back
- Shoulder
- Neck
- Hip
- Elbow
- Knee
- Ankle
- Wrist

### **Proven to work**

Studies show members achieve a 30% improvement over conventional physical therapy and reduce pain levels by 70% in just 8 weeks.\*

\*Source: Sword Clinical Studies

### **Testimonials: Hear from Sword Members**

Sara, Sword member, chronic back pain - Before, my pain was so bad that I couldn't sleep. Now...I've completely stopped my medication. It really has changed my life.

Mary, Sword member, knee surgery - If it wasn't for Sword, I wouldn't be walking by now. Everyone should have access to this. I don't have to get out, face traffic or change my routine. I recovered at home!

John, Sword member, hip replacement - Sword was the best thing that happened to me. It was really hard for me to raise my leg. Now I even forget that I had a hip replacement because I can run so easily.

# Thank You!