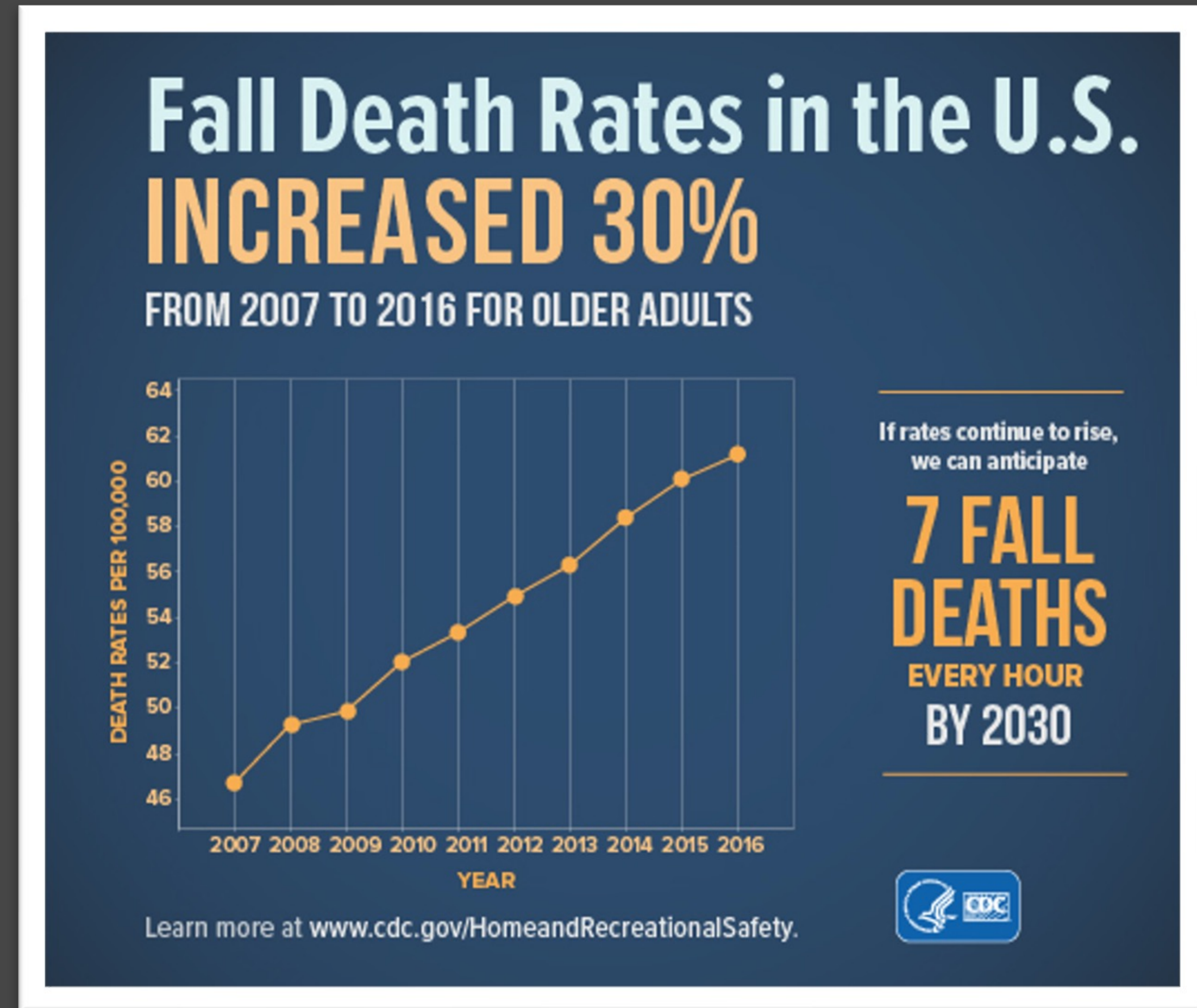




Mobilizing
older adults
to age well.

