

The Origin Way

Impact Report



Source: The Origin Way

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Note: This public version of the report has been adapted from the original. Selected content has been removed or redacted for distribution purposes.

About This Report

This report is designed to provide Origin with insights on their patients, their profile, the outcomes they experience, how satisfied they are, and how Origin can improve their impact and business performance.

The insights are based on 298 online interviews and 10 phone follow-up interviews with Origin's patients, in USA. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from patients – they had a lot to say!

The online survey was distributed by Origin through multiple communication channels using a random sampling approach. Eligible respondents were patients aged 18 or older who were AFAB* and represented a range of time under care, from those who had attended only one visit to those with longer periods of care at Origin. To encourage participation, an incentive was offered. To learn more about our methodology, head to the [Appendix](#).



We encourage Origin to use these results to set targets and identify ways they can further improve their impact performance over time.

298 patients interviewed online, 10 participated in follow-up in-depth phone surveys.

“

It has only been a month of treatment after the most debilitating pain of my life, and I can walk normally again with no pain. I am so grateful, I truly did not believe I would see the day I'd wake up without pain.

- 22 year-old

*Assigned female at birth (AFAB).

60dB Perspective

1

Origin is often a first-of-its-kind service, mainly for women already seeking specialized care: Patients span every stage of womanhood, ranging from 18 to 85 years old, with a median age of 34. They come to Origin for a range of needs, most commonly symptom or pain management, followed by pre- and post-childbirth support. For 81%, Origin is the first service of its kind they have used. However, most are not new to seeking help: 87% had previously looked for support elsewhere, especially through conventional medical channels such as specialists (66%) and PCPs (44%). Among those, 70% say Origin is much better, primarily because of its specialized expertise and more personalized approach.

See pages: [7](#) and [8](#)

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Patients face long-standing pain, eased in just a few sessions: Before coming to Origin, 38% of patients had been living with symptoms for less than six months, while 32% had experienced them for three or more years. Nearly half (46%) believed their symptoms were simply something they had to live with and could not be treated. Moreover, 40% report facing barriers to care, mainly high costs and limited exposure to information. Yet once at Origin, 82% say their physical health improved, with 78% reporting improvement within 2 to 6 sessions. Those who follow their home program more consistently are more likely to report significant gains.

See pages: [9](#), [10](#), [12](#)

3

Origin's impact goes beyond physical health: 89% of patients say their quality of life has improved, mainly driven by better pain management and greater body awareness. When asked directly about specific areas, patients report gains in symptom management (89%), health understanding (91%), mental wellbeing (73%), self-confidence (66%), intimacy (52%), and work life (43%), showing up as less pain on the job and reduced anxiety or shame around it.

See pages: [13](#), [14](#), [15](#)

Origin's Patient Journey

From often enduring silent pain for years to positive transformation.

01 Before Origin...

38%

experienced issues
for **less than 6**
months

32%

experienced
issues for **3 or**
more years

"I went from crying every day and barely able to get out of bed, to returning confidently to all the activities I loved."

- 34 years-old

02 Why They Sought Origin...

72%

talk about
symptom or pain
management

46%

mention
pre or post
childbirth support

38%

say **goals**, such as
return to exercise,
improve sex life or
prevention

"I had a baby, but I'm very athletic and desired to return to my usual activity level. I was able to do that because of Origin. My PT was very knowledgeable and helpful."

- 32 years-old

03 Barriers to Care...

40%

faced barriers to
access care,
mainly...

60%

47%

38%

High costs

Limited exposure to
information

Time constraints

"Most of my issues with accessing care had to do with my insurance causing issues."

- 40 years-old

04 Time Until Improvement...

48%

report improvements
after 1-3 sessions

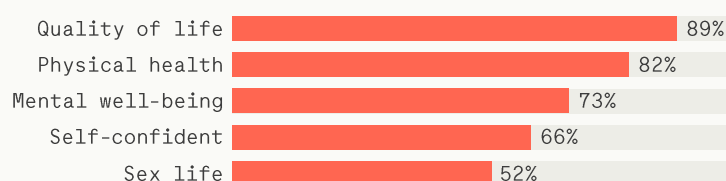
52%

report improvements **after**
4+ sessions

"Within a month of daily targeted exercises, my lower back grew stronger. I no longer feel stiffness in my back [...] and I stopped using pads for bladder leaks. Surgery is now off the table."

- 71 years-old

05 The Outcomes...



"My reduced tightness in abdomen and pelvic floor contributes positively to not feeling stressed, pained, nauseated, having acid reflux, and improved sexual enjoyment."

- 26 years-old

Note: The above percentages represent overall improvement, that is: 'very much improved' and 'slightly improved'.



