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Nymbbl's Digital Mobility Program Drives Health Equity For Older Adults

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nymbblscience.com

Overview

Defined by the Center for Medicare & Medicaid Services (CMS), health equity is the achievement of the best possible health outcomes for all individuals, with equal and unbiased opportunities to attain optimal health. Nymbl is resolute in enhancing its capacity to cater to those who can derive the most benefits from our solutions and backing our clients' endeavors to promote health equity.

In our white paper, Nymbl dives into our approach to creating valuable programs and products, and persistently conducting research and development, ensuring that our products meet the requirements of the older adult population, irrespective of their diverse backgrounds.

The Centers for Medicare & Medicaid Services (CMS) defines health equity as, “the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health.”

Yet, health disparities are prevalent across most aspects of health, impacting those who are affected, as well as leading to poorer health outcomes and quality of life. As an example, life expectancy can vary up to 25 years between neighborhoods in some U.S. cities. To establish a foundation to address healthcare disparities and advance health equity, CMS has identified the following five healthcare priority areas that have a major impact on people’s health, well-being, and quality of life: economic stability, education access and quality, healthcare access and quality, neighborhood and built environment, and social and community context.

These are referred to as the social determinants of health (SDOH) which CMS defines as, the “conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.”

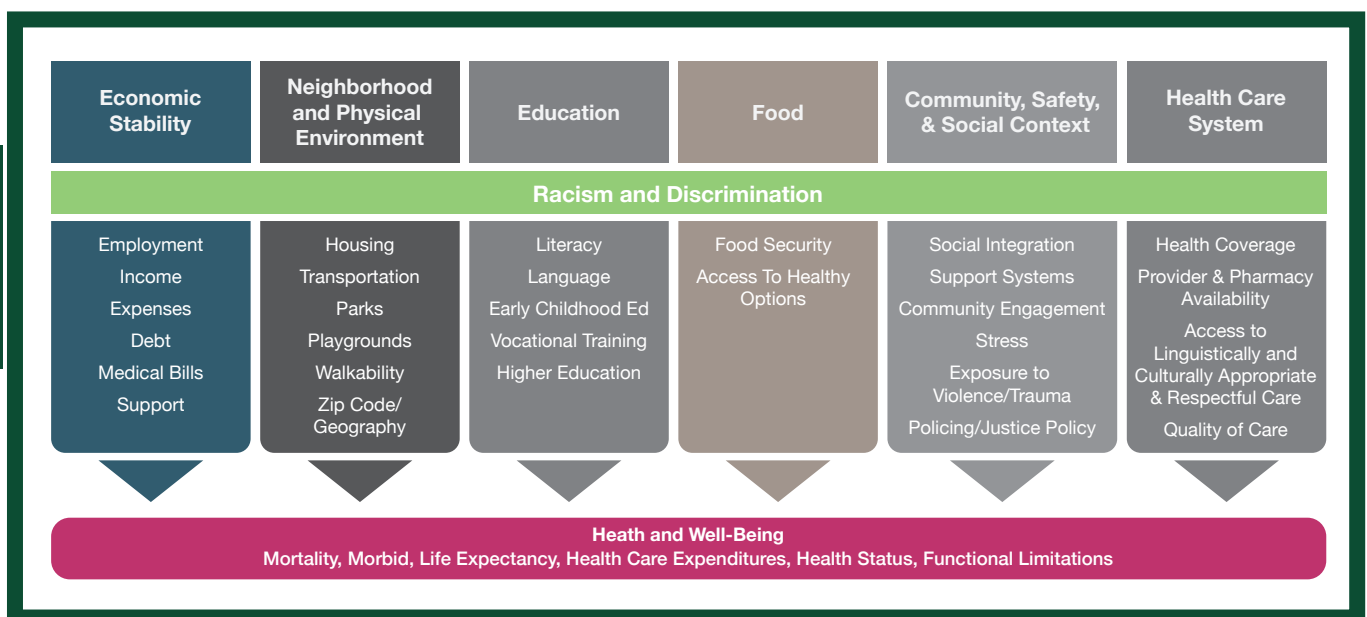


Success In Healthcare And Health Insurance Is Impacted By SDoH And Health Disparities

Disparities in health and healthcare are caused by a variety of complex combinations of historical influences, cultural factors, as well as personal and systemic biases. A combination of factors at the national level, both within and outside of healthcare have resulted in an increased focus for health companies across the healthcare ecosystem to take action to promote and enable equitable health access and outcomes. Figure 1 depicts today's emphasis to focus on health equity in the healthcare and health insurance industries.

