hike MEDICAL

We're here to help your organization move better from the ground up.

www.hikemedical.com

Our mission is to give hardworking everyday people the tools to stay active, pain-free, & confident on their feet.

THE PROBLEM

MSK pain silently drains productivity, morale, and budget. This costs US employers billions annually.

50%

of adults suffer from MSK pain [1]

15%

of employer medical spend is on MSK issues [2]

14 days

average days missed by workers with an MSK issue [2]

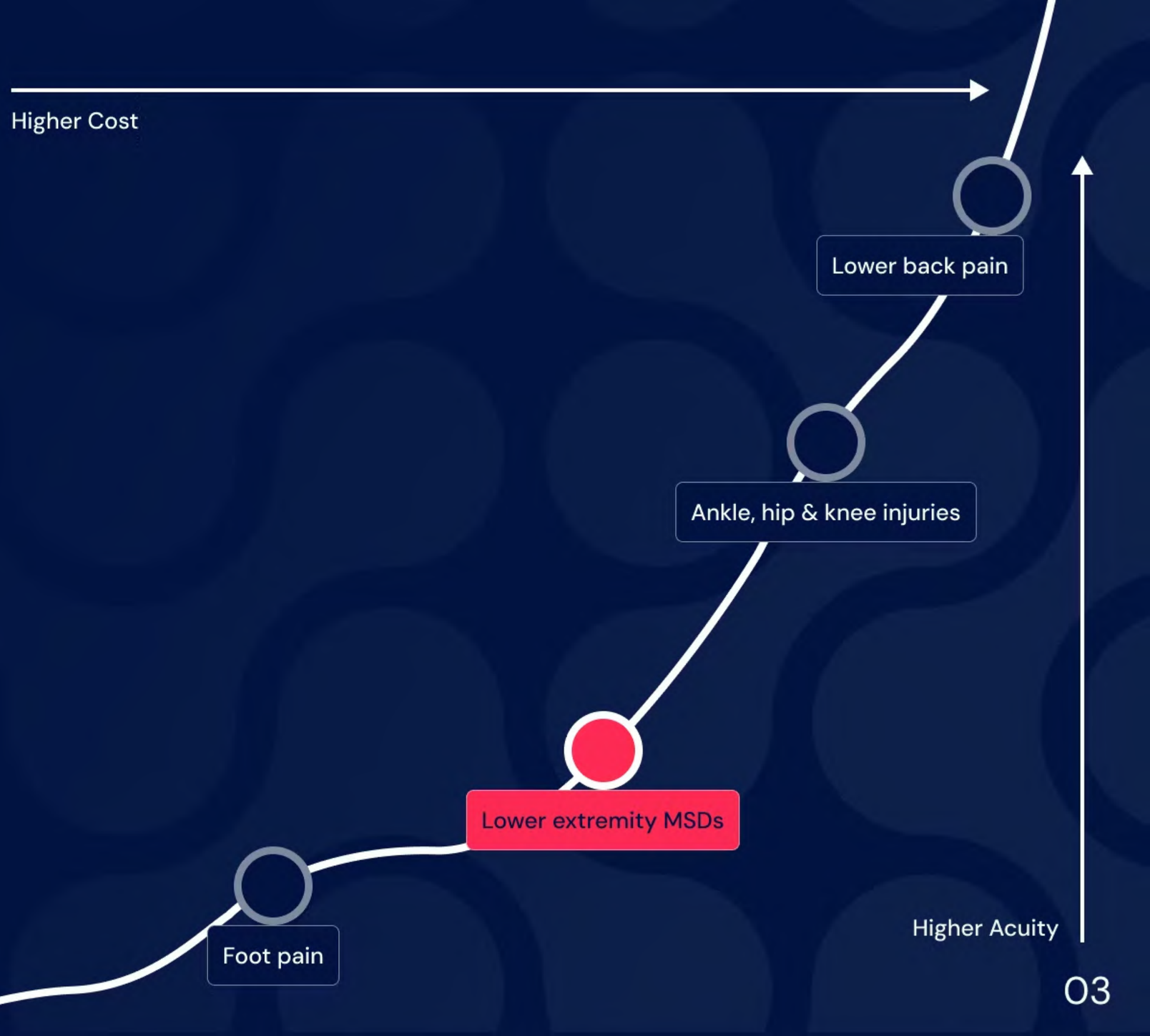
1. BenefitsPro. Half of Americans suffer from musculoskeletal pain, report finds.
2. Kaiser Permanente. From conference calls to construction sites: how musculoskeletal conditions impact workforce health.