01: Profile

This section helps understand patients' journey prior to Origin.

The key indicators in this section are:

- **Motivation:** What motivated patients to seek Origin?
- **First Access and Previous Experiences:** What proportion of patients are accessing a similar service for the first time? How were their prior experiences, if any?
- **Barriers to Care:** For how long did patients experience issues before seeking care from Origin? What barriers did they face?

Profile

The typical patient we spoke to is a 34-year-old woman who sought care from Origin due to symptom or pain management.

Age

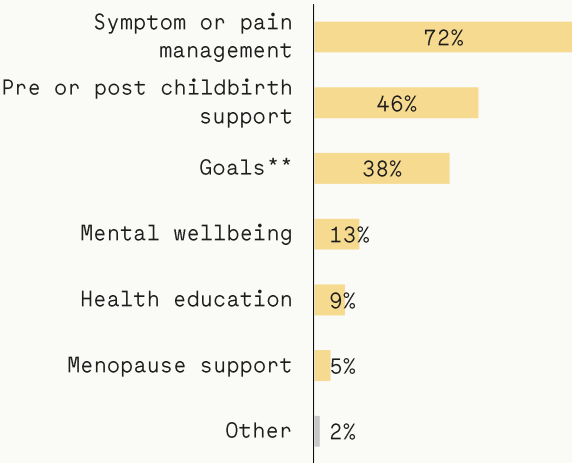
Q: Would you mind sharing your age?
(n = 274*)

Average	38
Median	34
Min. & Max.	18 & 85
Less than 34 years-old	44%
34+ years-old	56%

*Excludes 24 patients who preferred not to disclose their age.

Motivations to Seek Care from Origin

Q: What made you seek care from Origin?
Select all that apply (n = 295*)

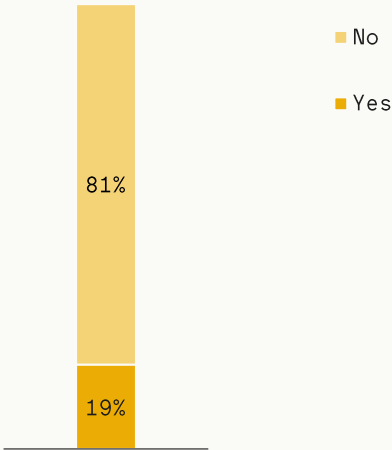


*Excludes 3 patients who preferred not to say.
**Goals include: return to exercise, improve sexual health, prevention, etc.

81% of patients report accessing a service like the one Origin provides for the first time.

First Access

Q: Before Origin, did you have access to a similar service like the one Origin provides? (n = 296*)



*Excludes 2 patients who preferred not to say.

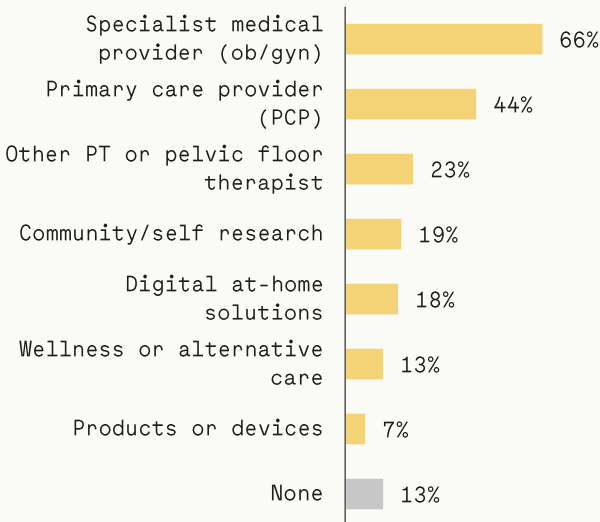
“I struggled with chronic constipation, stomach pain and bladder issues. Nobody talked to me about pelvic issues. I’m 22. At my age, I felt like it wasn’t common to have those symptoms.”
- 22 years-old

Profile

66% of patients sought care from a specialist provider (OB/GYN) before coming to Origin. 13% had not sought any treatment before.

Previous Providers or Services Sought

Q: Which of the following providers or services have you previously sought treatment from? *Select all that apply* (n = 297*)



*1 respondent preferred not to say.

**14 patients indicated they sought menopause-related support. Due to the limited sample, results should be interpreted as indicative.

