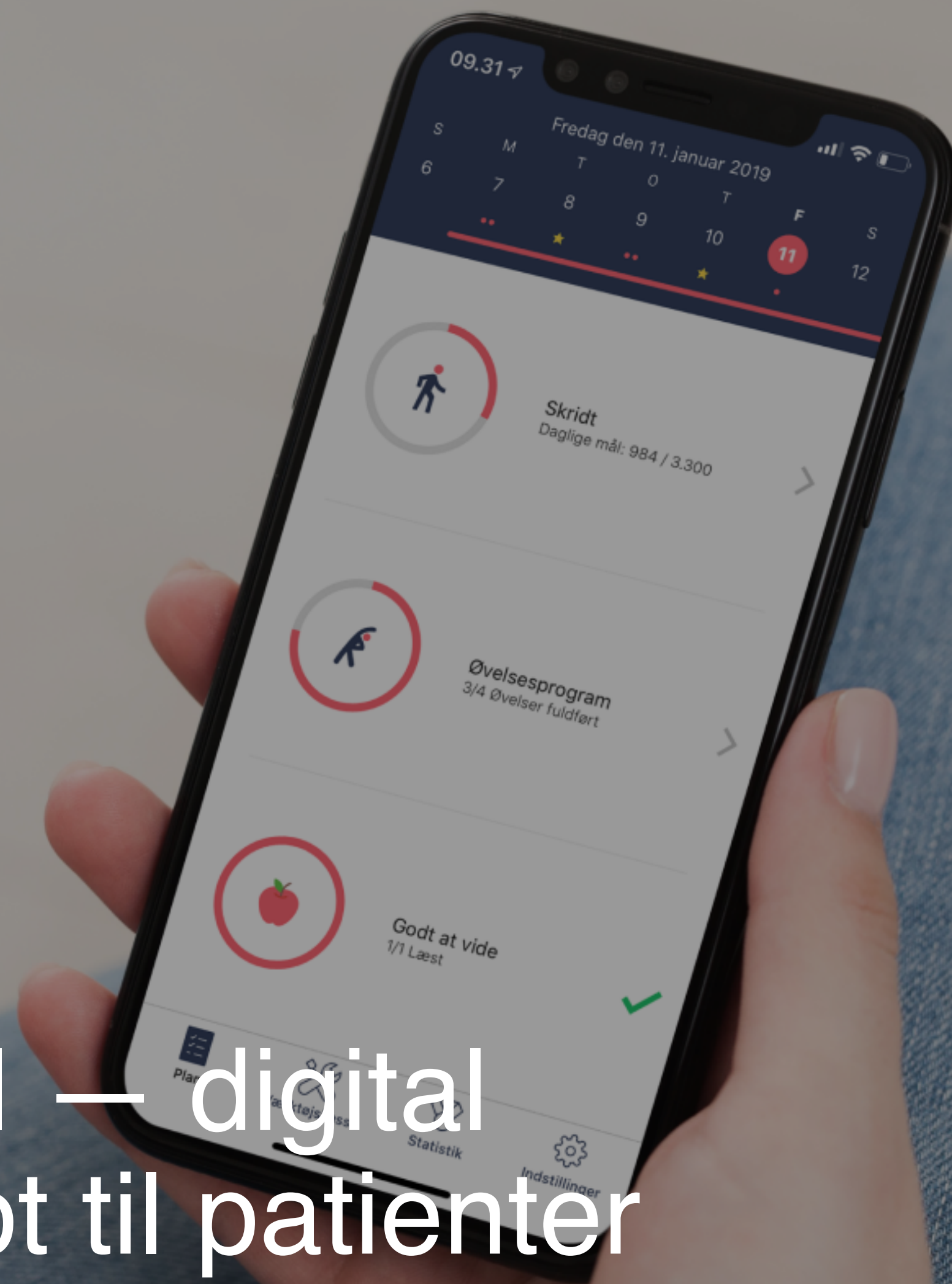


SelfBack



Evidence Baseret AI — digital
behandling på recept til patienter
med low back pain



Approved Medical Device Class I

Low Back Pain(LBP) — Et globalt problem!

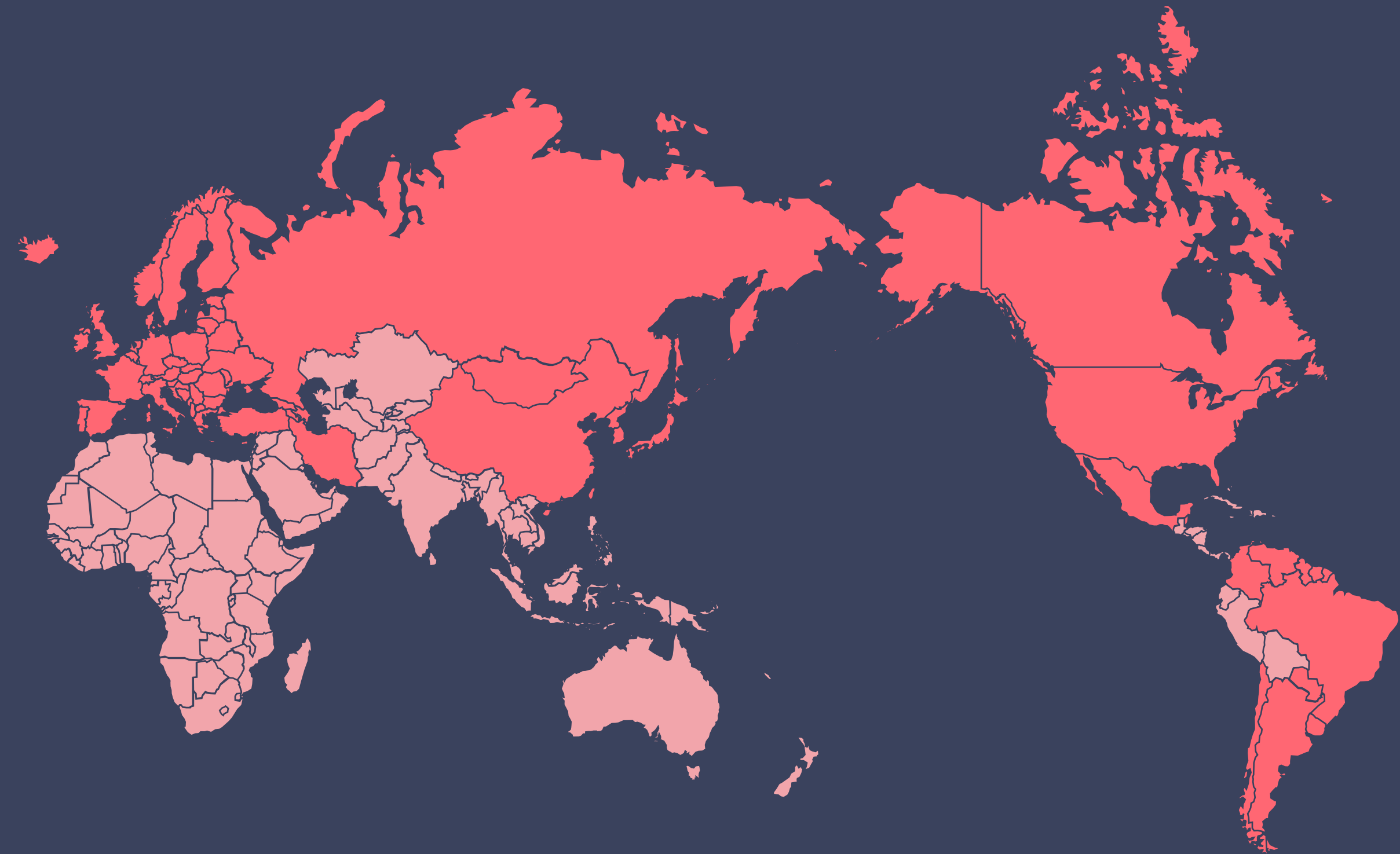
Påvirker 570.000.000 på verdensplan!