Mobility is getting worse

- 1 in 3 older adults fall each year
- Mortality rates from falls are increasing
- Loss of mobility and independence is the top anxiety of aging



Current Solutions are Failing Older Adults

1/800

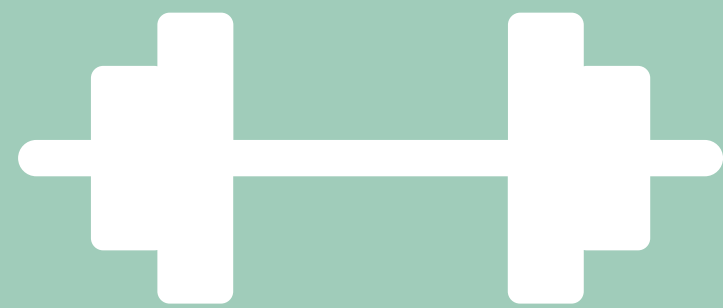
Participate

2x
Mortality
Rate



Myth#1: We are treating the right people

Aging well



8%

Are willing to
go to the gym
(1.7% actually
go enough)

Average Older Adult



84%
Unmet
Population
Needs

High Acuity



8%

Require
Clinical care
requires >50
hours (Otago)

Myth #2: Today's Older Adult aren't Tech Enabled.



>80% have a smart device and use it daily

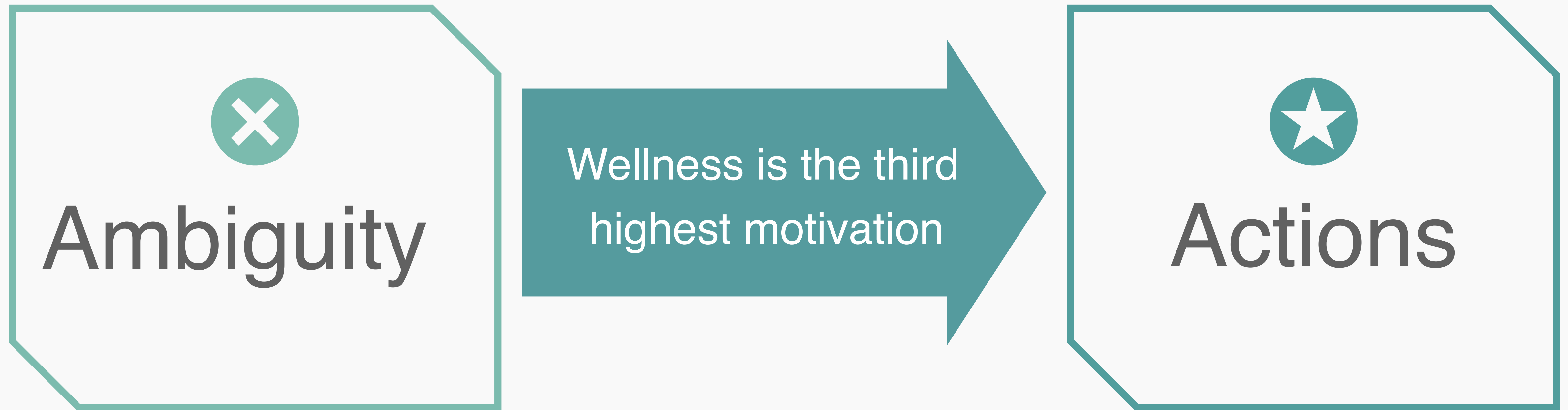


72% want **more** digital health in their **homes**



80% Of Rural **lack** broadband (can't stream a class)

Myth #3: Older Adults aren't Motivated!



Everyone wants to age independently

Older adults want real world outcomes +



<10 min



Fun



Easy

9/10

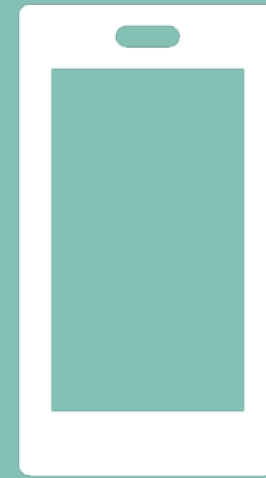
do not want to leave their home for wellness offerings

What is Nymbbl?

What is different?



Cognitive
Behavioral
Training
education



Digital
balance
training



Keys to Nymbbl.