Insight:

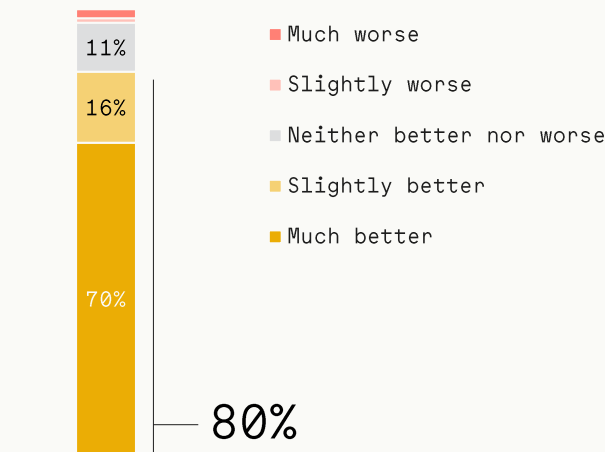
Patients rely heavily on conventional medical sources before reaching Origin, far more than on self-directed routes like community/self-research or digital at-home solutions. Also, Origin is mainly reaching women who have already sought specialist physical therapy elsewhere: 66% mention specialist medical provider, 44% PCP, and 23% other PT or pelvic floor therapist.

Patients who came in for menopause support are most likely to have visited a PCP prior to Origin (86% vs. 15% average)**, while goal-driven patients lead in community/self-research as prior care (28% vs. 17% average).

86% consider that Origin is better than their previous experiences with 70% saying it's 'much better', mainly due to its specialized expertise.

Origin vs. Previous Experiences

Q: How would you compare Origin to your previous experiences? Origin is: (n = 249*)



*This question was only asked to those reporting a previous experience. 9 respondents preferred not to say.

Top Reasons Origin is Better

Q: Why is Origin better than the alternative(s)? Open-ended, coded by 60dB (n = 215)

37%
talk about specialized expertise
(27% of all patients)

33%
mention the personalized care
(24% of all patients)

26%
report an empathetic environment
(19% of all patients)

Note: Among the 8 respondents who report a worse experience, the top reasons cited were 'Lack of personalization' and 'Institutional indifference'.

Profile

Before Origin, almost half of patients believed their symptoms were something they had to live with that couldn't be treated.

Perceived Treatability of Symptoms Before Origin

Q: Before coming to Origin, did you believe your symptoms were something you had to live with that couldn't be treated? (n = 213*)



Insight:

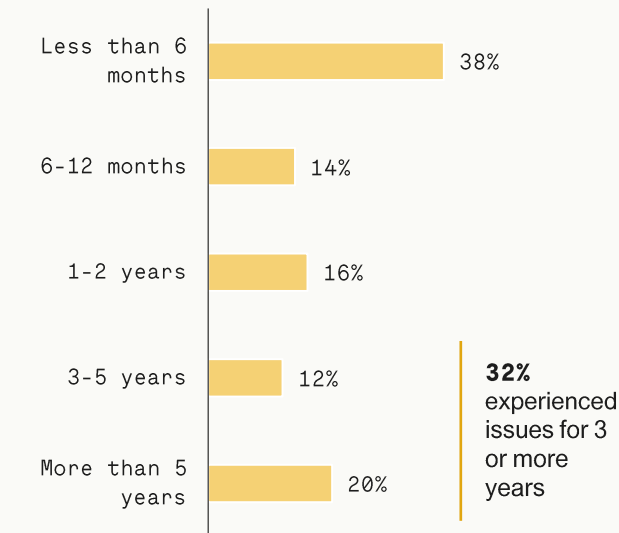
Patients aged 34+ are more likely than younger patients to say they didn't believe their symptoms were something to live with (32% vs. 26%).

*Only asked to patients who mentioned symptoms or pain management as a motivation to seek care from Origin.

A third of patients report experiencing issues for more than 3 years before becoming a patient at Origin.

Time Experiencing Issues Before Origin

Q: How long did you experience issues before becoming a patient at Origin? (n = 279*)



“

I was able to explain a specific rare issue to my therapist and get specialized advice for it. I had tried that with other providers without success. They didn't have the ability to give specialized advice for this issue like my Origin therapist did.
- 54 years-old

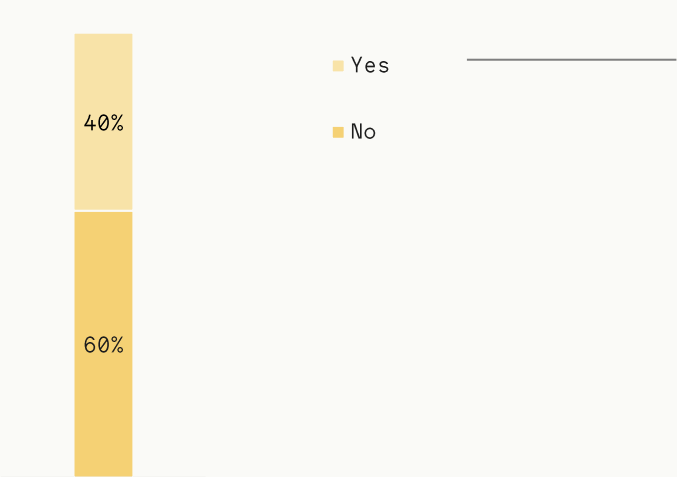
*Excludes 18 patients who mentioned they did not experience issues prior to Origin.