Mere end 85% af patienterne I almen behandling har LBP

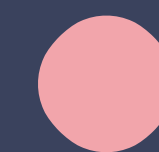
LBP er den primære årsag til at borgere søger rehabilitering i 134 ud af 204 lande der er undersøgt.

Hvordan er det for borgeren?

- Smertepræget — Mental udfordring — Potentielt invaliderende



Number 1



Top 3



Outside of Top 3

SelfBacks Mission

Lave verdensklasse personificeret behandling af LBP og være tilgængelig for alle.



Verdensklasse udviklingsteam — 5 års arbejde

Founders:



CEO, Søren Kleberg
Founder - International Business Development
11 Years App Experience
Multiple top 10 apps in various categories
Founded AppFactory 2009, exited in 2013



CTO, Rasmus Faddersbøll
Founder - Technical Lead
Mobile and backend developer
AI Engineer



Science team:



Professor Karen Søgaard
World's Most Cited Researcher
Lifestyle Factors and Health



Professor Jan Hartvigsen
Musculoskeletal Disorders
Lifestyle Factors and Health
WHO Back pain expert



Professor Paul Jarle Mork
Musculoskeletal Disorders
Lifestyle Factors and Health



Assoc. Prof Kerstin Bach
Subsymbolic AI
Case-Based Reasoning



Nuværende situation

	SelfBack	Konkurrent A	Konkurrent B
Klinisk evidens	✓	—	—
Øvelseskatalog med videoer	✓	✓	✓
Indsamling af feedback	✓	✓	—
Trænings påmindelser	✓	✓	—
Personlig tilpasset træningsprogram	✓	—	—
Fysisk aktivitetmålning	✓	—	—
Personificeret uddannelsesmaterial	✓	—	—
Mindfulness	✓	—	—
Vidensbank	✓	—	—
Målsætning	✓	—	—
Statistik	✓	—	—
Gamification	✓	—	—
Klinik Information	✓	—	—



Hvad gør SelfBack anderledes?



Individuel behandling for hver patient

Igennem brugen af Kunstig intelligens (AI), laves der individuelle behandlinger



Behandling efter de kliniske guidelines

SelfBack er i sin essens en digital transformering af de kliniske guidelines, og vi har evidens for at det virker!



Kvalitets behandling samt tilgængelig for alle

SelfBack's AI bygger sin viden på flere tusinde succesfulde cases og gør viden tilgængelig for alle der bruger appen



Feedback og motivation

Daglig motiverende beskeder til at opmuntre patienten til at følge sin træningsplan. Selfback sørger for at uddanne patienten i kunne håndtere sine smerter.



Personlig og målrettet træning og uddannelse

Hyppige tilpasning for at justere træning og uddannelse til patienten for at skabe den individuelle og unikke oplevelse



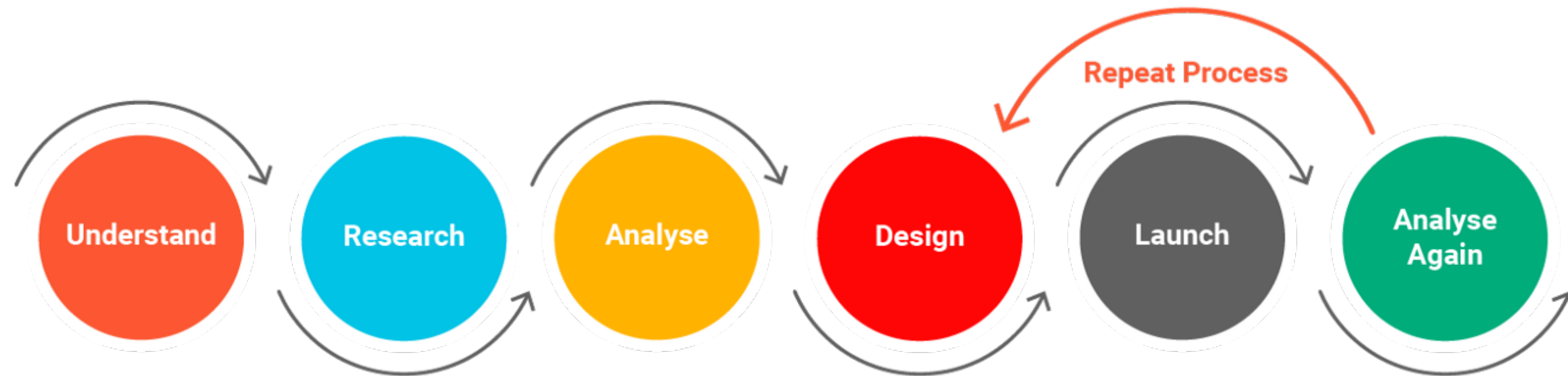
Reduktion i ventetid

Selfback kan gives til patienten ved første kontakt



Hvordan gjorde vi det — Bruger Centeret Design

SelfBack er blevet udviklet med brugeren i fokus fra begyndelsen. De har været en kontinuerlig kilde til viden igennem hele processen for at sikre den bedst mulige løsning til dem og deres behov.

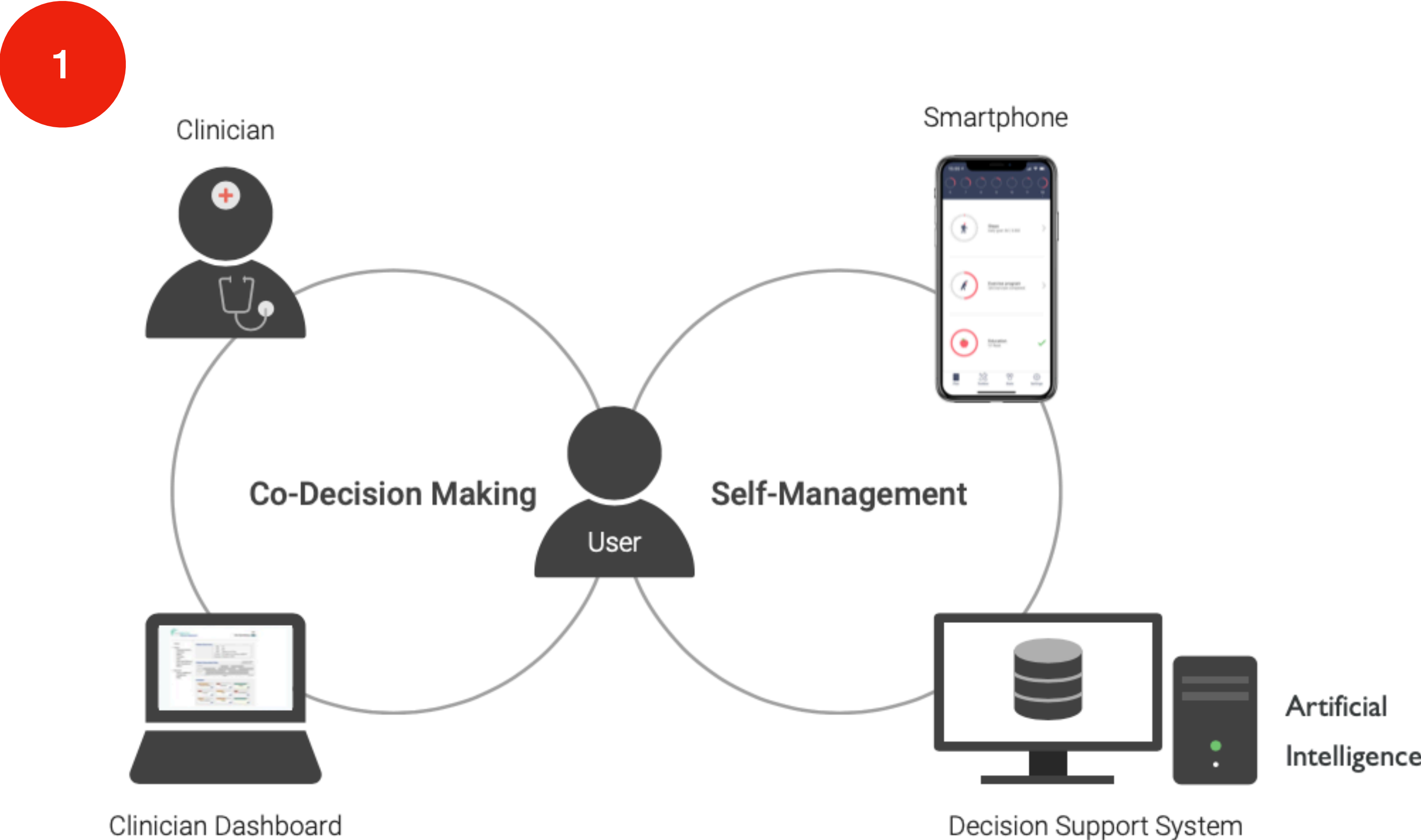


User Journey

- Hvordan vi forestiller os en User Journey vil være for en borger med LBP der bruger SelfBack.
- Patient Case
- Smerte i ryg — Henvender sig til egen læge — Første kontakt — SelfBack