This is important for hospitals, payers, insurers, and Medicare/Medicaid programs since their ability to successfully drive health behaviors are directly influenced by their ability to (1) meet requirements for Medicare/Medicaid program eligibility¹ and NCQA accreditation standards; (2) achieve Star rating and cost management goals; and, (3) promote the company's reputation and marketing to acquire new business opportunities for growth².

For example, NCQA and CMS now require additional collection and reporting of data related to health equity and SDoH or health-related social needs. Many Quality/Star measures are also stratified by race/ethnicity or other demographic factors to show performance across relevant groups. All of these efforts have been made to drive improved health outcomes for populations whose needs have historically not been met by the healthcare system at large, resulting in disparate outcomes.



¹Evaluating Medicaid's Use of Quality Measurement to Achieve Equity Goals. NCAQ. December 2021. Access Date: September 29, 2022. Link: https://www.ncqa.org/wp-content/uploads/2021/12/WhitePaper_121321_StateofHealthEquityMeasurementWhitePaper.pdf

²Braveman P, Gottlieb L. The social determinants of health: it's time to consider the causes of the causes. Public Health Rep. 2014 Jan-Feb;129 Suppl 2(Suppl 2):19-31. doi: 10.1177/003335491412915206. PMID: 24385661; PMCID: PMC3863696.



Nymbbl Improves Balance, Leading To Improved Health Outcomes

By improving balance, Nymbbl Science can address SDoH so that improved confidence in their mobility empowers older adults to live healthier lives while thriving wherever they choose to live. Nymbbl Science is the first company to successfully deliver a digital mobility program with significant measured behavioral changes and positive impacts on older adults' ability to age well.

Our mission at Nymbbl is to remove physical and emotional barriers and help older adults move, live and be how they want. Nymbbl is a highly-engaged digital-health program that addresses the top anxiety points of aging, loss of mobility and falls.

The evidence-based balance training program is personalized for older adults and has been clinically-validated to prevent falls. In only 10 minutes a day, older adults can follow key exercises to enhance their balance in the privacy of their own homes.

Importantly, Nymbbl builds trust amongst older adults by ensuring our program:

1

Addresses primary areas of concern for older adults

2

Offers a personalized program designed for them

3

Specifically creates tailored responses to their needs

4

Incorporates feedback into program design





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Balance And Mobility Impact SDoH And Set The Foundation For Healthy Aging

Currently, mobility is the top reason for anxiety amongst older adults when considering the safety of their current living environment and location³. As reported by the CDC in 2014, falling is a leading cause of injury among adults aged 65 years and older, which resulted in 29 million falls and 7 million fall-related injuries⁴. As such, balance and mobility are underlying root causes driving key factors related to SDoH such as health behaviors, quality of life, and ability to thrive.

Older adults who are not confident in their balance are often fearful to leave their homes, as this increases their risk of falling. This negatively impacts other areas of their lives, such as seeking medical help (i.e., transportation), engaging in social activities (e.g., isolation), or going grocery shopping / cooking a meal (i.e., food insecurity). Hospitals, health plans, and Medicare/Medicaid programs have attempted to address problems such as transportation accessibility, food insecurity, and social isolation by providing services for older adults who struggle with mobility.

Yet, there are significant limitations to these programs and services which make it challenging to evaluate their true benefits for older adults. For instance, many transportation and food delivery services do not meet the cultural and language variation within the older adult population.

The foundational nature of mobility makes it a key driver of success and when there are unmet mobility needs, multiple aspects of the health and wellness systems are negatively impacted.

³Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online].