Profile

40% report facing barriers that prevented them from accessing care for their symptoms, with high cost and limited exposure to information being the most common ones.

Barriers to Care

Q: Were there any barriers that prevented you from accessing care for your symptoms? (n = 271*)



*Excludes 18 patients who mentioned they did not experience issues prior to Origin and 9 who preferred not to say.

Main Barriers to Care

Q: What were these barriers? *Select all that apply* (n = 107)

- 60% High cost
- 47% Limited exposure to information
- 38% Time constraints
- 33% Lack of providers in area
- 12% Social stigma
- 3% Cultural Background

Patients' Voices

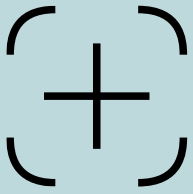
“I had previously thought I was having hemorrhoids. I went to 3 OBGYNs until the last finally did a rectal exam and told me it's pelvic floor prolapse and recommended Origin. I couldn't be more thankful. Origin provides a safe and comfortable environment to strengthen my body and help my pelvic floor. I feel like I'm with people who listen and understand.”
- 35 years-old

“With Origin’s services I’ve been able to avoid surgery. The meds I tried many years ago didn’t make a difference. My PT at Origin’s has truly helped strengthen my core & pelvic muscle.”
- 66 years-old

“Origin worked with my specific problems. The alternatives were addressing problems generically.”
- 64 years-old

“Origin has truly changed my life - my pelvic floor pain has gotten significantly better. The providers are amazing and super knowledgeable, the space is very calming, and I love the supplemental classes offered.”
- 28 years-old

“I love the flexibility it offers with virtual visits and the mobile app where I can easily access my program.”
36 years-old



02: Impact

We believe that the best way to understand the social impact that Origin is having, is to simply ask patients whether their quality of life has changed as a result of access to Origin's services, and if so, how.

This section also shows the degree in which Origin may be impacting other areas of patients' lives, including their physical health and their mental well-being.

The key indicators in this section are:

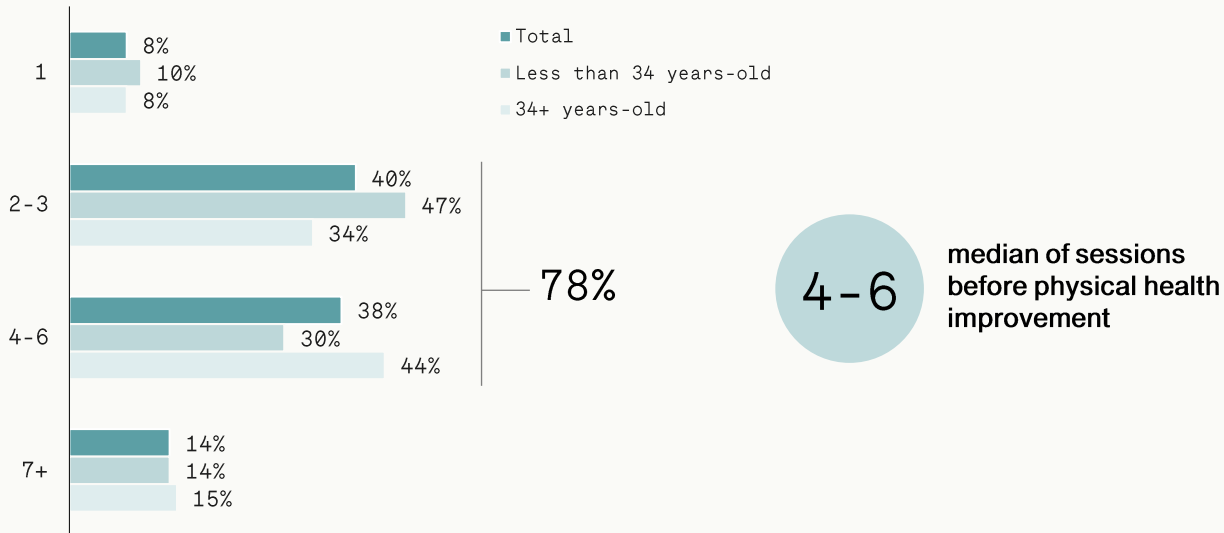
- **Quality of Life Change:** To what extent has the quality of life of patients changed as a result of Origin's services? And how so?
- **Sessions and Home Program:** How many sessions do patients need to attend before reporting health improvements? Is this related to how consistent they are with their home program?
- **Mental Well-being:** Is patient mental well-being also being affected by Origin's services?