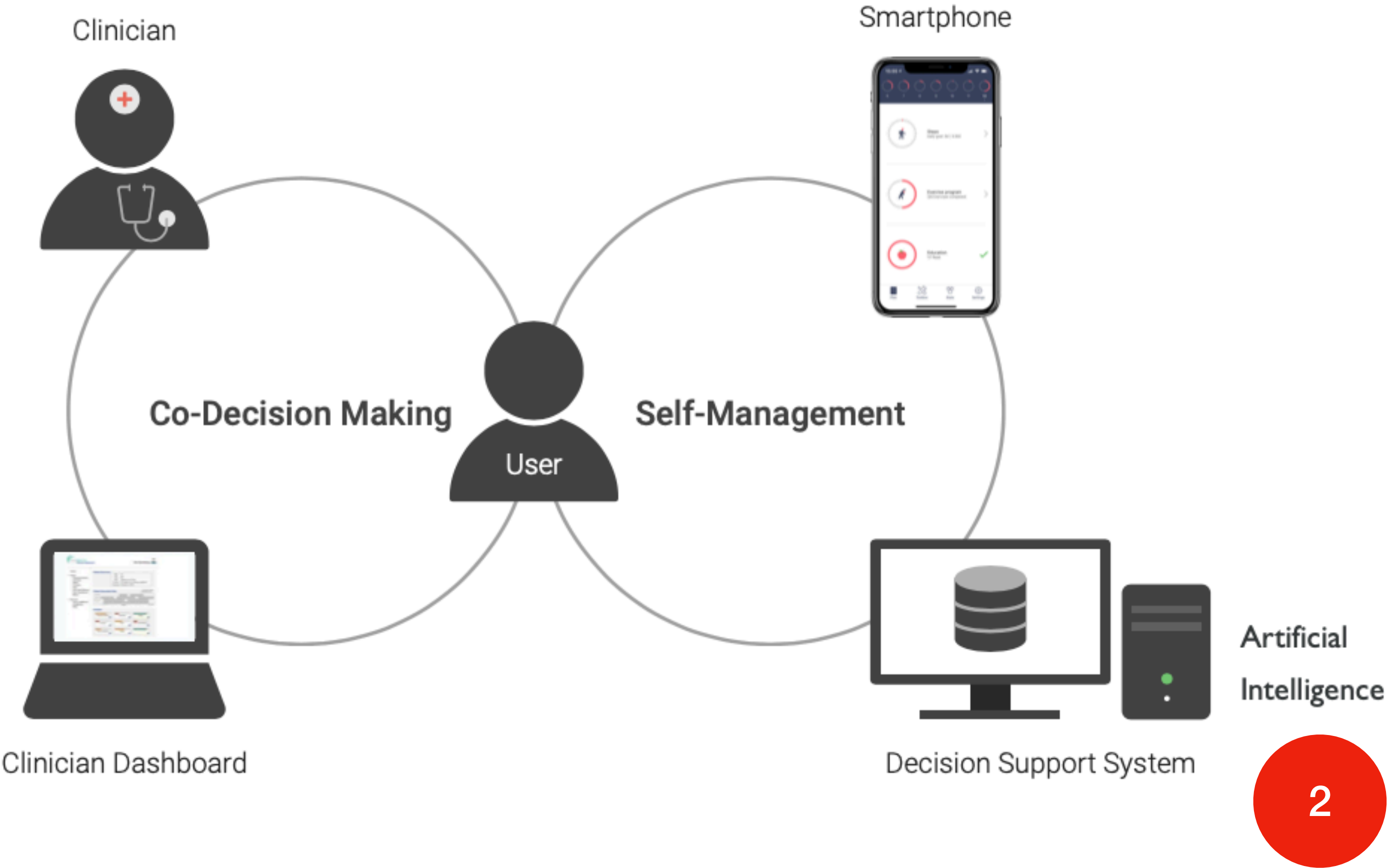
Workflow of SelfBack — Opstart



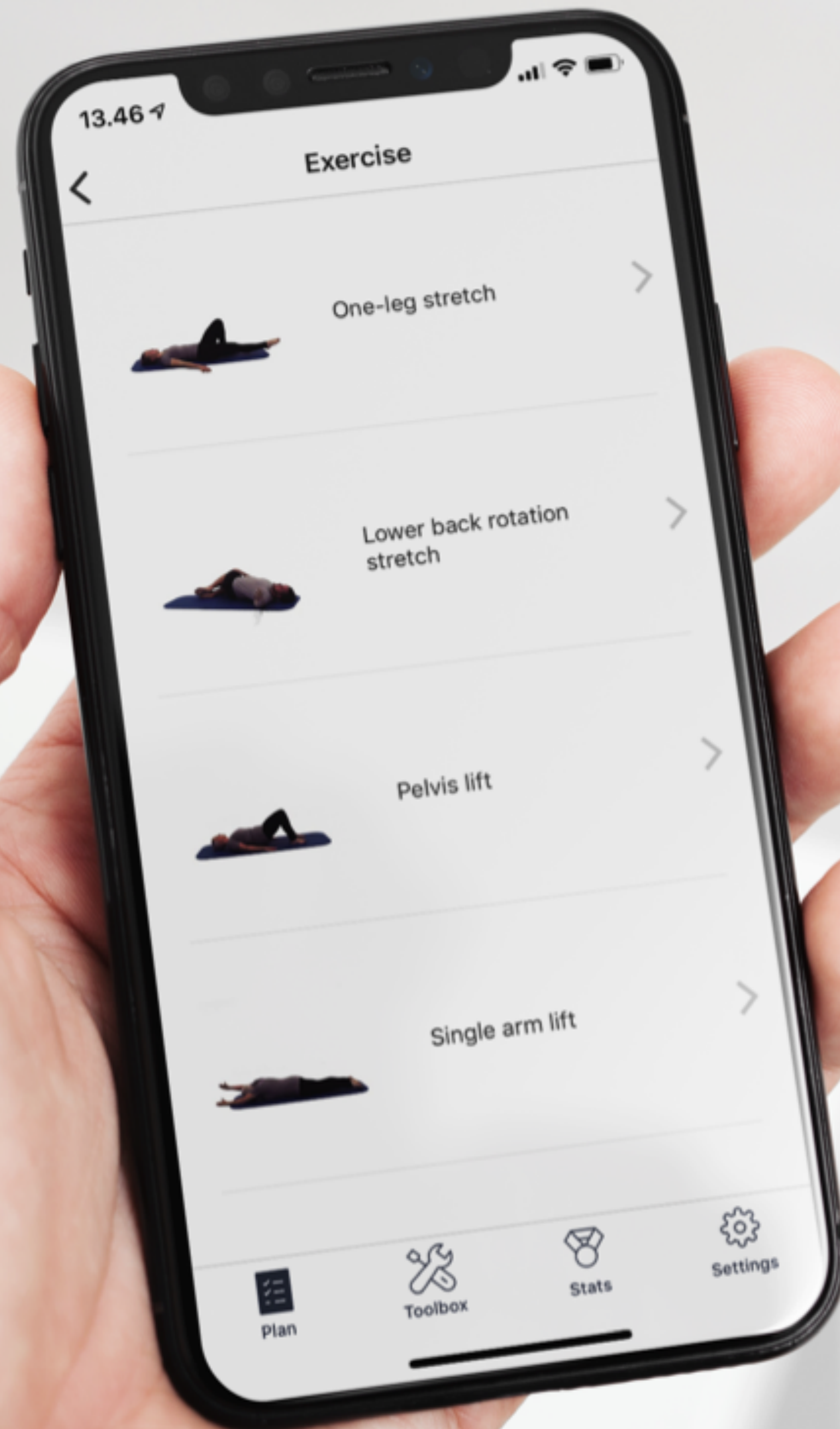
Opstart



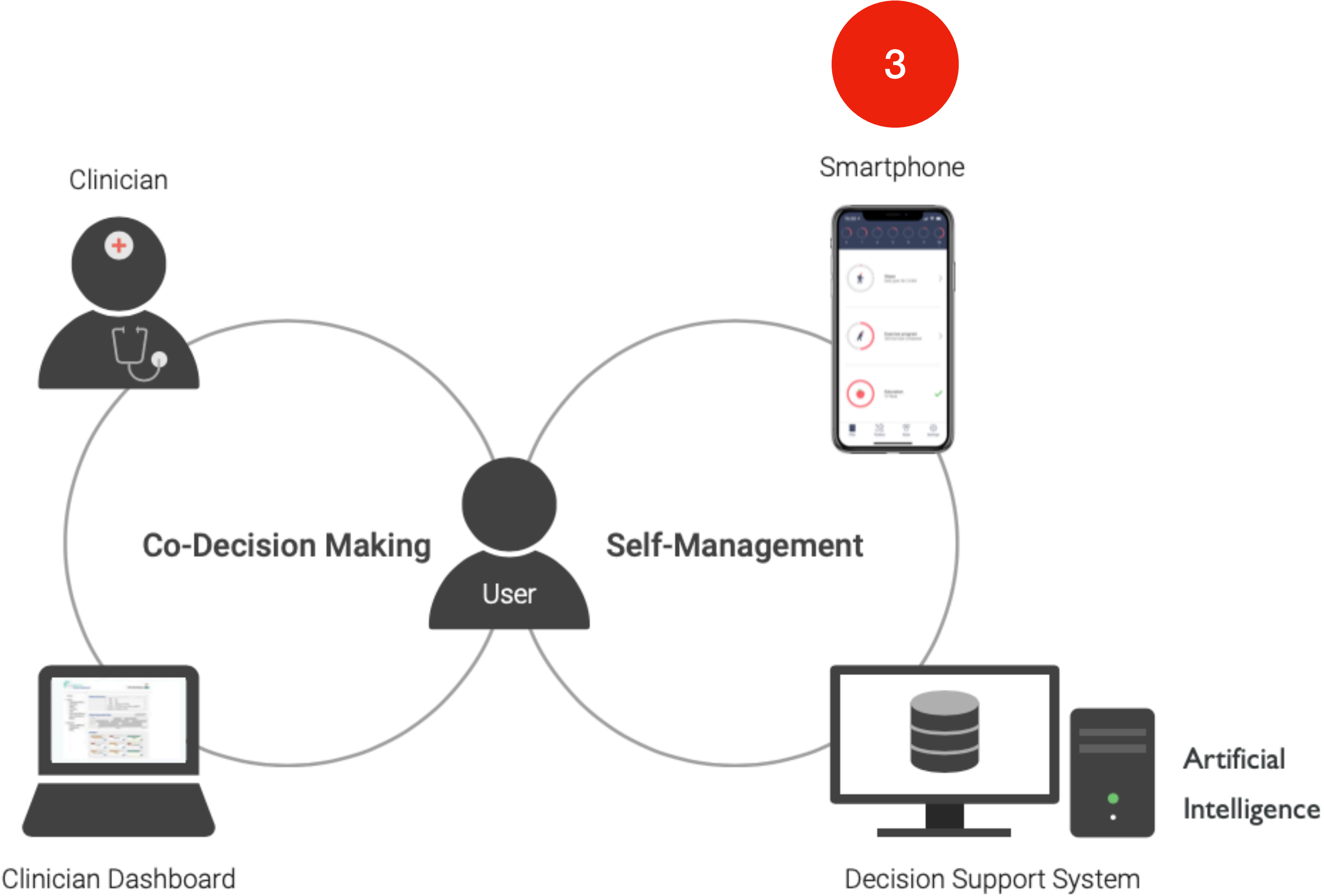
Workflow of SelfBack — Træningsplan



