



PRECURE[®]

Protect Your Workforce, Power Your Business – Prevent Injuries with Precure

One dream – one mission

To reduce global work-related MSD and to increase well-being and quality of life for people



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25 years of Health and safety experience

Inventor of the MLI® Solution

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www.precure.health



Are we ready to prevent work related health issues?

Some basic facts

- Most countries allocate only 2-4% of total health spending to public health and preventive care.
- An investment of \$10 per person per year could save the U.S. over \$16 billion within five years.
- CDC estimates that eliminating just three risk factors—poor diet, inactivity, and smoking—could prevent 80% of heart disease and stroke, 80% of type 2 diabetes, and 40% of cancers

So why is health prevention so difficult?

Is it structural issues, lack of knowledge or?

- Can we trust a politician to make long term decision when they are only short term elected?
- Can CEO's spend money to prevent attrition if they are only evaluated on profit today?
- Can our society focus on prevention when finances is limited due to treatment already?



Musculoskeletal Disorders (MSDs)

What do we know about the problem?

- MSDs are highly prevalent **globally**.
- MSDs are the **leading cause** of sickness absence in the workplace.
- Long-term sick leaves due to MSDs make up **39%** of all sickness absences.
- Of those affected, 47.4% suffer from **lower back pain**.



MSD around the world

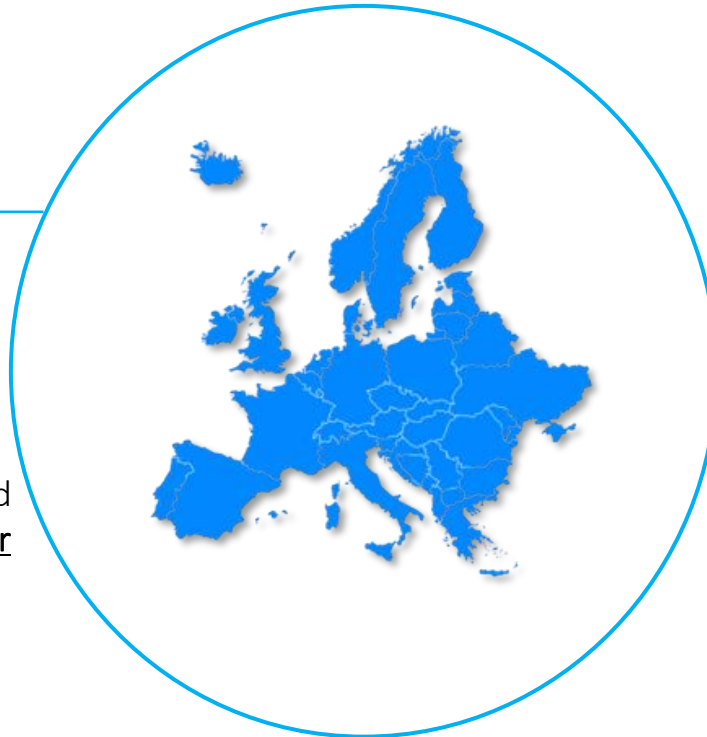
USA

- Average annual direct cost of MSDs: \$9,231
- Indirect costs are 1-5 times higher than direct costs.
- Nearly 1 in 3 with chronic MSD pain may become clinically depressed.