(+) Impact

Most patients who report improvements in their physical health, see physical improvement within 2 to 6 sessions.

Number of Sessions Before Health Improvement

Q: How many sessions did you go to before your physical health started to improve?
(n = 238* | Less than 34 years-old = 94, 34+ years-old = 128)

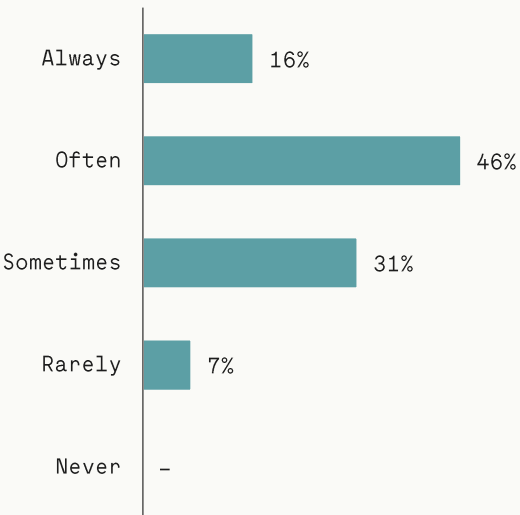


*Only asked to those who answered improved physical health, see page X for details. The question excludes 1 patient who did not attend any sessions and 2 who preferred not to say.

Patients most commonly follow their home program 'often' (46%). Those who follow it always (16%) are more likely to report significant physical health improvements than less consistent patients.

Degree of Consistency in Recommended Program

Q: How consistently were you able to follow your recommended home program? (n = 292)



Insight:

There are no significant differences on consistency by age group.

However, those who 'always' followed their recommended home program are more likely to report 'very much improved' physical health than those who were less consistent (48% vs. 19%, on average).

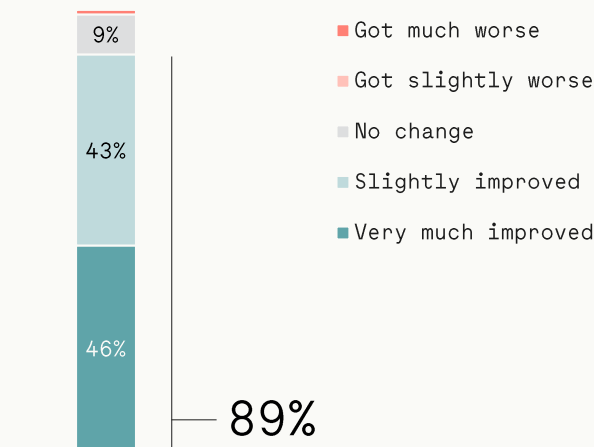
*Excludes 2 patients who mentioned they were not recommended a home program and 4 who preferred not to say.

(+) Impact

89% of patients report that their quality of life has improved as a result of Origin, with 46% of them saying it significantly improved.

Quality of Life

Q: Has your quality of life changed because of Origin?
(n = 296*)



Insight:
There are no significant differences in quality of life by age groups, suggesting Origin is equally impacting patients independently of their life stages.

*Excludes 2 patients who preferred not to say.

Top three self-reported outcomes for the 89% of patients who say their quality of life improved due to Origin.

Open-ended question, responses coded by 60dB.

34%
talk about improved pain management
(30% of all patients)

“My day-to-day life has improved with less pain in my daily activities. I’m able to actually be physically active without fearing long term painful side effects. My sex life has also improved drastically!” - 23 years-old

25%
mention body awareness increased
(22% of all patients)

“I feel so much more confident in my body. I’m much more aware of how I breathe, how I move throughout the day, and how I exercise. I’m so thankful for the support I received, and I can see the results too.” - 44 years-old

21%
report helpful pelvic floor education
(19% of all patients)