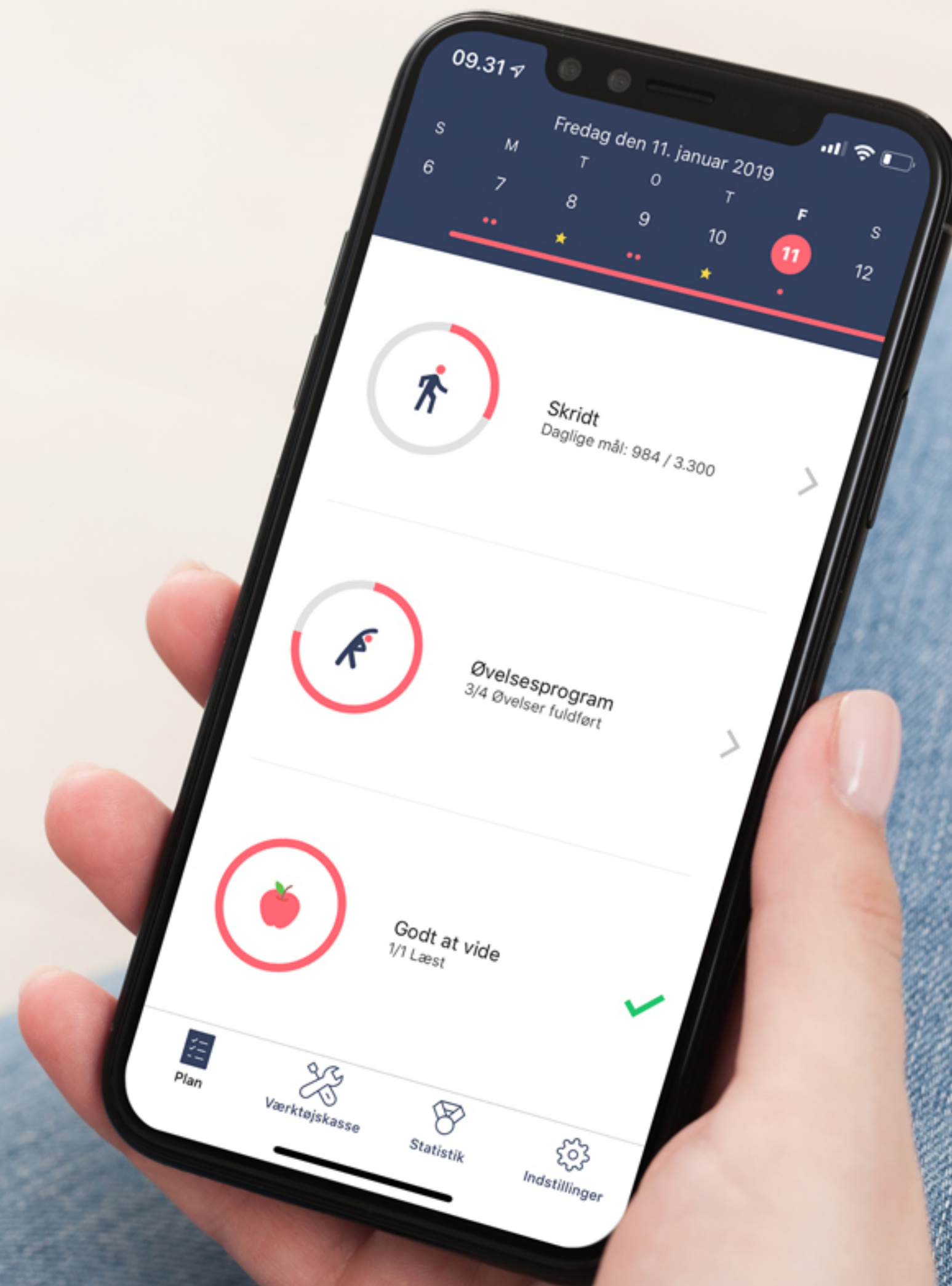
Træningsplan



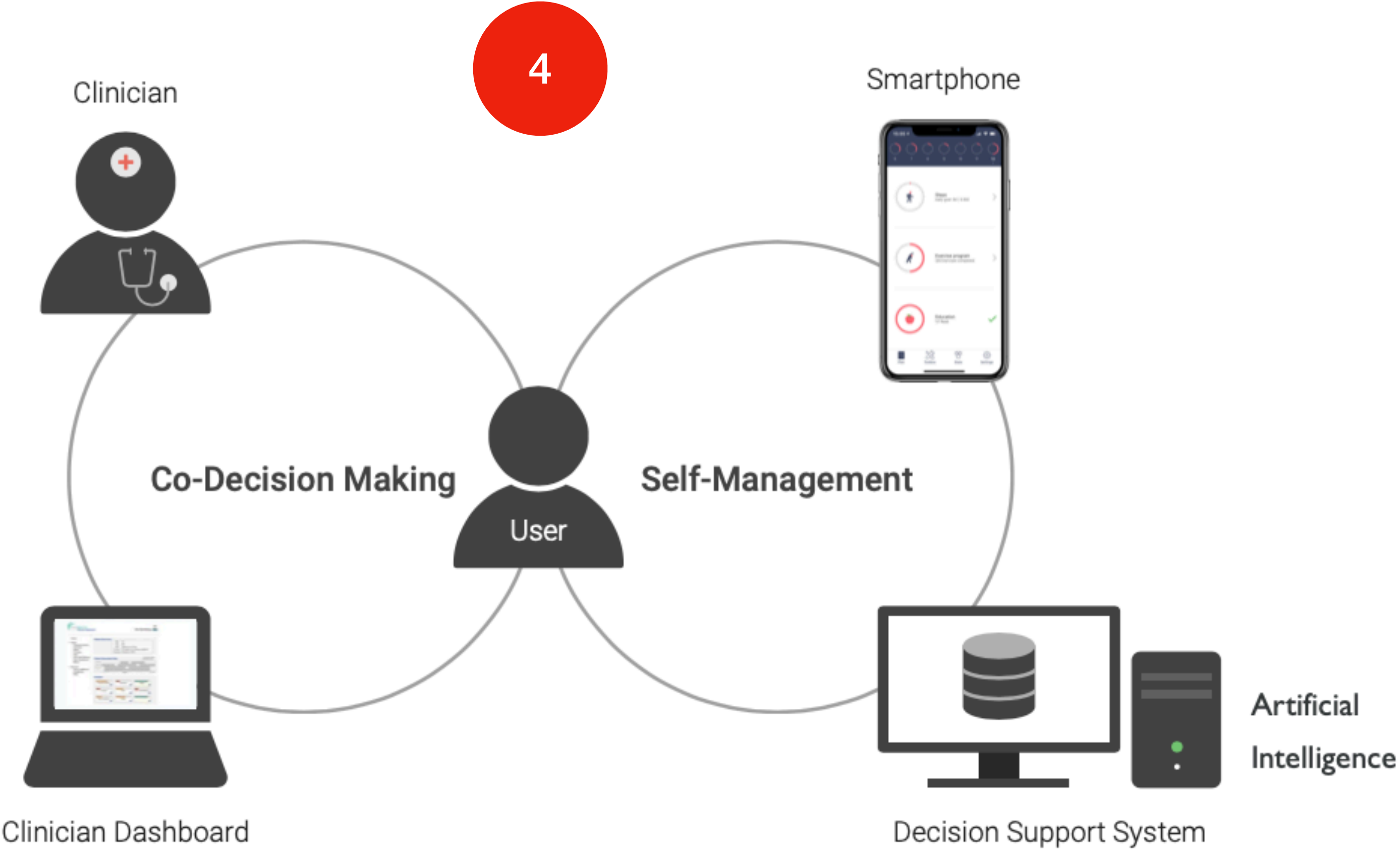
Workflow of SelfBack — Mål



Mål



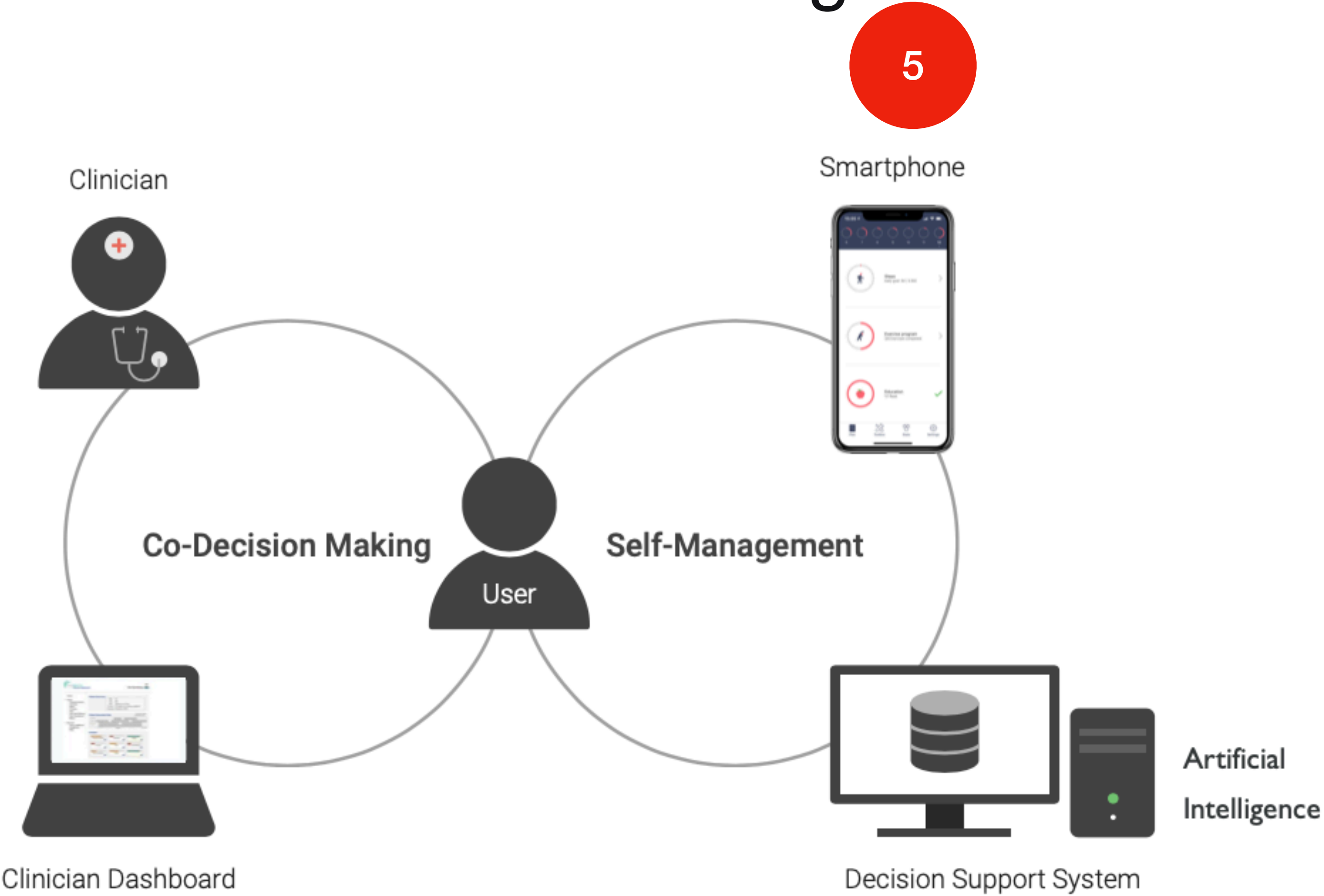
Workflow of SelfBack — Gamification



