

With Musculo-Skeletal Injury being a Huge Driver of Medical Expenditures in the United States, FORCE Therapeutics is in the right industry at the right time with their Mobile Applications delivering Video Based Exercise Programs improving Patient Outcomes for Physical Therapists, Chiropractors and Orthopedic Surgeons

Healthcare

Force Therapeutics
57 East 11th Street, Suite 8B
New York, NY 10003
877-807-6686
www.forcetherapeutics



Bronwyn Spira
CEO

BIO:

Bronwyn is a leading physical therapist and digital healthcare expert with 20 years of experience. She has managed major physical therapy clinics including NYU's Rusk Institute of Rehabilitation Medicine in New York. She has worked with hundreds of physical therapists and thousands of patients in various healthcare settings around the world. Ms. Spira received her physical therapy degree from the

University of the Witwatersrand's Medical School in South Africa. Her mission is to enable physical therapists to provide slick digital solutions to their patients, thereby enhancing the rehab experience for patient and therapist alike.

About FORCE Therapeutics:

FORCE Therapeutics designs and builds best in class, mobile applications for healthcare professionals and their patients. Our suite of online/mobile solutions enable healthcare professionals to better manage their practice, deliver video based exercise programs and stay connected with their patients. Patients get more from their rehab experience with slick mobile tools designed to shorten length of stay and improve outcomes. The Company's goal is to become the dominant mobile player in injury rehab and prevention.



Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Ms. Spira, what is the grand vision at Force Therapeutics?

Ms. Spira: At Force Therapeutics, we make the whole injury rehab process engaging and fun while improving patient outcomes. We have injury rehab tools for every segment of the population; from physical therapists, musculoskeletal patients, chiropractors and orthopedic surgeons. We consider ourselves the leading company that is creating solutions for patients as well as doctors to enhance the injury rehab process.

CEOCFO: You mentioned fun. What are you doing to lessen the burdensomeness of rehab?

Ms. Spira: One of the main obstacles in rehab is the level of patients' anxiety in trying to remember everything that was explained during an 8 minute office visit; whether it be a post surgical consult with an orthopedic surgeon or after a physical therapy appointment, the methods used for information transfer is inefficient and broken. Traditionally, patients get a piece of paper with stick figure diagrams and are expected to go home and perform a home exercise program flawlessly. As a patient, you are A. in pain and B. anxious about your recovery and C. probably don't have a degree in exercise science. The paper-based communication tool is not a sufficient tool to insure positive outcomes. Patients go home wondering "am I doing the exercise correctly, is this what my therapist told me?" They are overwhelmed and bombarded by new information that they cannot fully process. Having a mobile, video-based tool enables better transfer of

information so patients can perform their exercise program using the correct technique from the start, remain engaged with their therapist or doctor between office visits and insure better rehab outcomes. FORCE Therapeutics products also include a compliance tracker that holds them accountable for actually doing their exercises – almost like weight-watchers for physical therapy. Our feedback from patients indicates a higher level of engagement in their home exercise program, as well as improved confidence and compliance. The videos themselves are filmed in HD from multiple camera angles and are really pleasing to watch.

CEOCFO: Are there particular types of exercises that are easier to explain or do with a video or is it across the board? Is everything up for grabs in this area?

Ms. Spira: When therapists or orthopedic surgeons are targeting biomechanical dysfunction, they are often targeting specific movements and that can be very complicated. Therefore, it is important that patients understand the intricacies of what muscle is supposed to be working, how the movement is supposed to look and feel and so much of this is lost in translation on a piece of paper. Video is just a better method when a patient is able to watch and re-watch the exercise and really get a sense of what they should be trying to achieve.

CEOCFO: You mentioned a wide range of potential professionals that would be recommending your videos; chiropractors, physical therapists, orthopedic surgeons, primary care physicians. Is there one segment or one group that understands your concept better and is more likely to recommend it, or it is pretty even?

Ms. Spira: I have been a physical therapist for the past twenty years and I still run a PT practice. Our initial product: FORCE TherEx was designed for physical therapists since their main treatment modality is

therapeutic exercise. The concept was born out of my own experience as a PT and that of many colleagues and patients. Additionally, research has indicated that ‘active care’ has the greatest impact on musculo-skeletal outcomes. When we saw how much patients using the FORCE TherEx suite of products were benefiting from our tools, we started thinking about which other members of the medical community might benefit from similar products. Orthopedic surgeons are an obvious group. They are very invested in their patients’ outcomes and are acutely aware that the more closely their patients stick to the prescribed exercise regimen post surgery the better the results will be.