STEADI risk assessment



10 minute training sessions



Does not require broadband access

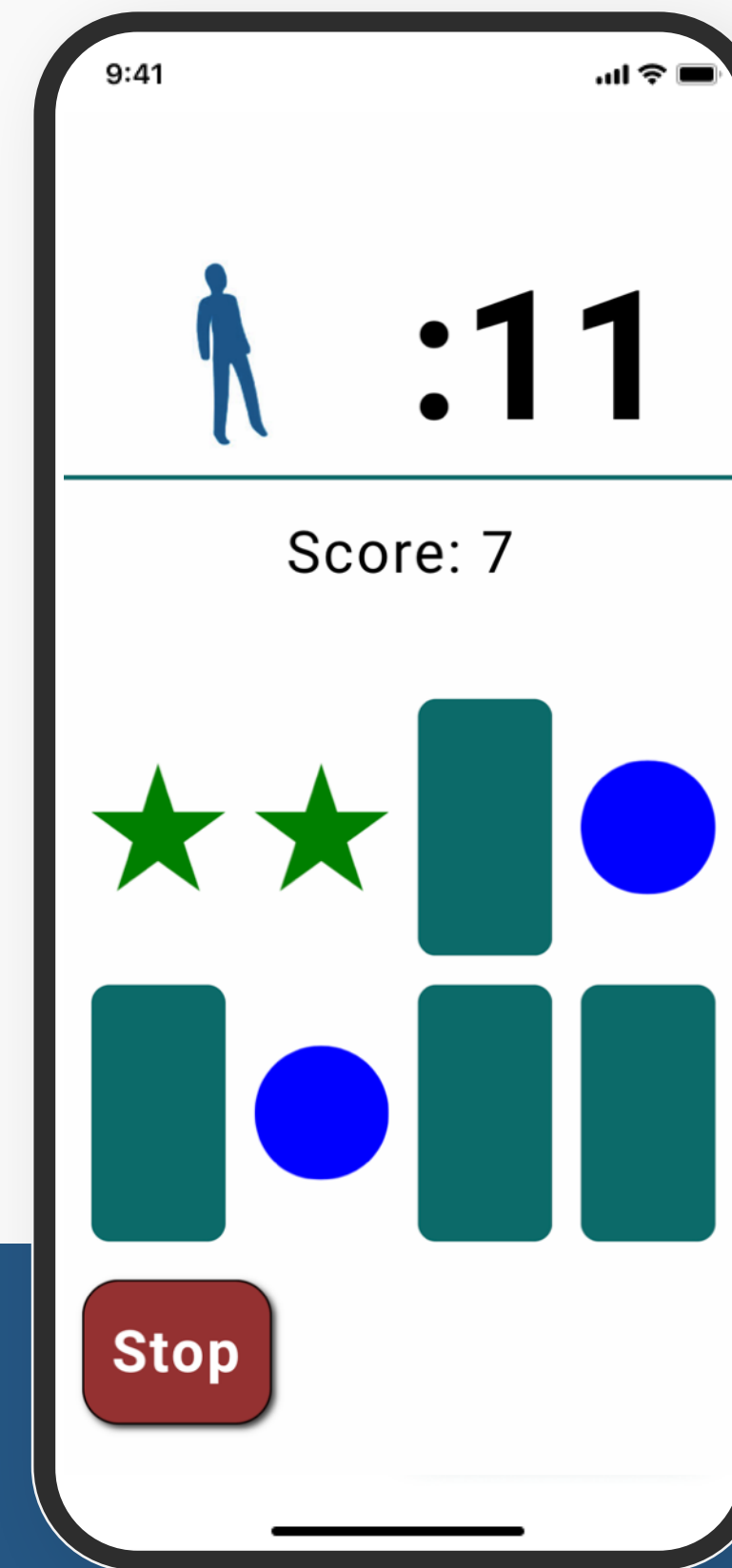
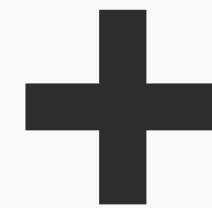
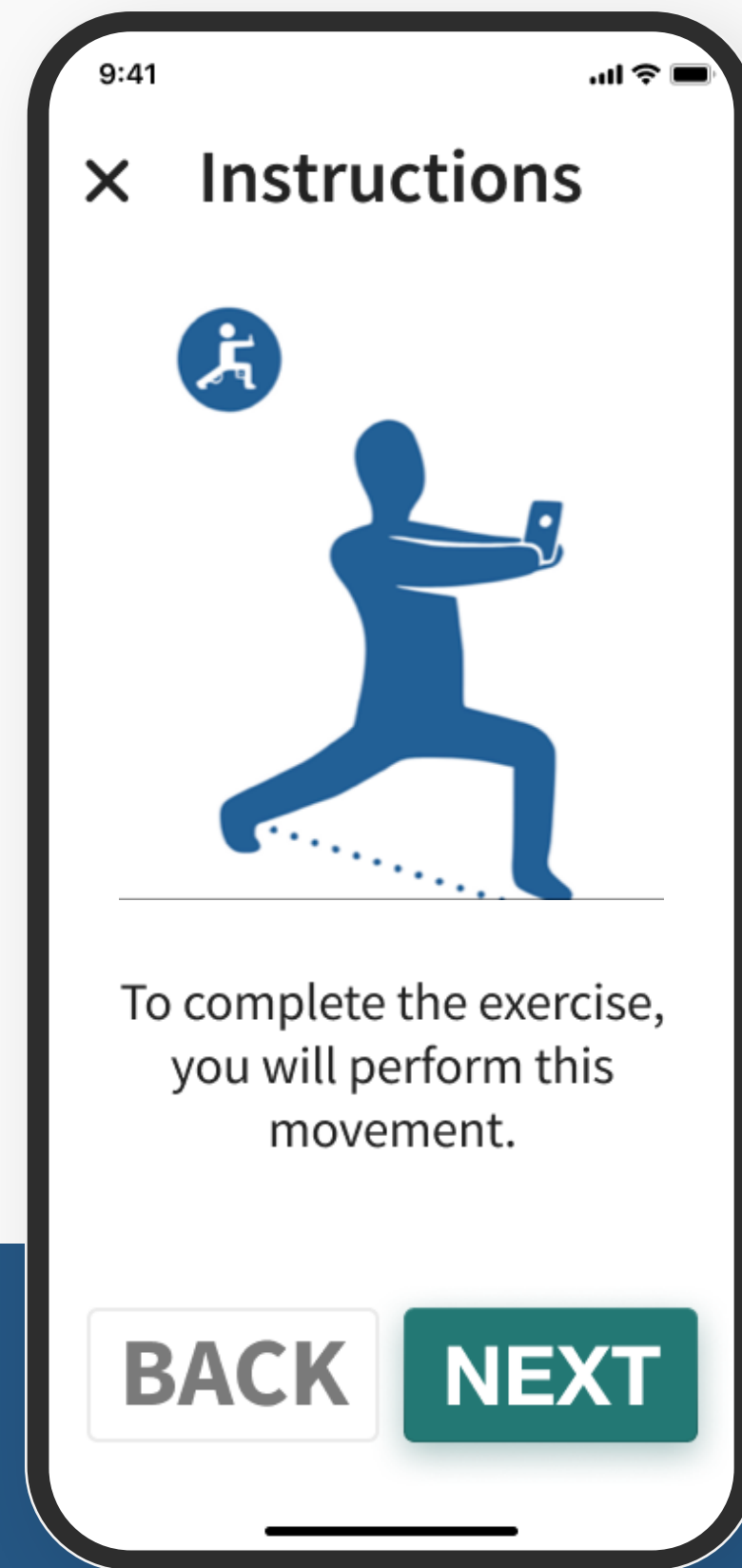