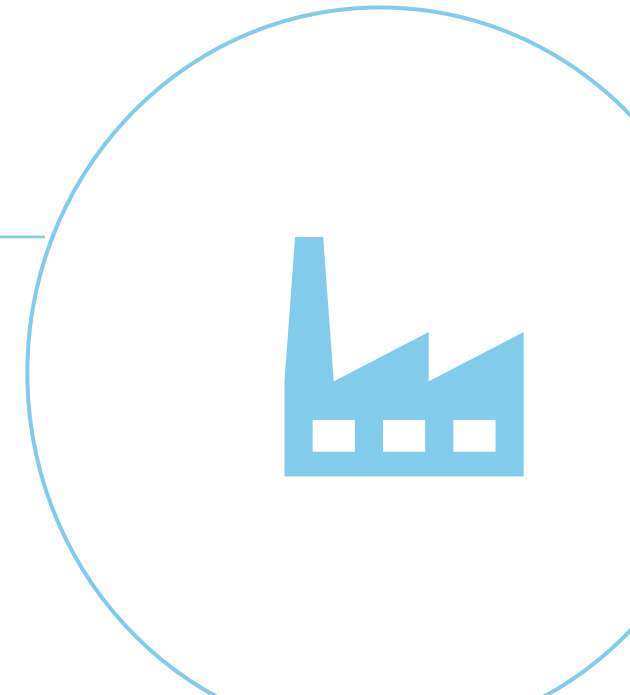
EUROPE

- 58% of workers report MSD complaints.
- Estimated employer costs: €39 billion.
- Combined MSD costs is estimated to be as high as the cost of cancer



BUSINESS

- 1 sick day equivalent €300 -1000
- Productivity loss
- Higher insurance costs
- Retention and brand





The Challenge

- Low employee compliance
- Limited knowledge due to lack of data
- Difficult to work with a KPI-based approach
- Insurers have been globally struggling finding the right interventions
- Missing structural incitements to act

The MLI[®] Solution

A data-driven approach



MLI® Wearables

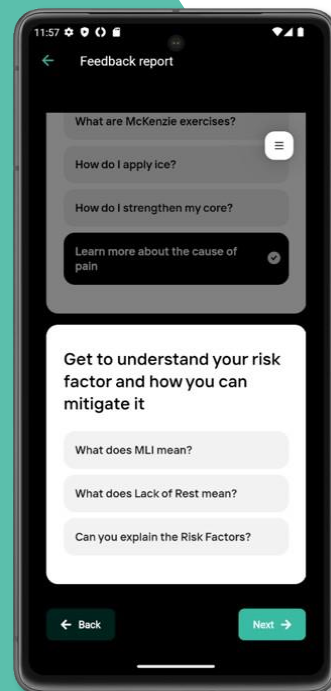
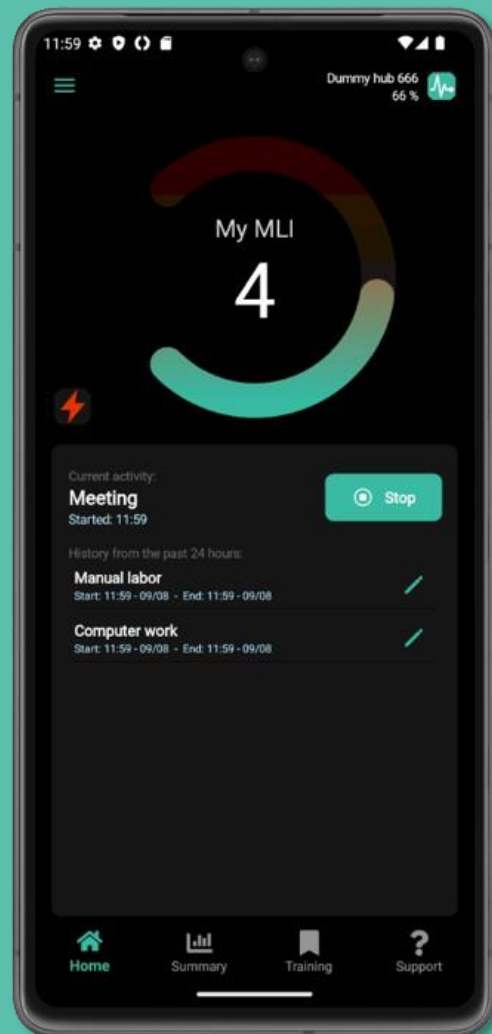
Equipped with movement and muscle sensors to monitor user strain during all activities.