“Having a mobile, video-based tool enables better transfer of information. Research has indicated that ‘active care’ has the greatest impact on musculo-skeletal outcomes. We know that musculo-skeletal injury is a huge driver of medical expenditures in the US and providers, patients and 3rd party payers are looking for solutions. An estimated 65 million Americans suffer from lower back pain, which obviously has a huge impact on healthcare costs, disability payments and lost wages. The national shift from fee-for-service to episodic payments means that providers need to find creative ways to manage the rehab process.”

- Bronwyn Spira

Chiropractors also understand and employ therapeutic exercise as a quintessential rehab tool, so allowing them to prescribe a video-based exercise mobile app is valuable for them too.

CEOCFO: Are your products sold mostly through medical professionals or do people find you on their own?

Ms. Spira: We have both professional and consumer-based solutions. Our FORCE TherEx suite allows healthcare professionals to basically prescribe a customized comprehensive rehab program for their patients, which patients can download to their smart phone or tablet. For active individuals who are not engaged with a doctor or physical therapist, our direct-to-consumer app,

FORCE Mobile is available for download from the iTunes store or Google play marketplace.

CEOCFO: Is there a typical demographic of the user of your videos? How do you engage senior citizens who may not be as video oriented as other groups?

Ms. Spira: Our target demographic is the orthopedic and sports community. This population is highly motivated to get better and return to their prior level of function. Increasingly, we are seeing sixty to seventy five year-olds becoming avid technology users. In my clinical practice, I have noticed that mobile, tablet-enabled solutions can be exceptionally useful for people who may benefit from jogging of their memory, as well as the retired community who has a little more time on their hands to seek out credible solutions that assist in maintaining a healthy and active lifestyle into their later years.

CEOCFO: Is there any substantial competition or have you really broken new ground here?

Ms. Spira: We are excited to see some new companies emerging in the injury rehab space. We know that musculo-skeletal injury is a huge driver of medical expenditures in the US and providers, patients and 3rd party payers are looking for solutions. We have been doing this for two and a half years now, and we pride ourselves on being thought leaders in this space. We certainly plan to keep iterating on the needs of the musculoskeletal community and focus on offering integrated solutions to providers and patients that achieve the triple goal of mobile engagement, positive outcomes and cost-efficiency.

CEOCFO: There always seems to be change in medical approaches in a variety of areas. Do you need to change the videos much, or is the rehab area fairly static?

Ms. Spira: Our current library contains a solid foundation of

evidence-based rehab exercises, and we continually build on this as new research comes to light. We also evaluate requests from our current professional user-base. One of the great attributes of our TherEx solution is the ability for therapists to add their own exercises to our library. This serves to give us constant feedback regarding what exercises clinicians are prescribing to their patients and we incorporate that into our 'wish list' of exercises to be professionally filmed next time we get into the studio.

CEO CFO: Are there particular injuries that people look to your videos for or is it across the board?

Ms. Spira: We have solutions for all injury groups, so it is pretty much across the board. Although from a macro population perspective back pain is probably the most pervasive issue. An estimated 65 million Americans suffer from lower back pain, which obviously has a huge impact on healthcare costs, disability payments and lost wages.

CEO CFO: Are you strictly in the in US and do you see a market in other countries?

Ms. Spira: FORCE Therapeutics has been approached by a number of therapists and doctors in other countries, including Turkey, Israel and Russia. We are having preliminary conversations about localizing our technology and translating it into other languages. Our platform is certainly very portable, being that it is cloud based, and the content is highly relevant to the international market. I think global expansion is definitely in our pipeline.

CEO CFO: How is business these days?

Ms. Spira: We are definitely starting to see a change in behavior amongst the physical therapy community as they start to understand the benefits that technology can bring to their practices and to their patients. Primary care physicians and orthopedic surgeons are actively seeking the type of solutions we have built. The national shift from fee-for-service to episodic payments means that providers need to find creative

ways to manage the rehab process while maintaining positive outcomes. A value-based health care system certainly plays to our strengths and our overall mission.

CEO CFO: Why should investors and people in the business community be paying attention to Force Therapeutics?

Ms. Spira: FORCE Therapeutics is going to revolutionize the way musculo-skeletal rehab is carried out. Population demographics suggest that the impact of musculo-skeletal injury is on the rise and our aging population is becoming more tech-savvy and enlightened. I think people are very invested in finding solutions to stay active and healthy for a longer period of time. We have built a set of elegant, mobile-enabled tools that encourage patient engagement, reduce health care costs and track outcomes. We have a strong team and a product that rocks and we plan to keep innovating the injury rehab industry.

The logo for FORCE THERAPEUTICS is displayed in white text on a black rectangular background. The word "FORCE" is in a bold, sans-serif font, followed by "THERAPEUTICS" in a similar font. The letter "X" in "THERAPEUTICS" is stylized with a small figure of a person performing a physical therapy exercise, integrated into the letter's structure.

Force Therapeutics
57 East 11th Street, Suite 8B
New York, NY 10003
877-807-6686
www.forcetherapeutics