



# Introducing Elvie

## reducing costs and improving outcomes for patients with pelvic floor dysfunction

There's a **high prevalence of pelvic floor dysfunction**: 37% of women suffer from at least one type of pelvic floor dysfunction<sup>[1]</sup>; 50-80% of women experience some form of bladder problem during pregnancy and after the birth of their baby<sup>[2]</sup>; and, there's an 11% lifetime surgery risk as a result of stress urinary incontinence or prolapse.<sup>[3]</sup>

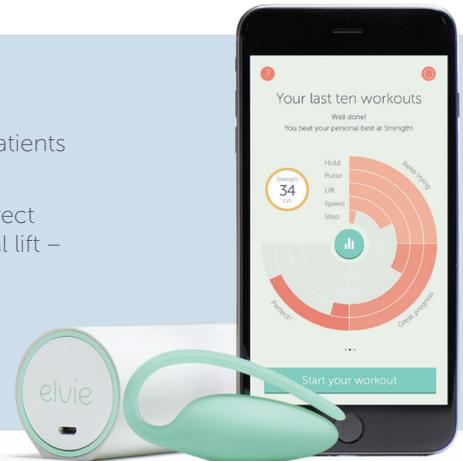
**Pelvic floor muscle training is effective in treating** stress, urgency or mixed urinary incontinence, pelvic organ prolapse and lower bowel dysfunction<sup>[4]</sup>. Pelvic floor muscle training improves symptoms in up to 70% of cases of stress urinary incontinence<sup>[5]</sup> and increases the chance of an improvement in prolapse stage by 17%.<sup>[6]</sup>

Comparing pelvic floor muscle training with biofeedback to pelvic floor muscle training alone, **patients using biofeedback see better improvement and a better long-term effect on motivation.**<sup>[7]</sup>

Evidence suggests that the short to medium term **cost savings of using a biofeedback adjunct** to pelvic floor muscle training, compared to pelvic floor muscle training alone, are significant. Reflecting cost savings across the continuum of care, including through avoidance of surgery, drug therapy and the probability of cure, research suggests that in the first year alone the cost saving per patient head is \$636 (\$1826 compared to \$1190) – a 35% cost reduction – and the increase in success rates is 10%.<sup>[8]</sup>

### Introducing Elvie:

- The over-the-counter **pelvic floor muscle training guide and tracker**, enabling patients to benefit from clinical biofeedback at home
- The **only pelvic floor exercise tracker with an accelerometer**, to detect and correct if a woman is performing a valsalva manoeuvre instead of the correct cranioventral lift – potentially causing herself harm – as 30% of women do<sup>[9]</sup>
- **Recommended by 800+ health professionals globally**, including at the New York-Presbyterian Weill Cornell Medical Center, Mount Sinai and Scripps Health Hospitals



### Elvie's biofeedback, gamification and notifications enhance compliance and improve outcomes:

- **Elvie users are engaged**: Before using Elvie, 22% of our users never exercised their pelvic floor and 43% only did so rarely; when using Elvie, 87% of users exercise their pelvic floor at least once a month, with 53% exercising at least three times a week and 15% exercising at least once a day<sup>[10]</sup>
- **Elvie users improve**: 8 in 10 users who purchase Elvie to treat bladder problems feel improvements (98% do so in less than 6 weeks) and 9 in 10 would recommend Elvie to a friend or colleague<sup>[11]</sup>
- We are planning an **RCT with Medstar, Washington**, for further evidence on the positive impact of Elvie

### Elvie is available to patients through:



Princeton Medical Group



Brill Physical Therapy



Heartland OB/GYN

### Elvie has received 12 design and innovation awards including:



Best Maternity Pregnancy Product  
Mother & Baby Awards 2017



reddot design award winner 2016  
Product Design  
Red Dot Awards 2016



Best R&D Product  
AXA PPP Health Tech and You 2015

## References:

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10. Survey conducted by Elvie; anonymised data summarised from 417 users across UK and US (March 2017).
11. Survey conducted by Elvie; anonymised data analysed for 242 users across UK and US (March 2017).

If you have any questions, please don't hesitate to contact: **Hannah Rose Thomson**, Senior Manager - Health and Wellness, Elvie - [hannah@elvie.com](mailto:hannah@elvie.com)

elvie

63-66 Hatton Garden  
London, EC1N 8LE  
United Kingdom  
+44 (0)203 745 5201