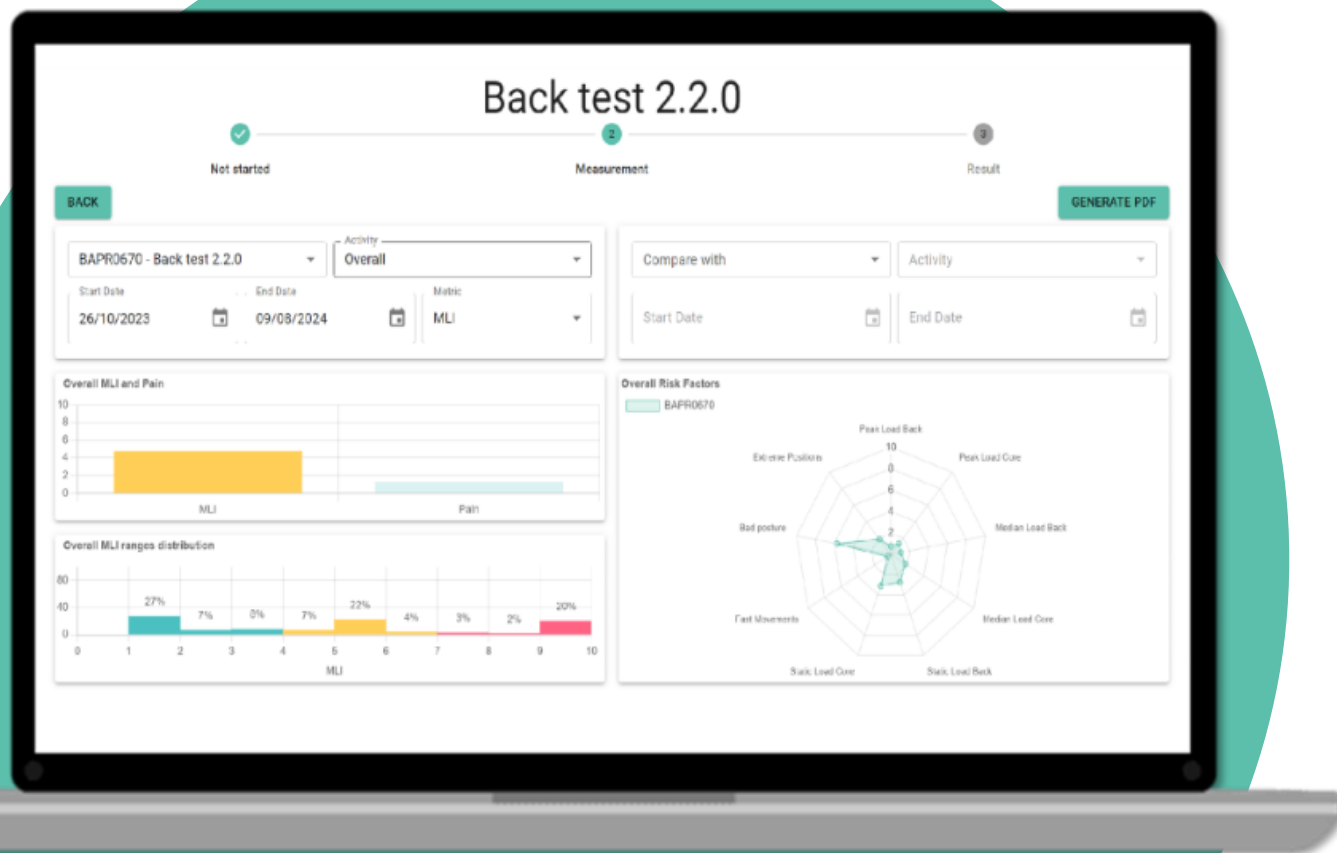


MLI[®] App

Connect it to your MLI[®] Wearable, track your activities, and get easy-to-follow feedback to keep you moving safely and effectively.



Organizational
impact



MLI[®] Interface

Is a **management reporting tool**, with baseline and selected KPIs for reporting and easy interventions.