Personalized to meet individual needs

Powered by Dual-Tasking.



Physical
activity



Cognitive
challenge

US Patent 10,376,739; pending EU + JP

Quality Outcomes: Physical Health?

Health Outcome Survey (HOS)

Recent Member Survey Data
(90% confidence +/-6%)



38% report increased moderate activity



36% report improved ADL's



72% report improved confidence in mobility/balance

This is more than maintaining health, it is regaining it



The current "Evidence based" programs are achieving 32% reporting improvement (2014-2019)

Cognitive Behavioral Training Education.

- 30 education topics + modules
- Moves members from ambiguity → intention → action
- Drives behaviors to close gaps in care
- Ability to personalize throughout member journey

Email details:
From: <Your Organization Name> <support@nymblscience.com>
Reply: support@nymblscience.com
Subject: Me + My Balance: How does vision affect my balance?
Preheader: Let's talk about getting your vision checked.

<Your Logo Here> 

You can improve your balance in the comfort of your home

Improve my balance →



How does vision affect my balance?

<First Name>,

Your well-being is our top priority at <Your Organization Name>. Because your balance can affect your health, we're providing helpful information for you to learn about your fall risk. Today we're answering the question: how does vision affect my balance?

It's normal for your vision to change slowly over time. Getting your vision checked at least once a year is important, because it can impact other parts of your physical and emotional health.