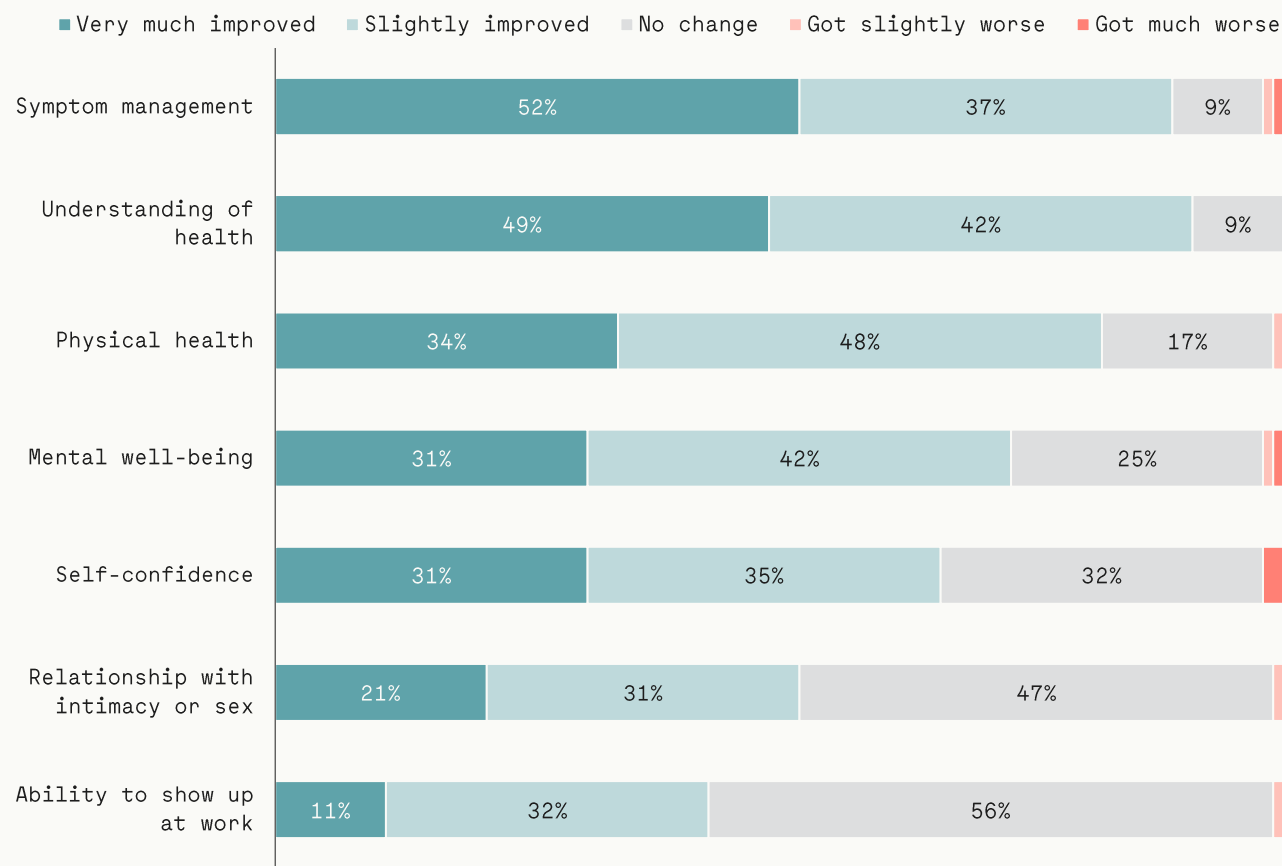
“This pregnancy was the best/least symptomatic pregnancy of my 3 pregnancies, and labor and delivery went so smoothly in large part to the preparation I received from Origin.” - 37 years-old

(+) Impact

Origin's biggest impact on patients is in managing their symptoms, followed by improvements in the understanding of their health and their overall physical health.

Origin’s Impact on Physical Health and Management

Has the following changed because of Origin? (n = 298*)



Note: The number of patients who preferred not to say are excluded from each question, which are: 3 for mental wellbeing and physical health; 1 for self-confidence, understanding of health, and symptom management; 22 for intimacy; and 10 for showing up at work.

Insight on mental well-being: Patients who are accessing a service like Origin’s for the first time are more likely to report their mental well-being ‘very much improved’, compared to those with prior access (34% vs. 20%).

Insight on self-esteem: Similarly, significant self-esteem gains are more likely to be reported among patients reporting first access to a service like Origin’s, compared to those with prior access (34% vs. 18%).

