



Sword Thrive Launch + OE Packet

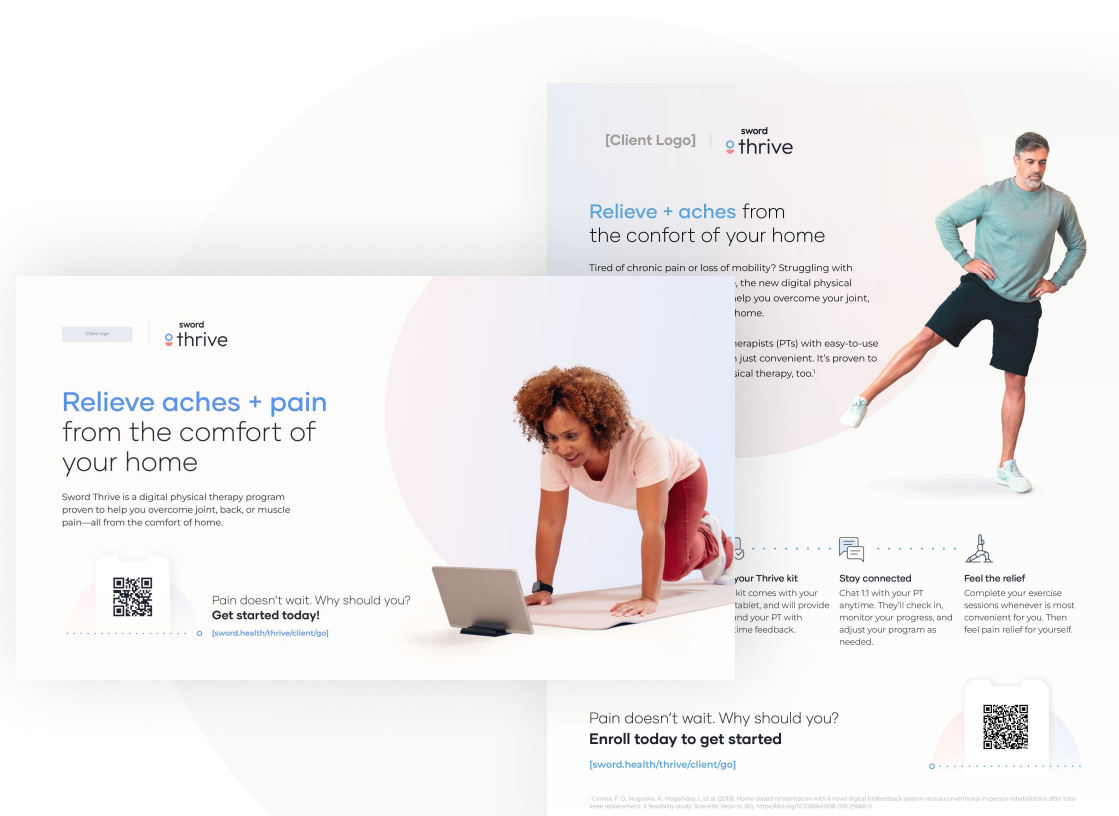


Introduction to Sword Thrive

Sword Thrive is a digital physical therapy program that helps 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 67% of members are pain-free by the end of their program.¹

Assets Available for Online and Offline Use

Below are the most commonly used assets during the launch & OE period. Thrive is always testing and optimizing, so be sure to work with your dedicated Client Success Manager to ensure use of the most up-to-date assets.



Additional Tools

Below are Thrive videos that can be linked out for use.

- Thrive Overview
- What is a Thrive Session?
- Thrive Demo
- Thrive Testimonials

Sword & Sword Thrive 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

- Primary Red #FF8283
- Primary Blue #5993EA
- Secondary Neutral #DACDC3

¹Source: Sword Clinical Studies

Thrive FAQ's

Here is a link to Thrive's most frequently asked questions: swordhealth.com/faqs

Frequently Asked Questions

Webinars

Thrive is happy to provide recorded webinar videos to share with your population. Please work with your dedicated Sword contacts to coordinate and set up ahead of the scheduled event.

Boilerplate Copy

Below are multiple boilerplate copy blurbs that are ready to be used within New hire/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 Thrive, a digital physical therapy for back, joint and muscle pain.
- Thrive 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 Thrive, a digital physical therapy for back, joint and muscle pain that you can do from the comfort of your home, or anywhere. Thrive matches you with a physical therapist who learns about you and designs a customized program. You'll then

get a Thrive tablet 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 programming as your needs change, so you get better, faster. Best of all, with Thrive 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 Thrive, a digital physical therapy program 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, Thrive offers a proven and more convenient option than traditional in-person physical therapy.

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

Care on your terms

Thrive matches you with a physical therapist who learns about you and designs a customized program. You'll then get a Thrive tablet 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, Thrive is for you.



Lower Back



Shoulder



Neck



Hip



Elbow



Knee



Ankle



Wrist

Proven to work

Studies show 67% of members are pain-free by the end of their program*.

*Source: Sword BoB 2023

Testimonials: Hear from Sword Members

“Before, my pain was so bad that I couldn’t sleep. Now...I’ve completely stopped my medication. It really has changed my life.”

Sara, Sword Thrive Member, Chronic Back Pain

“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!”

Mary, Sword Thrive Member, Knee Surgery

“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.”

John, Sword Thrive Member, Hip Replacement



Thank You!

Thank you for including Sword Thrive in your benefits offerings.

If you have any questions or need anything else to support your team at this time, please reach out to your dedicated Sword Client Success Manager.