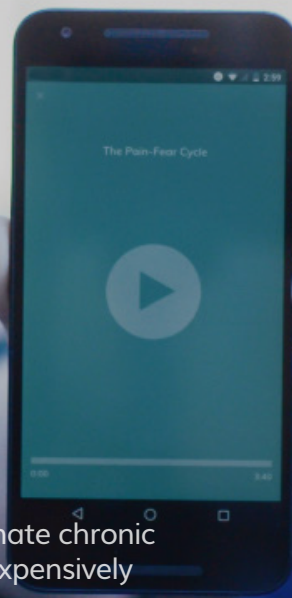




the first app designed to eliminate chronic pain safely, effectively, and inexpensively



WHAT IS CURABLE?

Curable is the first app to deliver evidence-based therapy for chronic pain self care. The Curable app guides pain sufferers through **a pain psychology-based self-care program**. The program includes easy-to-understand pain science education and hundreds of exercises designed to break the cycle of pain. With Curable, chronic pain patients can now self-manage their symptoms safely, effectively, and inexpensively.

HOW EFFECTIVE IS CURABLE?

Curable consistently demonstrates reduction in physical pain symptoms and improvement in quality of life for chronic pain patients, while demonstrating **no harmful side effects or contraindications**.

PHYSICAL PAIN RELIEF AFTER 30 DAYS*

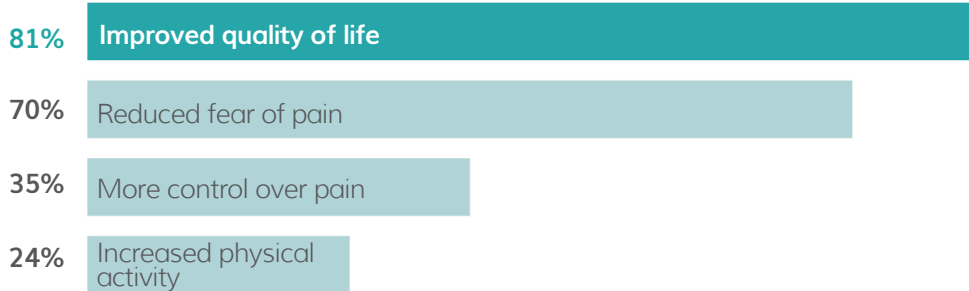
69%

of Curable users experience **physical pain relief**



- 21% Pain is much better or gone
- 48% Pain is somewhat better
- 31% No improvement in pain yet

QUALITY OF LIFE IMPROVEMENT AFTER 30 DAYS*



*Study Design: Curable distributes a Patient Global Impression of Change survey to individuals after they have been using the intervention for 30 days. This study is ongoing, but to date the analysis includes n=4,197 respondents.

the curable solution

THE PROBLEM: CHRONIC PAIN

- As many as 100 million Americans suffer from chronic pain,¹ and nearly 40% of adult primary care appointments involve individuals with chronic pain complaints²
- One recent study concluded that “pain education for North American medical students is limited, variable, and often fragmentary”³
- Only 34% of primary care physicians report feeling comfortable treating people with nonmalignant chronic pain, and only 1% report finding treating it satisfying⁴
- 93% of providers perceive value in having their pain patients exposed to psychological intervention, yet cite that two big barriers stand in the way: poor insurance coverage, and a limited supply of pain psychology resources⁵
- Patients claim that the biggest barrier to access of pain psychology programs is that they “didn’t know” it was an option⁶
- With the increasing dangers of many pain medications and procedures - and the ever-tightening regulations for clinicians who treat chronic pain - the number of safe, effective options for chronic pain treatment is dwindling

THE SOLUTION: A BIOPSYCHOSOCIAL APPROACH



When pain persists, becoming “chronic,” it also becomes more complex. Modern pain research shows that **psychological and emotional elements** play a major role.



These non-physical components help the **brain “learn” to be in pain**, re-wiring the body’s neural circuitry to perpetuate the sensation of pain.

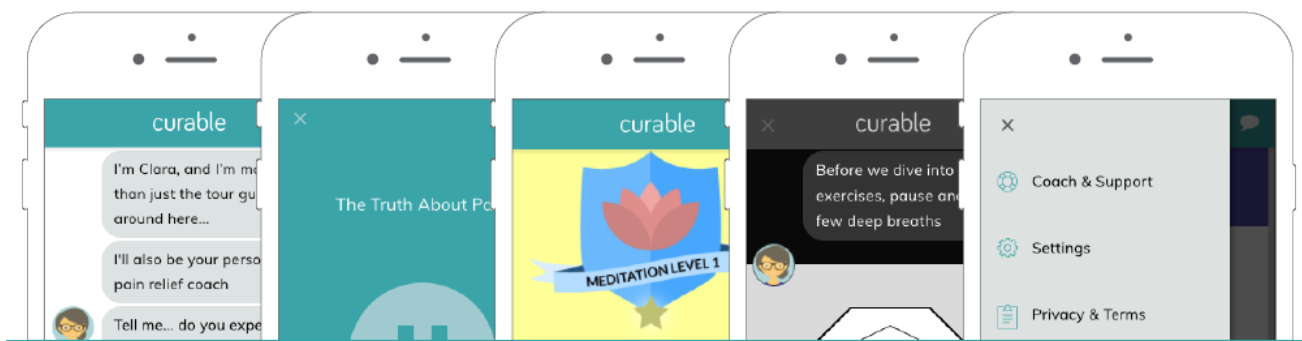


Over time, chronic pain becomes a condition of the brain rather than the body. With proper therapeutic attention, **healing in the brain can lead to physical pain relief.**



Research shows that methods like CBT, education, writing, meditation, and visualization can successfully **“reprogram” the brain** to stop this recurring pain cycle.