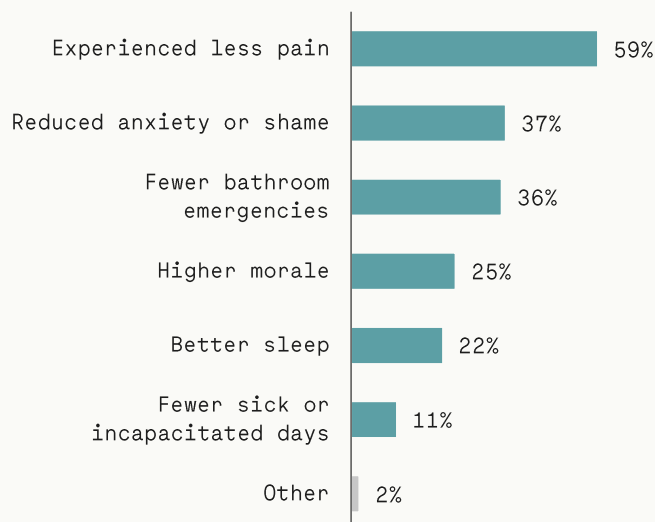
 Impact

Patients report experiencing less pain and reduced anxiety or shame as the main drivers for improved ability to pursue work.

Drivers for Improved Ability to Pursue Work

Q: How has your ability to show up to or pursue work improved?

Select all that apply (n = 123)



Insight:

When compared by age, patients who are 34 years-old or older, are more likely to report fewer bathroom emergencies (44% vs. 26%) and better sleep (27% vs. 19%) than their younger peers. Those with less than 34 years of age are more likely to report they experience less pain than the older patients (70% vs. 50%).

Note: This question was only asked to patients who reported improved ability to pursue work.

Patients' Voices

"My PT gave me a full explanation of what is causing me pain, and it was so enlightening. **I have just been talked at by so many doctors in the past, but she broke it down and explained it all to me** in a way that was concise, while also validating my feelings and experience with my pain." - 23 years-old

"This may sound strange but **I feel more comfortable speaking up about my pain.** I've learned that limiting access to my body physically and socially (like going out with friends) is okay because my body is dealing with a lot. **I am also able to help educate others** about what I'm going through which has helped other women understand their bodies as well. Which in turn **makes my life feel more fulfilling.**" - 40 years-old

"I tell any woman who will listen to me that **pelvic floor therapy changed my life.** I thought my body was broken after I gave birth to twins at 37 weeks via c-section. I had so many issues, and as someone who is very active, **I thought I wouldn't be able to do many of the things I love again or keep up with my kids. Origin saved my life!** I owe everything to my PT." - 33 years-old

"**I rarely have leaks or urine accidents,** and my vaginal muscles are stronger than before." - 71 years-old

"**I am not constantly worried** about leaking in public." - 63 years-old



04:

Patients' Stories

Deep dive into patients' experiences to understand the stories behind the numbers. The following section presents 4 of the 10 follow-up in-depth phone surveys conducted with Origin's patients. They really had a lot to say!

The key themes covered in this section are:

- Journey Prior to Origin
- Physical Health
- Mental and Emotional Well-being
- Intimacy and Sex
- Ability to Pursue Work



Patient Stories

Leslie*, first-time mother who came to Origin due to pelvic floor pain on her doctor's recommendation. Her work depends on staying active.

Journey Prior to Origin

For six months, Leslie lived with pelvic floor pain in silence. The taboo around women's health left her with no clear path forward, no one to confide in, and nowhere to turn. She describes the experience as heartbreaking, actively searching for help and finding none, until her doctor finally referred her to Origin and the search came to an end.

Physical Health

Recovery came gradually for Leslie but exceeded her expectation. The first step to recovery was improving her knowledge about the pelvic floor. She was able to resume physical activities, walk normally and confidently, and even participate in sports competitions again.

Mental and Emotional Well-being

Leslie's changes in her mental wellbeing have been slow due to her internal processes. What she does credit to her Origin process is self-acceptance "everyone heals differently, including myself, and that's okay".

Intimacy and Sex

After losing intimacy entirely during pregnancy, her sex life has improved markedly. Just as meaningfully, she found community by connecting with others living through the same isolating condition, which makes her feel better.

Ability to Pursue Work

Leslie has her own business, which requires running from store to store. After therapy, she was able to get back to it. She can move, run, and work without hurting.



"I was desperate to find help, but I couldn't find it anywhere. Seriously, it was nowhere to be found, and it was heartbreaking."

*All names are fictitious.



Patient Stories

Mary, a mother of a young toddler in a desk-bound role. Came to Origin due to a prolapse that made her feel like she was losing her sense of self.

Journey Prior to Origin

Mary's prolapse appeared in her second trimester and persisted well past birth. Shame and a lack of knowledge about her own condition stretched her journey far longer than it needed to be, an experience she describes as intimidating and embarrassing. Then, she turned to Origin.

Physical Health

Initially nervous, Mary saw gradual progress and said the 6-week mark was her turning point. Her gamechanger was being able to carry and play with her son again.

Intimacy and Sex

Her sex life hit a full stop after her diagnosis, but with therapy, she has regained health, confidence and the language to enjoy it.