THE PROBLEM

32%

of MSK claims stem from the lower extremities

This is about more than just feet. Proper alignment not only relieves pain in the feet, knees, hips, and back, but addressing foot pain proactively can prevent a cascade of related health issues, including weight gain, diabetes, heart disease, and depression.



Custom foot orthotics are a proven proactive and reactive solution.

Trusted in clinical practice for 75+ years

22%

reduction in lower back pain incident [1]

41%

reduction in stress fractures [2]

90%

of initial podiatry evaluations result in a custom insole prescription [3]

1. https://bmcmusculoskeletdisord.biomedcentral.com/articles/10.1186/1471-2474-15-140
2. https://pubmed.ncbi.nlm.nih.gov/27919918/
3. https://pmc.ncbi.nlm.nih.gov/articles/PMC10036639/

THE PROBLEM

But today's orthotic experience is slow, fragmented, and expensive.

3-4

clinical visits required

$800

average cost of custom orthotics

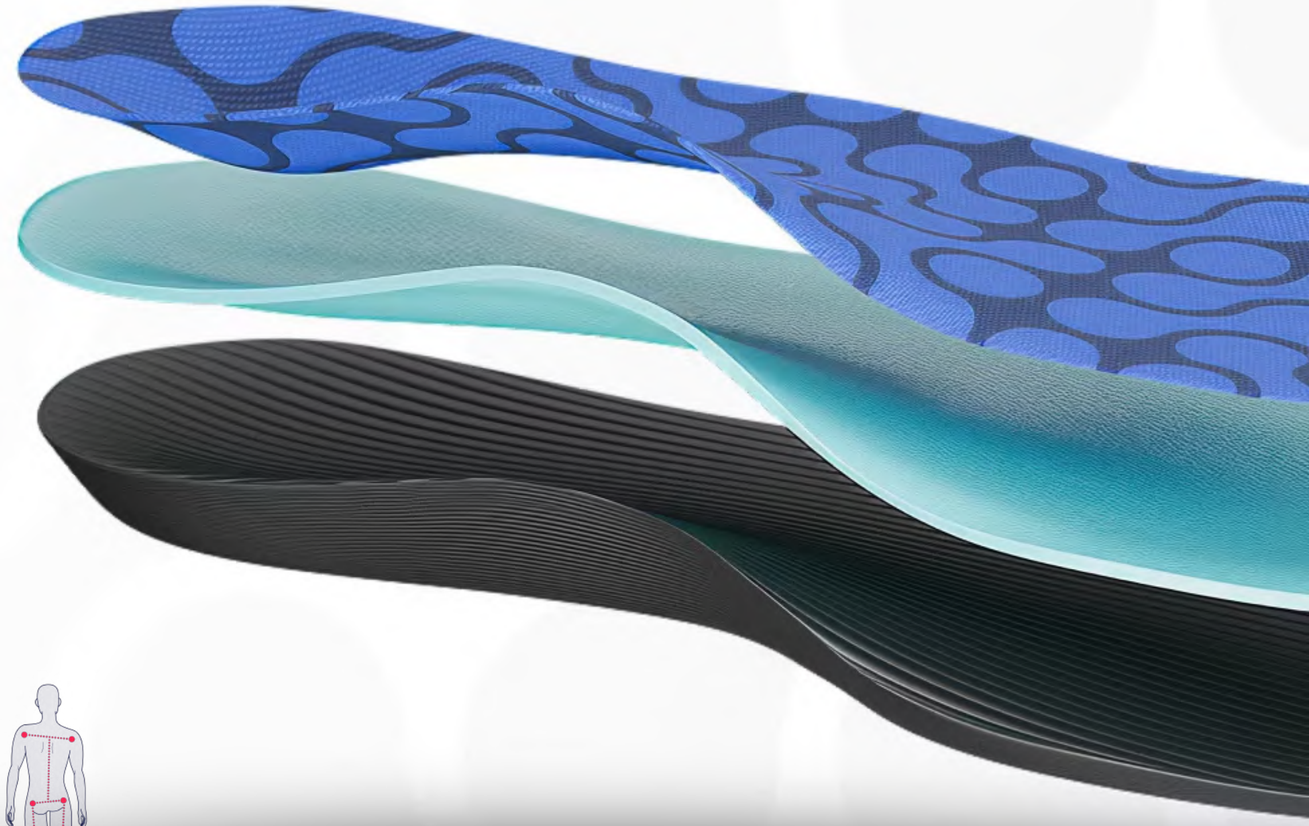
61 Days

total wait time across primary care and podiatry appointments

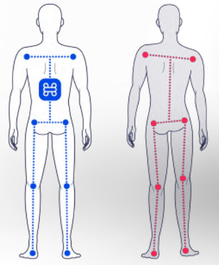
SOLUTION

Hike makes clinical-grade custom insoles.