WHAT DOES THE CURABLE PROGRAM INCLUDE?



Personal smart coach to guide users through their therapy program

Short, engaging **audio lessons** that help users understand their chronic pain

Hundreds of proven exercises & techniques designed to retrain the brain’s pain patterns

On-demand relief for when pain strikes

Guidance & support anytime, from any device

patient identification

APPROPRIATE ADULT CANDIDATES

Curable can be used as a first option for patients prior to medical intervention, or as a supplement to a standard treatment plan. Curable can be useful across a wide variety of non-malignant symptoms, including migraine, back pain, other localized pains, pain that lingers from past injuries, unexplainable nerve pain, numbness & tingling, fibromyalgia, and more. However, we've seen that **the best way to identify a good candidate for the Curable program is not solely based on their past diagnoses or the location of pain, but by the patterns of their symptoms.** You can consider recommending Curable to a patient in the following situations:

- Symptoms have persisted for more than six months
- Symptoms do not respond well to prescription and/or physical treatments
- Patient has received multiple and/or conflicting diagnoses in the past
- Patient has a history of experiencing recurring pain in different areas of the body
- No obvious tissue damage or malignancy, or not enough to explain the reported symptoms
- Pain tends to follow patterns (i.e. only occurs at a specific time of day, or when performing specific activities)
- Personal history includes anxiety, depression, low self esteem, trauma, abuse, neglect, divorce, death of a loved one, and/or high stress career path
- Patient acknowledges (or is open to) a possible connection between stress, life events, and physical symptoms

WHAT TO LISTEN FOR

Chronic pain patients are often frustrated by conflicting diagnoses, years of pain without answers, and a lack of results from various treatment options. Patients who are likely to succeed in the Curable program will exhibit hope in the midst of this desperation. Here are some phrases you might hear from patients that will indicate that Curable may be right for them:

- "I've tried everything"
- "No one has been able to figure out what's wrong"
- "Medications haven't work for me"
- "The pain happens every time I [do a certain activity]"
- "It gets worse in the [morning/night]"
- "There's a lot going on in my life"
- "I'll try anything"
- "I'm open-minded"
- "I don't want to take pills anymore"

TALKING TO YOUR PATIENTS ABOUT CURABLE

Chronic pain is one of the most sensitive topics you can discuss with a patient. Sufferers frequently report feeling blamed, frustrated, and helpless after receiving a diagnosis. When recommending Curable, it's important to maintain an empathetic, confident, and hopeful demeanor.

- DO reassure the patient that **the pain they feel is real, but may not be persisting because of structural tissue damage**
- DO explain that chronic pain has physical, emotional, and psychological components
- DO provide simple examples of the mind-body connection, like headaches and stress
- DO provide examples of other patient stories similar to their own (if you have any)
- DO encourage them to listen to Curable's free audio lessons to learn the science behind what's happening in their body
- **AVOID** implying that the pain is purely psychological, "in their head," or that the patient is at fault for its presence

recommending curable

INSTITUTIONS & PROVIDERS RECOMMENDING CURABLE

Top neurologists, primary care physicians, sports medicine specialists, physical therapists, pain psychologists, and therapists are recommending Curable to their patients. In addition to relieving their patients' physical symptoms, healthcare practitioners have found that Curable helps them to educate their patients so that they can focus their appointment times on individual care.

 UCSF Medical Center

 Northwestern Memorial Hospital

 Stanford HEALTH CARE

 KAISER PERMANENTE®

 University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

 Health ONE ROSE Medical Center 

WHAT PATIENTS ARE SAYING

"I have had an 85% reduction in migraine attacks since I started using the Curable app. **I was able to cancel a week-long inpatient treatment** I had scheduled for next month." -Susan, Migraines

"The [Curable] app has been **absolutely life changing for me**. I have been suffering from migraines since the birth of the second son - and was starting to feel hopeless since weeks of my time were being eaten up by my pain. The app has done wonders for me - and it worked so quickly." -Katie, Migraines

"I want to thank you for this app. It was very helpful. **I am no longer feeling any pain**. I am back to doing my Zumba classes, yoga and hiking. I am tolerating sitting at work without limitations." -Shirley, Localized Pains

"I'm not in pain anymore! Thank you! ... [Curable] definitely kept my mind focused on finding what was right for my body and mind [...] I know that **had I gone the typical medical route, I would have been in surgery right now...**" -Diana, Back Pain

PRICING & PROVIDER DISCOUNTS

Providers can **pass along a 25% discount** to their patients just by recommending Curable.

	Annual Subscription	Lifetime Subscription
List Price	\$9.99/month	\$299.99
Discounted price for your patients	\$7.49/month	\$224.99

To receive this benefit for your patients, **send them to www.getcurable.com/HCP25 and their discounted rate will be applied automatically at checkout.**

Sources:

1 <https://www.nap.edu/read/13172/chapter/2>
2 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1924617/>
3 <https://www.ncbi.nlm.nih.gov/pubmed/21945594>

4 <https://www.ncbi.nlm.nih.gov/pubmed/17301587>
5 <https://www.ncbi.nlm.nih.gov/pubmed/26803844>
6 <https://www.ncbi.nlm.nih.gov/pubmed/26803844>