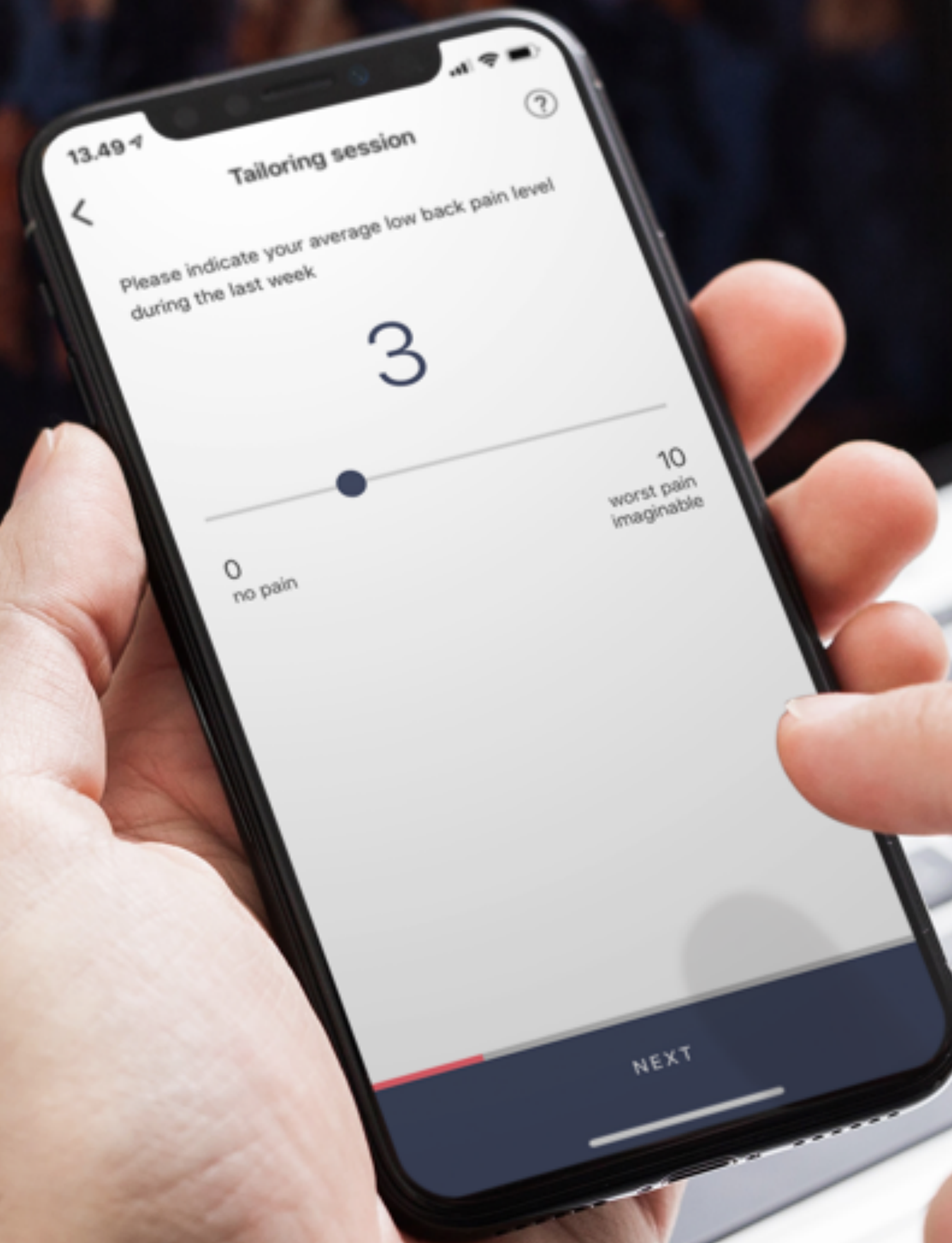
Gamification



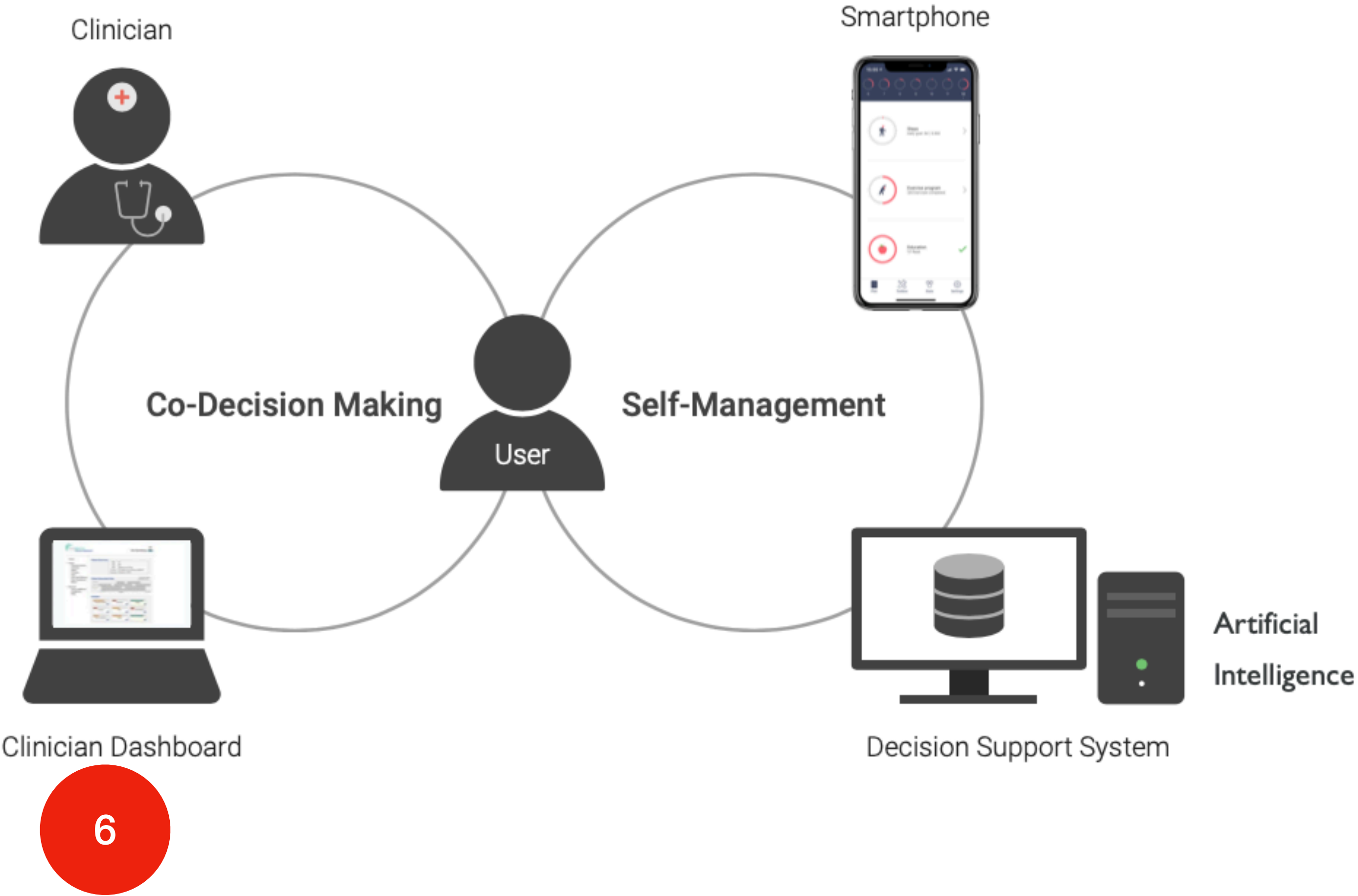
Workflow of SelfBack — Smertemåling



Smertemåling



Workflow of SelfBack — Clinical Dashboard

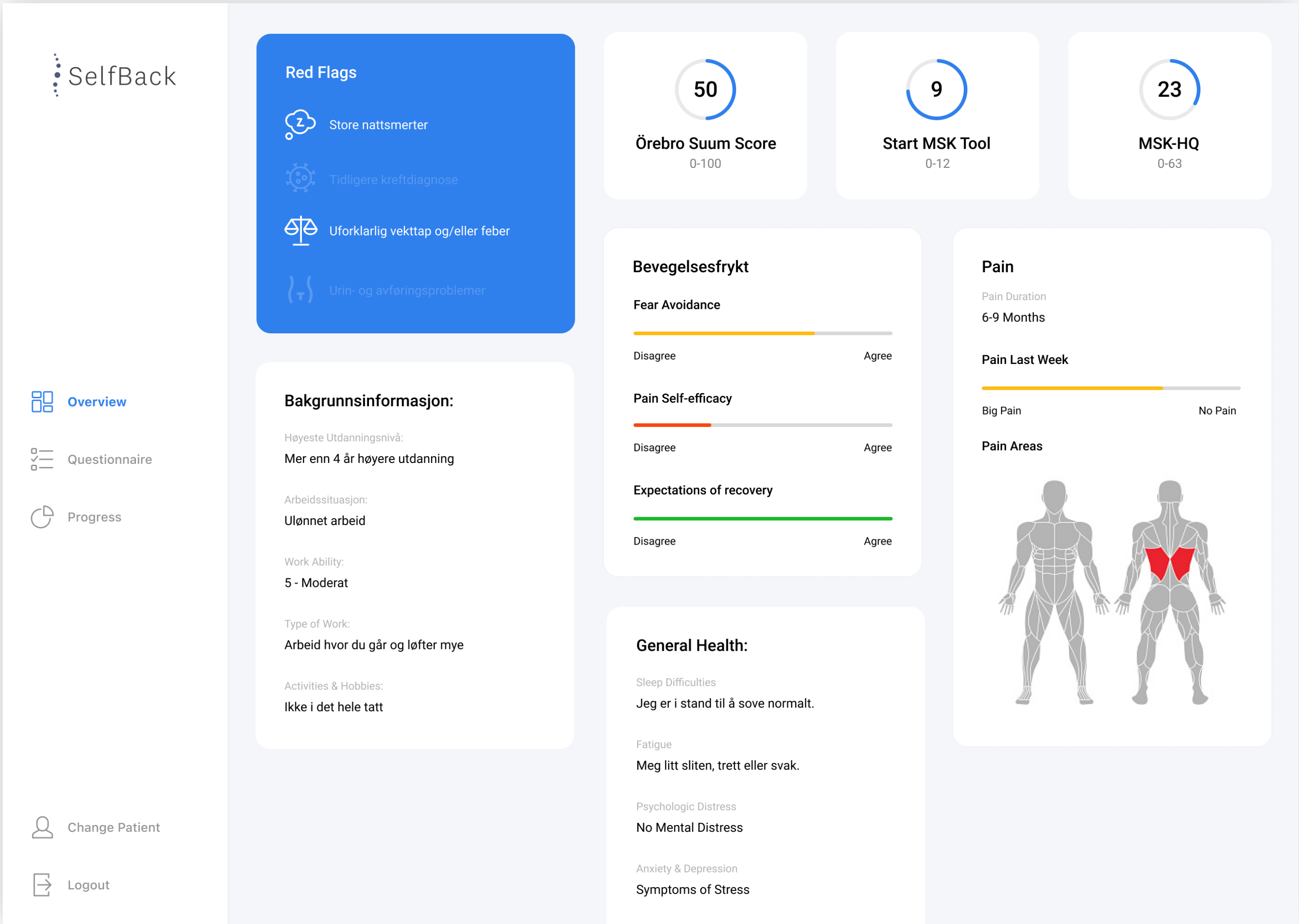