⁴Moreland B, Kakara R, Henry A. Trends in Nonfatal Falls and Fall-Related Injuries Among Adults Aged ≥65 Years — United States, 2012–2018. MMWR Morb Mortal Wkly Rep 2020;69:875–881.DOI: <http://dx.doi.org/10.15585/mmwr.mm6927a5>



Health Equity with Nymbbl

Nymbbl's digital balance training program has proven to be effective in driving health behavior changes within a broad older adult population. By understanding the impact of Nymbbl and how it can impact the lives and well-being of older adults, we have a moral obligation to ensure equitable access and positive outcomes from our program across multiple demographic factors. We have proven that Nymbbl can influence health equity in multiple ways:

Age. Nymbbl counters common ageist beliefs by advocating for the concept that “Aging is not Less.” The app was designed specifically for older adults, resulting in greater engagement and better experiences than most mobile solutions for this population. We have proven that older adults will enthusiastically engage in a digital solution that addresses their top priorities.

Geography (Rural). More than 80% of people living in rural areas lack broadband access⁵, limiting their ability to stream content from other digital balance programs. Since Nymbbl does not require broadband capabilities to access either the cognitive behavioral therapy education or the mobile application, accessibility to the program is greatly expanded outside of urban and suburban areas.

Disability. Nymbbl's program was designed to support improvement in balance among a wide variety of physical ability levels, including those who start from a seated position. We personalize training levels based on ability allowing participants to progress through training levels as their balance improves.

Vision. Nymbbl's mobile application was designed to accommodate many common aspects of aging vision, including yellow-light filters and large font. Nymbbl's cognitive challenges are also relevant to people with the most common types of color blindness.

Physical/Mental Ability. Nymbbl's program allows participants to avoid cognitive challenges that they cannot perform due to physical or mental limitations.



⁵Svaldi, Aldo. Far more Coloradans lack broadband than what federal government is acknowledging, study claims. The Denver Post. June 7, 2022. Access Date: September 29, 2022. Link: <https://www.denverpost.com/2021/06/07/colorado-broadband-internet-fcc/>

Health Equity with Nymb1 - (Cont.)

Social-Economic Status (SES). The program is free to end users, reducing barriers to access. The education program requires only an email address, which the vast majority (85.53%) of older adults have⁶.

Education & Health Literacy. Our educational content is written at a 5th-grade reading level, making it accessible to more older adults.

By improving balance, Nymb1 also improves engagement in other health-related behaviors crucial for successful preventable healthcare and social engagement. Since Nymb1 can be accessed in the comfort of one's home, this reduces the impact of one of the most common drivers of health: transportation.

90% of Nymb1 users indicate it is important to them to access this solution from the comfort of their own homes. 20% of Nymb1 trainees have also reported an increased social engagement as a result of their participation in the program.



Nymbl Continues Our Efforts For Health Equity

Nymbl is constantly exploring opportunities to drive health equity. We have dedicated efforts to work with our partners to gather key information that can drive these activities. As a trusted partner, Nymbl may have greater success in capturing this information than a health plan on its own given our experience in driving behavioral changes in the older adult population.

Through education, Nymbl can also help our partners address cultural factors and other social drivers of health. For instance, Nymbl has integrated a Spanish language preference into our Cognitive Behavioral Training (CBT) education, as well as cultural competency features in our education series, member engagement, app, website, and Tech Support.

We also forward to incorporating geographic and cultural factors (e.g., access to care, transportation limitations, and health beliefs of different groups) into education and engagement marketing. Additionally, we have started personalizing communications to better address the different needs of a diverse population, based on relevant (and known) demographic factors. We also plan to include closed captioning on videos for the deaf/hearing impaired population and adapt the program for veterans as well.



Conclusion

As healthcare leaders, we should be committed to advancing health equity by designing and implementing programs that support improved health outcomes, regardless of demographics, and ensuring equitable access to healthcare resources for those who are disadvantaged or under-served. If so, we can effectively drive new health behaviors so that basic health needs can be met for all older adults to improve their quality of life.

Nymbbl's goal is to address whole health with balance and mobility as the foundation. Thus, Nymbbl is committed to building our capability to meet the needs of those who stand to benefit most from our solutions and supporting our clients' efforts at driving health equity.

Nymbbl continues to build valuable programs and products, enhancing them over time, and continuing our research and development efforts to ensure our products meet the needs of the older adult population.



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