



# Custom insoles for your workforce

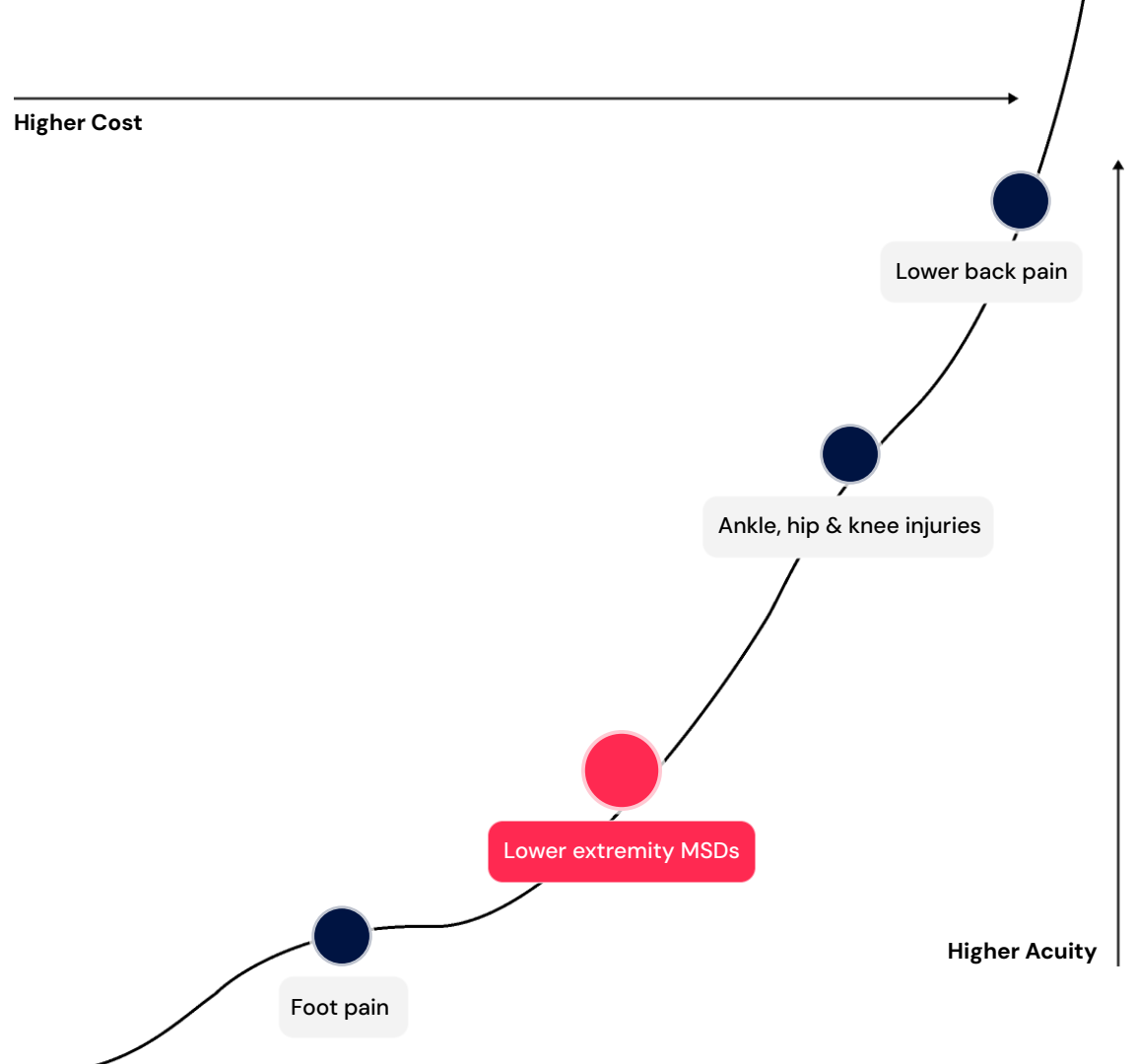
Musculoskeletal (MSK) health starts with the feet



# The problem

**32%**

of MSK claims stem from the lower extremities





# Custom orthotics work. Getting them doesn't.

## Clinical proof

**22%**

reduction in lower  
back pain incidents<sup>1</sup>

**41%**

reduction in stress  
fractures<sup>2</sup>

**90%**

of initial podiatry evaluations result  
in a custom orthotic prescription<sup>3</sup>

## The access problem

**3-4**

clinical visits required

**\$800**

average cost

**61** days

total wait time across primary  
care and podiatry

<sup>1</sup> [BMC Musculoskeletal Disorders, 2014](#)

<sup>2</sup> [British Journal of Sports Medicine, 2017](#)

<sup>3</sup> [Heliyon, 2023](#)

# Leading clinical orthotics providers choose Hike for quality and speed



**6/10**

of the top orthotics providers in the country use Hike.

