

Hinge Health consolidates into a digital musculoskeletal care giant

Article

The news: Digital musculoskeletal (MSK) care startup **Hinge Health** acquired **Wrnch**—which provides advanced computer vision tech for tracking human motion. The new tech will allow

Hinge to implement even more precise tracking of movement for its digital physical therapy programs.

Market snapshot: MSK companies like Hinge Health are using computer vision tracking to make their virtual physical therapy programs as effective as in-person therapy.

- **Omada Health** offers an app-based physical therapy consultation platform, and earlier this year, it **launched** a computer vision-powered tool that helps physical therapists measure a patient's movement and range of motion remotely.
- **Kaia Health** **published** a peer-reviewed clinical study in July that demonstrated its computer vision tech-based MSK digital therapies on par with physical therapists' clinical instruction.
- And most recently, **Google** **partnered** with digital MSK startup **Include Health** to develop an AI-driven virtual physical therapy program that calculates whether a patient is performing their exercise correctly.

What's next for Hinge Health? It's been amassing partnerships and using acquisitions to elbow into every corner of digital MSK care—which could help it score more partnerships with employers and insurers seeking to curb their share of spending on chronic pain treatment.

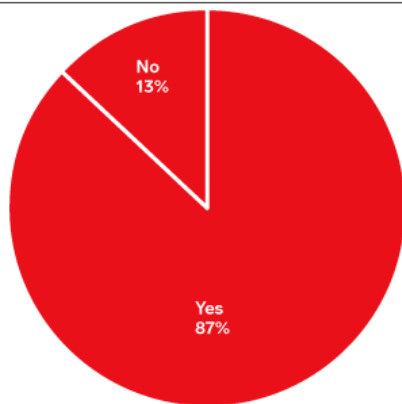
- In April, Hinge Health **partnered** with digital surgical marketplace **Carrum Health** to bundle their services into a higher-value benefits package for employers.
- And in March, it **scooped up** **Enso**, an app-based wearable that delivers electrical stimulation to relax patients' muscles.

Employers have to spend a ton on chronic pain management—something they're seeking to curb by bloating their health benefits packages with tools that help enrollees manage conditions like MSK:

- US employers **collectively spend over \$20 billion annually** addressing employees' MSK conditions.
- And **70% of US employees** say the transition to remote work has made their MSK conditions worse.

US Employers Who Believe the Cost of Providing Health Benefits to Their Employees Would Be Unsustainable, Jan 2021

% of respondents



Note: in the next 5-10 years

Source: Purchaser Business Group on Health (PBGH) and Kaiser Family Foundation (KFF), "How Corporate Executives View Rising Health Care Costs and the Role of Government" conducted by Beresford Research, April 29, 2021

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