6

Clinical Dashboard — Undgå Erindrings Bias — Få større innsikt

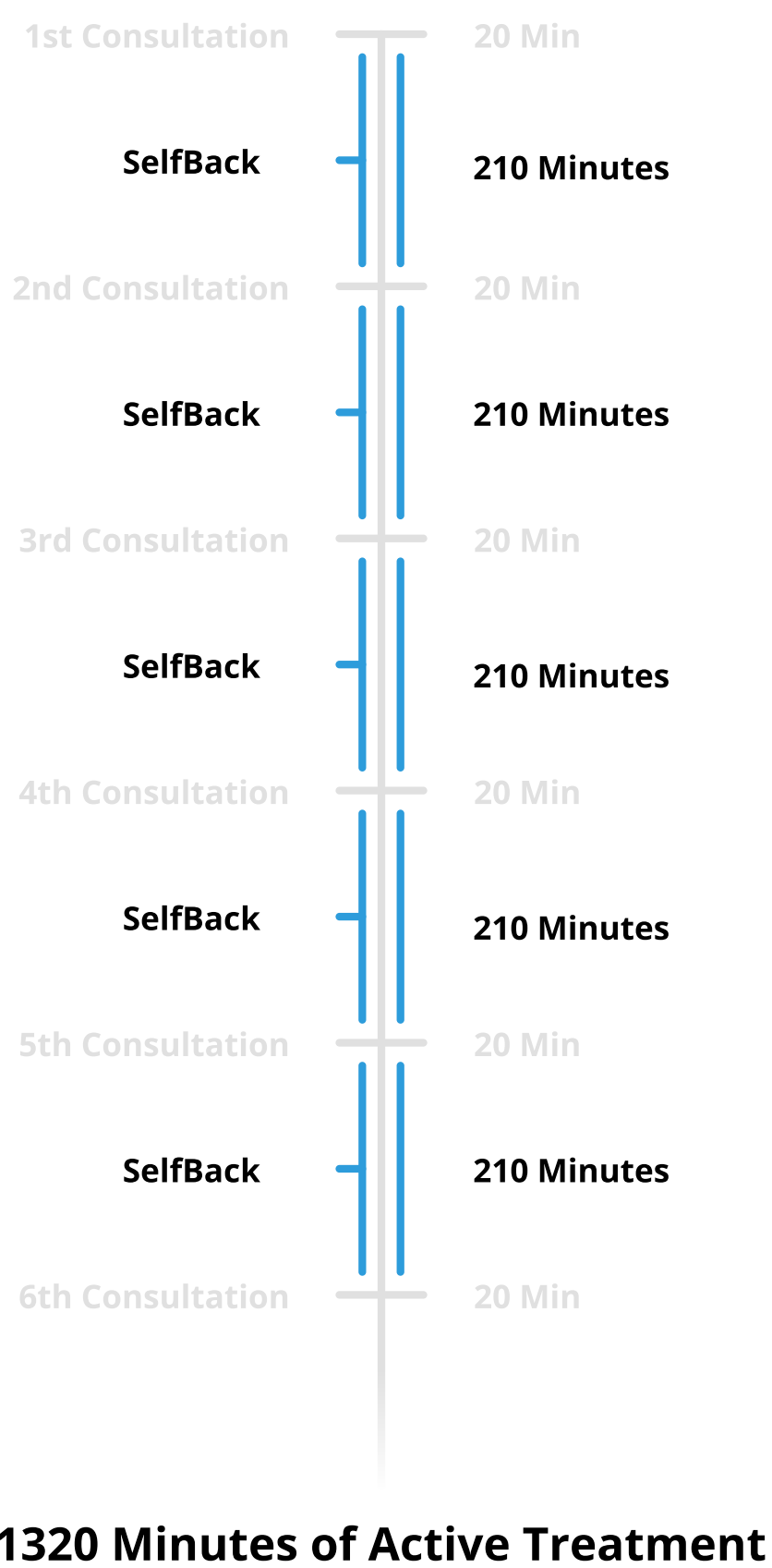
Se relevant informasjon om pasientene

- Monitorer Smerte, fysisk aktivitet, progression/regression af øvelser
- Øger grundlaget for beslutning — Højne behandlingskvalitet
- Undgå erindrings bias — Se hvad patienten har angivet i øjeblikket
- Kan tilpasses efter ønsker om informasjon (Work in progress)