Vision is closely related to our balance, as our eyes work with our inner ear, muscles, and joints to alert our brain if we're falling. We then respond to this information by using our arms and legs to recover, with the goal of stopping the fall. As a result, having healthy vision helps improve our balance.

What if I wear bifocals?
Bifocals affect our ability to see things around our feet, which can lead to stumbling or falling. If you wear bifocals, you may find yourself lowering your head and looking down to see your feet. Doing this decreases your ability to sense if you're falling forward or backwards when you wear bifocals. This is why it's important to have a second set of single vision glasses when you plan to be more active.

Because your vision affects your health and wellness, we encourage you to get your vision checked at least once a year. At <Your Organization Name>, we care about your well-being, which is why we teamed up with Nymbl. Nymbl is a scientifically proven¹ approach to fall prevention that makes balance training both fun and effective by combining simple body exercises with brain games to challenge your body and mind at the same time. Nymbl is fully covered by <Your Organization Name> and is available at no cost to you.

Click the video below to learn more about vision and balance with Nymbl's fall prevention expert, Dr. Estrada



Top 10 Tips To Stay Connected & Engaged

Staying connected to others can sometimes feel challenging. You can use these helpful tips to engage with your family, friends, and community. Print and hang this list in a place where you'll see it, like your bathroom mirror or refrigerator. You've got this!

1

NURTURE AND STRENGTHEN YOUR RELATIONSHIPS,
Invite people over for coffee or call them to suggest a trip to a museum or see a movie.

2

CALL A FRIEND OR VISIT SOMEONE,
Schedule a time each day to talk with someone or get outside to visit them.

3

MEET YOUR NEIGHBORS,
Stop by your neighbor's house to introduce yourself. This can help give you a strong sense of community!

4

FIND OUT YOUR NEIGHBORHOOD TRANSPORTATION OPTIONS,
If you don't drive, you can stay active by going to see a friend using neighborhood transportation.

5

USE SOCIAL MEDIA,
Using social media (like Facebook) can help you stay in touch with long-distance friends and family.

6

STAY PHYSICALLY ACTIVE,
Look into group exercise classes, or join a walking club to keep you motivated. This is also a great way to make new friends!

7

TAKE A CLASS,
You can sign up for a new class, such as dancing lessons. This can be a fun way to expand your social circle, and learn something new!

8

REVISIT AN OLD HOBBY,
You can connect with others who share the same interests and invite them to join you.