Mental and Emotional Well-being

The diagnosis came with depression for Mary, mainly due to the embarrassment caused by the idea she wouldn't be able to live her life normally: do her hobbies, carry her baby. She even started regretting her pregnancy. Then, her PT said for the first time "You can do it", and after 3 sessions, physical improvements were already there, which shifted her body, her sense of self, and even her work life. Sitting all day aggravated the prolapse, but the heavier load was mental. She struggled to finish anything and after therapy, she returned present and committed. Mary knows there might be bad moments, but she is sure that's not her whole life anymore.



"I don't feel like I'm the only one in the world with my problems anymore."



Patient Stories

Ana is retired and came to Origin for bladder and fecal incontinence. Years of silence shaped by the pressure to be perfect.

Journey Prior to Origin

For a couple of years, Ana lived with bladder and fecal incontinence without knowing how to address it. The barrier wasn't economic, it was intellectual, and deeply emotional. Embarrassment kept her quiet, reinforced by a lifelong sense, inherited from her parents' high expectations, that she had to be perfect. Her doctor's referral to Origin was what finally moved her forward.

Physical Health

Physical wellbeing has improved, though she frames the change less as recovery and more as capability. Origin gave her strategies she can rely on, and that shifted how she carries the condition. She feels competent managing the condition, which she now sees as part of life rather than a source of shame.

Mental and Emotional Well-being

The biggest gain for Ana is a sense of control. She still has moments of negative contention, but knowing she has different strategies to draw on has lifted her mood. The shift isn't dramatic, but it is stabilizing.

Intimacy and Sex

Ana feels more positive about navigating the changes in her body and has developed a language to begin talking to her husband about it. Overall, she feels satisfied and the only disappointment she names is with herself, for not doing her exercises as consistently as she'd like.



“Because of Origin, I’m more confident and competent because I have different ways to handle these incontinence issues.”



Patient Stories

Erin, a new mother who came to Origin for back pain and incontinence during pregnancy.

Journey Prior to Origin

During pregnancy, Erin spent a couple of months living with back pain and incontinence, an awful experience. Stigma wasn't the barrier for her, but financial uncertainty. Not knowing how much treatment would cost before starting weighed on her, and the possible disruption to her work time added to that worry.

Physical Health

Erin points to her own physical recovery as proof that Origin worked. Her back pain eased noticeably through her last trimester and postpartum care, and the lower back pressure has largely faded. She also learned how to take care of herself along the way. Recovery moved faster than she expected, even though it slowed during the postpartum period.

Mental and Emotional Well-being

The clearest mental health gain for Erin is in her self-esteem. She can't point to a single moment when it shifted, but it did. What therapy quietly addressed alongside that was a fear she had been carrying: that her body might never recover, that she would stay this way forever.

Intimacy and Sex

Erin wasn't happy with her sex life after giving birth, and she wished symptoms had subsided faster. What helped was her husband's understanding and their willingness to talk it through together. Just as meaningfully, therapy gave her the language to open up to her friends about what she was going through, where before she had stayed quiet.



“I didn't know how much it would cost before the treatment, and that worried me because it can be a lot of money.”



Appendix

Methodology

About the 60 Decibels Methodology

Between April and May 2026, 60 Decibels conducted an online impact study with Origin's patients in the United States. Data was collected in three phases.

Phase 1 - Initial outreach. Origin distributed the online survey to a subset of 3,115 contacts via email and without incentive as a pilot. Response rates were low.

Phase 2 - Incentivized distribution. To reach the target sample size, Origin offered a \$25 gift card to patients who completed the survey and opted in to a follow-up phone interview. The incentivized survey was distributed through five channels: email, newsletter, SMS, in-clinic QR code, and patient portal, with up to three follow-ups. This phase generated all 298 completed responses analyzed in this report. Partial and incomplete responses were excluded.

Phase 3 - Qualitative follow-ups. 60 Decibels' trained researchers conducted 10 phone interviews with patients who had completed the online survey and opted in. Interviewees were randomly selected from the opt-in list. Personal information (name, phone number) was stored separately from survey responses so that online answers could not be linked to contact details.

Here is the breakdown of how we collected this data:

Country	USA
Client Population	11,060*
Online Interviews Completed	298**
Follow-up Phone Interviews	10
Response Rate	3%
Languages	English
Average Survey Length	8 mins (online) 17 mins (phone)
Confidence Level	90%
Margin of Error	5%

*Number reported by Origin, representing the number of eligible patients contacted via SMS to participate in the study.
**The final sample comprises 298 fully completed surveys. Partial and incomplete responses were excluded from analysis.

About 60 Decibels

60 Decibels is the world's leading patient insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,600+ researchers in 90+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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