**<1%**

need to be remade.  
Industry average is 20%.

**93%**

faster turnaround than  
the industry average



# Made possible by an AI smartphone scan and a medical-grade 3D printing factory



No special  
hardware required



Own end-to-end manufacturing,  
full QA, proudly made in the USA

# From foot scan to front door in two weeks



1

## Scan from a phone

Any smartphone. No app required. Hike's AI builds a precise 3D model of each foot.

~5 mins

2

## AI screens for risk

Detects early signs of calluses, bunions, and other foot pathologies, a proactive layer of care.

Immediate

3

## Custom manufactured

3D-printed to spec at our US facility. Clinically validated.

2-3 days

4

## Shipped to employee

Delivered to the employee's home or worksite. Hike handles fulfillment and fit support.

10 days or less

2 weeks

A blue arrow pointing to the right, spanning the width of the four steps, with a blue oval containing the text "2 weeks" at its tail.

# Clinical-grade quality, with the speed and ease of over-the-counter



	Drugstore OTC inserts	Hike Medical	Traditional custom orthotics
Custom to each foot	✗	✓	✓
Time to receive	Off the shelf	8 to 10 days	8+ weeks
Employee out-of-pocket	\$20 to \$60	\$150	\$800+
Lifespan	Varies	12 to 14 months	6 to 8 months
Remake rate	N/A	Less than 1%	~20% industry standard
Clinical grade	✗	✓	✓
Requires doctor's visits	✗	✗ - Smartphone scan	✓



# Employees engage and stay engaged

20%

avg enrollment vs. 3–5% industry  
average for digital MSK benefits

68%

of employees use  
their insoles daily <sup>1</sup>

“ These are the best insoles I have ever had. They fit perfectly in my shoes and I had no issues breaking them in.

Jonathan C.

F100 Semiconductor Company Employee



# MSK pain addressed before it becomes a claim

**66%**

report measurable MSK improvement within  
10 weeks <sup>1</sup>

**53%**

experience significant  
pain reduction <sup>1</sup>

**“ Working in the hospital, I’m on concrete floors all day and my feet have really been bothering me. I noticed a difference almost immediately.**

**Teresa H.**  
OSF Employee

## CASE STUDY

# OSF HealthCare needed to get ahead of rising MSK costs



### PROBLEM

**20%+**  
increase in MSK  
spend YoY

Nurses, doctors, and clinical staff stand on concrete floors all day. Existing benefits weren't moving the needle.

### RESULTS

**33%+**  
total employee enrollment

**50%+**  
had reduced pain  
within 10 weeks

**66%**  
reported improvements  
in MSK symptoms

“

This initiative brings innovative technology directly into the hands of our team members, offering convenience, comfort, and a proactive approach to health.

**Becky Karlowicz**  
VP, Total Rewards

# Funding options & program details



RECOMMENDED

## Employer-funded

Employer pays per pair. Employees receive the benefit at no cost.

- + Highest engagement (20%+)
- + Simplest employee experience

## Custom program

Employer covers part (e.g., 50%), employee covers rest  
Fully covered for high-impact roles

- + Limited budget friendly pathway
- + Low implementation lift

## Client specific network

Hike can be credentialed in-network under your existing self-insured plan. Eligibility flows through standard 270/271 APIs.

- + Routes through your carrier
- + Standard claims and reimbursements

**Hike offers comprehensive support to busy benefits leaders, to drive industry-leading engagement.**

- + On-site event participation
- + Custom communications
- + Custom landing pages
- + Partnership integrations



# Thank you

## POINT OF CONTACT

**Hike Employer Benefits**

[benefits@hikemedical.com](mailto:benefits@hikemedical.com)

## NEXT STEPS

**30 minute working session**

Cohort scoping, eligibility feed, and funding model