9

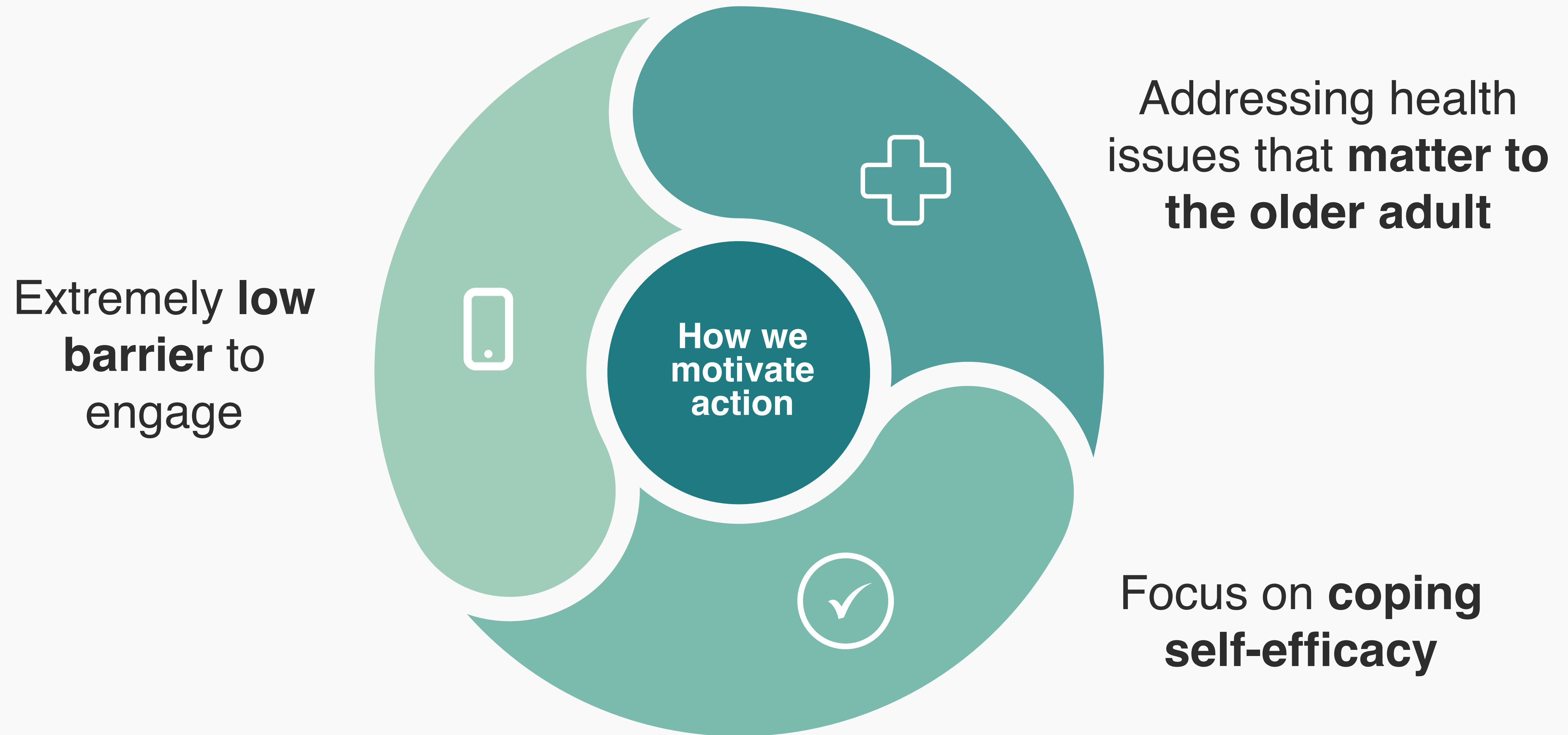
VOLUNTEER,
Helping others in your community is a fun and rewarding activity for many people. Most local organizations are always looking for volunteers.

10

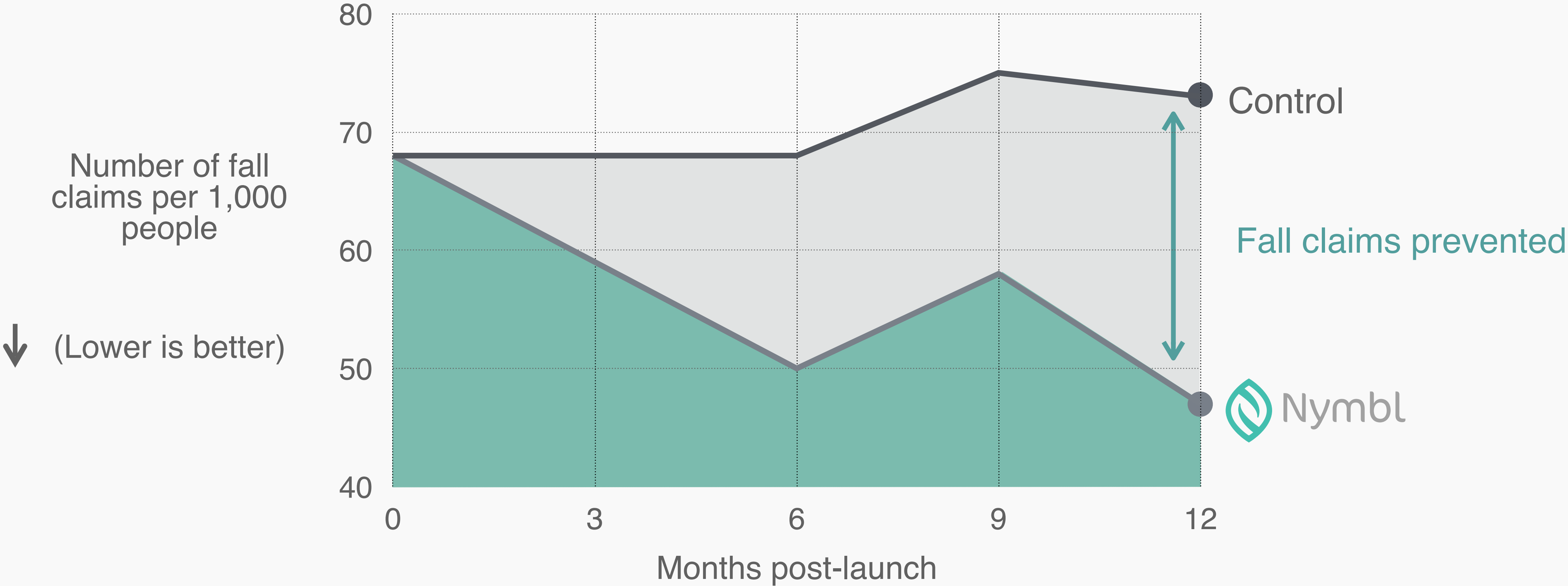
VISIT YOUR LOCAL COMMUNITY WELLNESS OR SENIOR CENTER,
Your local organizations are great resources to help you get involved in fun activities with your peers.