- ✓ Pain
- ✓ MLI[®] risk
- ✓ Tasks based risk
- ✓ Risk threshold
- ✓ **Effect**

This reporting is your "S" in ESG

Use cases

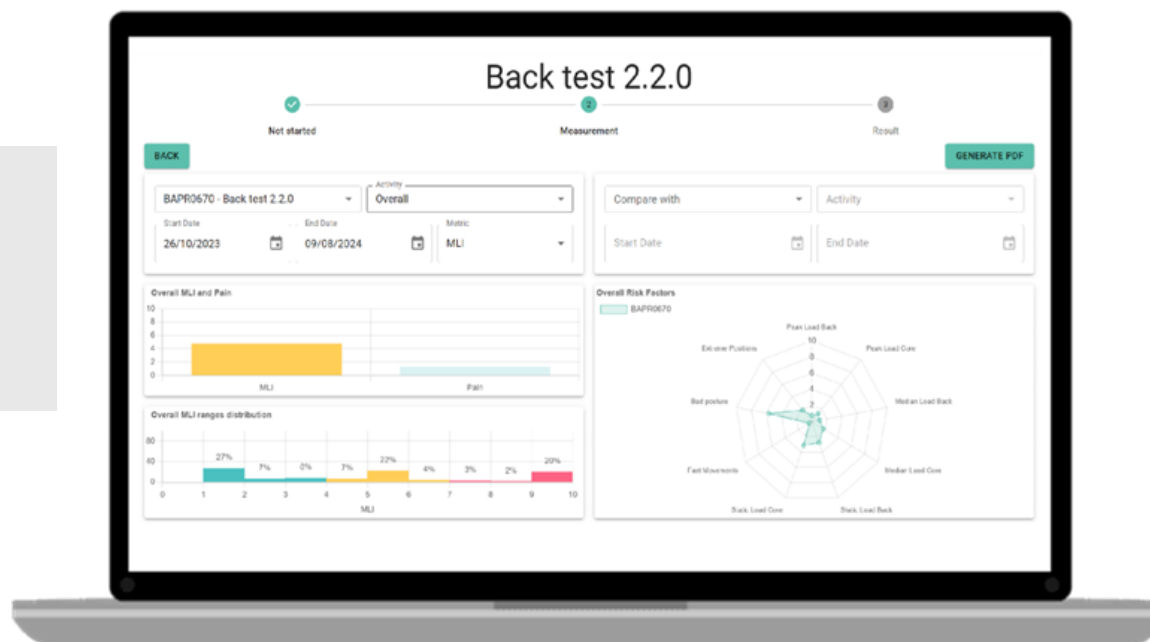
Use the MLI[®] Solution as a risk assessment tool, prevention tool or to develop best practice throughout the organization

Risk assessment

*“Used as a risk assessment tool, we see a drop in risk behavior by **25%** based on specific ergonomic organizational changes”*

Reintegration and prevention focus

*“Results shows a **43%** reduction in pain after 6 weeks”*



Knowledge sharing for best practice

“Use data to create evidence based best practice shared throughout the organization”

Who would benefit preventing MSD

And why core prevention makes sense

EMPLOYEES
(Knowledge and nudging)

Less pain

Lower risk of MSD injury
Stabil financial situation
Fit for retirement

[Learn more](#)

BUSINESS
(Data and effective risk mitigation)

Less sick leave

Stabil production
Better risk assessments
Better insurance negotiation position
Retention and brand effect

[Learn more](#)

INSURER
(Data and risk assessment)

Reduced claims

Better risk assessments
Benchmark data
Detailed datapoints

[Learn more](#)



The Insurance case

Small margins makes a lot of money

Problem

High claims rate
Many loss-making customers
Costs on workers
compensation
Differentiate in the market

[Learn more](#)

Solution today

Traditional healthcare
All focused on rehabilitation
No preventive tools

[Learn more](#)

Engagement reason

Data and insight
Brand value
Short term effect

[Learn more](#)



Are you ready to start the prevention journey?

And what are the learnings you would need to focus on

Structural issues

If we have no short term benefits - our structure is a problem.

To be successful we need more cross industry cooperation

Motivation

Decision makers are motivated by money (or voters).

We have to convincingly calculate the ROI. Both short and long term.

Next step

Researchers and new technology possibilities need to work closely together.

AND bring in the finance people to make the calculations.