Simple | Afforadable | Accessible



Hike helps your employees move better, feel better, and perform at their best



SOLUTION

Hike enables members to order clinical-grade insoles — right from home

5-Minute Process

Trusted by 100s of clinicians

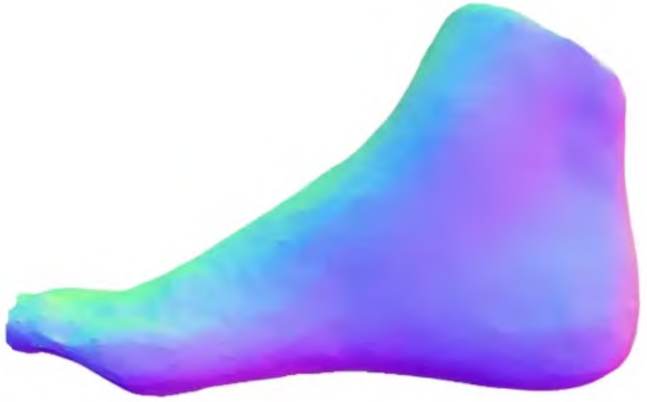
No App Required

Any Smartphone

SOLUTION

Hike's advanced AI enables more than just insoles.

Hike's First-of-its-kind AI Technology



Creates a precise 3D model used to produce perfectly fitted insoles

Screens for early signs of foot conditions like calluses or ulcers, empowering employees to take proactive steps toward better long-term health

Continuously evolves with leading AI research and millions of clinical data points to deliver the most advanced foot health technology

Did you know?

Every 3 minutes and 30 seconds, someone in the United States undergoes an amputation due to foot related diabetes conditions - often starting with an undetected ulcer.

https://diabetes.org/advocacy/amputation-prevention-alliance?

SOLUTION

We’re the trusted leader in custom insoles.

Each pair is crafted to the highest quality standards and trusted by hundreds of O&P clinicians for their patients.

1st PDAC-approved 3D printed insoles

Hike is the custom insole vendor of choice for **60% of the top 10 orthotic provider** organizations nationwide.

Deep innovation **partnership with Comprehensive Prosthetics and Orthotics (CPO)**, one of the largest global providers of clinical orthotic and prosthetic care.

CASE STUDY

OSF HealthCare

Member Population	**30,000**
Size	**18** hospitals **600** care locations
MSK Spend	**$15,000,000+** / year
Broker	**Gallagher**

CASE STUDY

Why Hike Medical?

After experiencing a **20% increase in MSK spend** from 2022 to 2023, OSF HealthCare needed a solution that prevented additional injury while addressing existing issues.

Given that their nurses, doctors, and clinical support staff spend a lot of time on their feet, any distraction from MSK pain could have dire effects on patients.

15%

enrollment with the first month of launch

“

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

Users ♡ Hike

“

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

“

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

“

Best inserts I’ve ever tried! No more random hip pain after a long operation.

Sudhir M.
M.D., Cardiologist

“

They are AMAZING!! This is the first time an insole has actually fit my foot properly and given the arch support that I need due to having such high arches. THANK YOU!

Todd W.
Morton Industries Employee

IMPACT

Hike is the foundation for every great MSK strategy

Superior coverage

Hike replaces traditional foot orthotic coverage with a solution that's better, faster, and more cost-effective for both the plan and its members.

Reduces costs

Hike's proactive approach to MSK health provides immediate relief and reduces the likelihood of future medical interventions.

Boosts productivity

Hike alleviates pain and improves mobility, helping employees stay on the job and perform at their best with increased energy and productivity.

Drives engagement

Hike breaks the cycle of low engagement by offering a tangible, broadly applicable, and easy-to-use benefit that employees actually want.

IMPACT

Achieve unparalleled member engagement

Your dedicated communications specialist will create and manage a hyper-personalized program, just for you.

Multi-Channel Strategy

- Broad Awareness
- Email
- SMS
- Phone Calls
- Direct Mail
- Bespoke Marketing

+

Hike Sponsored Incentives

- Onsite Events
- Onsite Signage
- Raffle Program
- Referral Program
- Promotions and Incentives
- Rewards

4x higher enrollment than MSK industry benchmark solutions