Source:
1. Eldercare Locator. 2021. [online] Available at: <https://www.n4a.org/Files/Isolation%20BrochureFINAL.pdf> [Accessed 8 July 2021].

Behavior Change Theory.



Cost Savings in the Year One for the First Time!



Combining Digital Health and Area Agency on Aging (community based services).



How We Launched the Program

In the last 18 months:

- 90+ tactics deployed
- Goal to educate, create trust, and motivate
- Messaging centered around ease-of-use, motivation, and empowerment



Improve your balance
with the *free* and fun Nymbbl app



Now you can improve your balance, in the comfort of your home, with Nymbbl, the free and easy-to-use app. The State of Colorado and Nymbbl teamed up to make the Nymbbl app free to the first 5,000 Coloradans, ages 60+. Reserve your spot now!

★★★★★

"I love Nymbbl. I walk like I'm 20 years old again!" - Lloyd M.



2 easy ways to get Nymbbl:

- Download Nymbbl Training from your app store, or
- Sign up online at: co.fallsfree.com

★★★★★

"I love the Nymbbl app!
I walk like I'm 20 years old again."
- Lloyd M.

DRCOG and Nymbbl teamed up to make Nymbbl free to the first 5,000 of Colorado's older adults, ages 60+

Get your *free* personal balance trainer on your smartphone or tablet



Now you can improve your balance, in the comfort of your home, with Nymbbl, the free and easy-to-use app. It's fully covered by the Denver Regional Council of Governments (DRCOG) to the first 5,000 Coloradans, ages 60+

2 easy ways to get Nymbbl:

- Download the Nymbbl Training app, or
- Sign up online: co.fallsfree.com

GET IT ON Google Play

Download on the App Store

"Thanks to Nymbbl, I now stay in control and avoid falling." -Lorraine A.


★★★★★

Nymbbl | drcog

Nymbbl | drcog

Get your free personal balance trainer

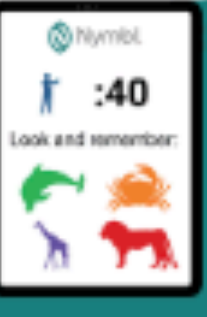

SIGN UP



★★★★★

Improve your balance
with the *free* Nymbbl app

Learn more

Nymbbl | drcog

What Built the Success of DRCOG.



172,196

Balance
Trainings
(Vs 5,000)



142,842

Education Sessions



92%

Report it was
important to have
intervention in the
home

DRCOG Achievements.

16,000

Older adults Enrolled
(1 in 30 vs 1 in 800)

> entire USA evidence based programs (EBP) combined
(past 16 months)



61%

Clinically meaningful balance improvement
(Vs 40% in EBP)

72%

Leave the high risk category



73

Lives Saved

219

Hospitalizations Prevented

Cost Savings

\$5,000,000

Older Adults Love It.

Our app store rating is based on 1,500 reviews, the same amount of reviews as Silver Sneakers.



4.8

App Store
rating



81 NPS



Leading in Older Adult Design.

#1
out of 37
in older adult design



Top 20
journal

Research article | [Open Access](#) | [Published: 18 November 2020](#)

Map the apps: a rapid review of digital approaches to support the engagement of older adults in strength and balance exercises

[Lisa McGarrigle](#) , [Elisabeth Boulton](#) & [Chris Todd](#)

[BMC Geriatrics](#) **20**, Article number: 483 (2020) | [Cite this article](#)

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Dr. Nathan Estrada PT, DPT, MBA

Nathan@nymbblscience.com