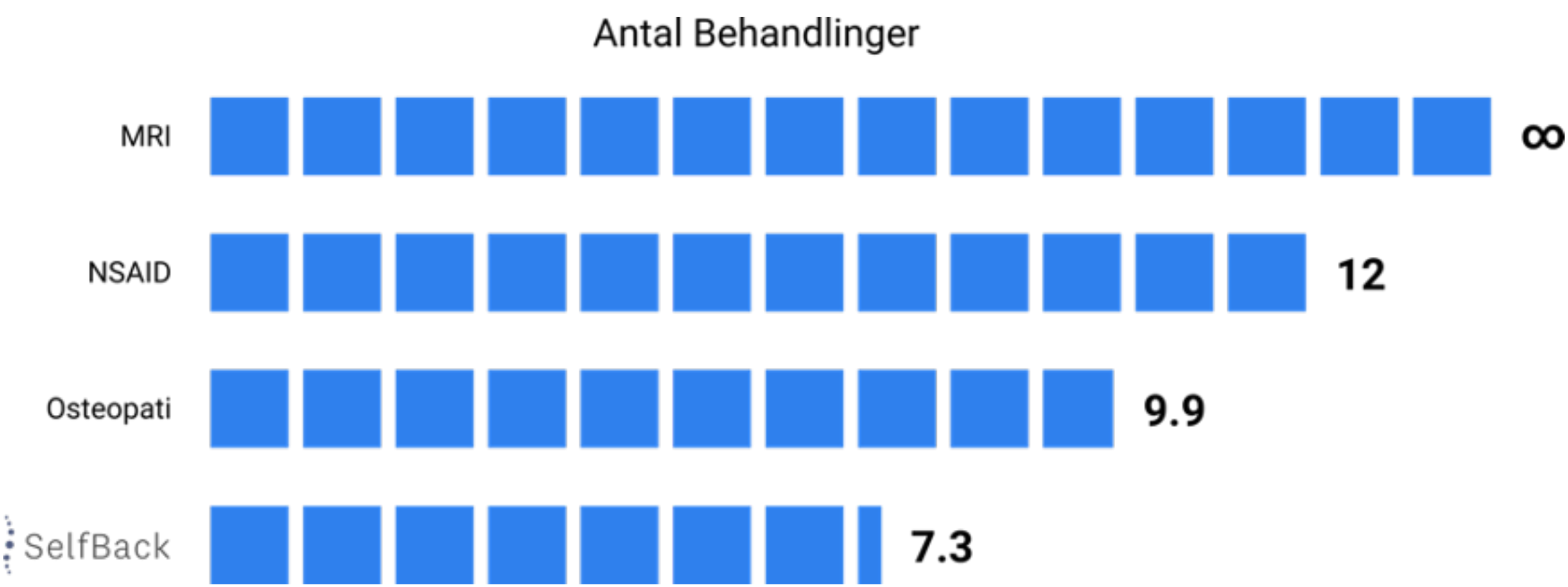
SelfBack — Borgeren får mere behandling

- Empower din borgeren I egen situation — SelfBacks AI er med på sidelinjen
- Optimer behandlingen — Behandleren forsætter sig arbejde — SelfBack hjælper til.
- 875% mere tid til borgeren, uden ekstra arbejds-pres!



SelfBack — Resultater — Numbers needed to Treat

- Osteopati på 9.9 (Licciardone et al. 2016)
- Ikke steroid anti-inflammatorisk medicin ligger på 12 (Gang et al. 2020)
- MRI - gav ingen positive cases (Jarvik et al. 2003)



SelfBack — Resultater

39% Reduction I
maksimal smerte

42% Bedre Rolland
Morris Disability Score

38% Reduktion I
gennemsnits smerte



SelfBack — Resultater

24% Forbedret Fear
Avoidance Belief

14% Bedre Pain Self
Efficacy

24% Forbedret Brief
Illness Perception



SelfBack — Resultater

Odds ratio

- Hvad er odds for at blive bedre vs. odds for at blive ringere end de 4
- Odds ratio på 1 eller tæt på svare til 50/50
- SelfBack odds ratio på 1.5 vs 2.45
- Control er 39% ringere end interventionen
- Meget brede inklusionkriterier
- Alle LBP patienter med RMDQ over 6

Table 3. Proportion of Participants Who Reported Improvement and Group Comparisons at 3- and 9-Month Follow-up

Reported ≥4-point improvement on RMDQ	Control group: usual care		Intervention group: SELFBACK system ^a		Between-group differences, OR (95% CI) ^{b,c}
	No. of participants reporting improvement/No. of participants (% reporting)	OR (95% CI) ^b	No. of participants reporting improvement/No. of participants (% reporting)	OR (95% CI) ^b	
Baseline	0/229 (NA)	NA	0/232 (NA)	NA	NA
3-mo follow-up	74/190 (39)	1.11 (0.77- 1.61)	108/209 (52)	1.96 (1.25-3.07)	1.76 (1.15-2.70)
9-mo follow-up	82/182 (45)	1.50 (1.05-2.14)	95/170 (56)	2.45 (1.53-3.92)	1.63 (1.04-2.55)

Abbreviations: NA, not applicable; OR, odds ratio; RMDQ, Roland-Morris Disability Questionnaire.

^a App-delivered self-management support in addition to usual care.

^b Adjusted for stratification variables (country and clinician), educational

achievement (<10, 10-12, or >12 years), duration of current pain episode (<1, 1-4, 5-12, or >12 weeks), average pain intensity level in the past week at baseline (continuous, range: 0-10), sex (male vs female), and age (years).

^c Usual care was used as reference group.

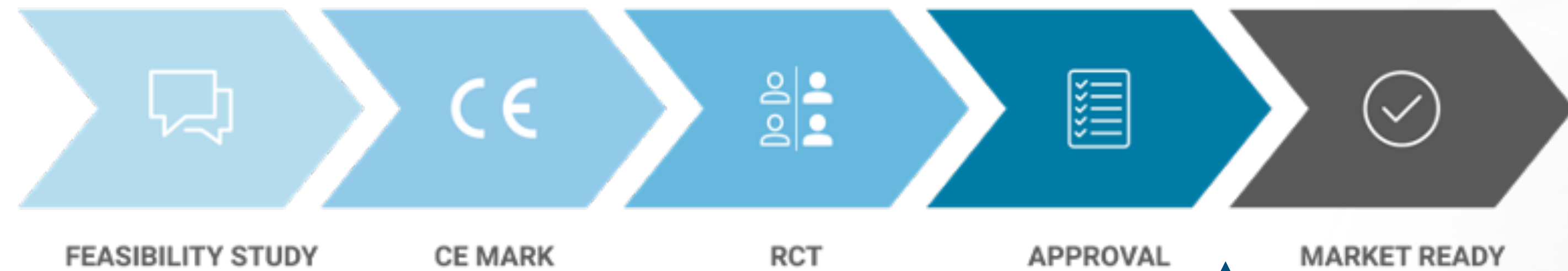
OUR USERS..

"I feel using SelfBack is a part of my daily life now, and the exercises and education are easy to understand and follow"

- Norwegian user, 45 years (F)

Hvor er vi nu?

Digital Prescription Treatment Commercialization Process



SelfBack

Investment to get here: 5 Mill. EUR

- Hvad skal der sker nu?
- Pilotprojekt — Økonomisk analyse — Finde økonomiske fordele ved bruge af SelfBack

“Machines will not replace physicians, but
physicians using AI will soon replace those **not
using it.**”

Antonio Di Leva
Professor & Neurosurgeon
University of Turin

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