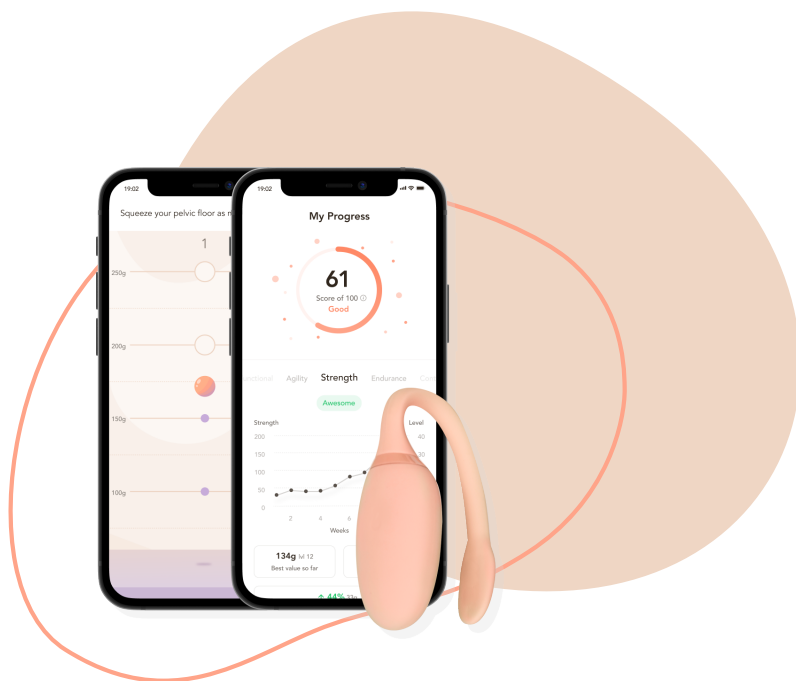


Bloom is the  
next generation  
of digital,  
pelvic-health care.



Women are 51% of our world and **1 in 4 will suffer from a pelvic-health condition** in their lifetime.

For too long, women's pelvic health has fallen under a conglomerate of care, often overlooked and dismissed by providers. On average **women wait 6.5 years to seek help** for pelvic discomfort, due to stigma and embarrassment.

Sword Health launched Bloom after **collecting more than a year of clinical data** from members and specialists in Pelvic Health programs. The analysis uncovered the need for something totally new, combining highly-precise, innovative technology and expert, clinical care.

### How prevalent are *pelvic disorders*?

**1 in 4**

**women** suffer from moderate to severe pelvic health disorders

**1 in 3**

**women** suffer from bladder issues

**45%**

**of women** with chronic pelvic pain report reduced work productivity

**50%**

**of pregnant and postpartum women** have Pelvic Floor Disorders

**74%**

**of women** aged 40-59 suffer from prolapse

**10%**

**of reproductive-age women** have endometriosis

SWORD's first-generation pelvic-health solution was groundbreaking, and the next generation is Bloom.

### Your Partner in Pelvic Care



Pregnancy



Postpartum



Menopause



Bladder & Bowel  
Dysfunctions



Sexual Health



Pelvic Floor  
Disorders

# 1 Expert, Individualized Care

Bloom's individualized care is guided by Pelvic Health Specialists (PHS), all of whom have Doctor of Physical Therapy Degrees. They work 1-1 with members addressing pelvic dysfunctions including bladder leakage, discomfort, pressure, bowel issues, and painful sex. They take members on a personalized deep dive, creating a customized exercise plan, supporting and engaging throughout the program.

# 3 Education through the Journey

Available in the Bloom App, the clinical library contains insights, lifestyle modifications, and access to cognitive behavioral articles, empowering members to improve their pelvic health. Developed by leading physicians and physical therapists, the content hub is a safe space to tackle stigmatized topics and seek relief.

# 2 Safe, Intravaginal Pod

The Bloom Pod by Elvie is an intravaginal device that measures contraction, force and elongation of the pelvic floor. It's encased in waterproof, medical-grade silicone providing comfort and safety during movement. The pod connects to a mobile app, where progress and results are viewable by the member and their PHS. Bloom is listed by the US Food and Drug Administration (FDA).

# 4 Full-spectrum Solution

Pelvic-floor dysfunctions can occur alongside other health concerns, including musculoskeletal pain in the abdominals, hips, and back. Bloom takes a discreet and personalized approach, and the PHS provides exercise plans for all areas of the body based on individual needs. When needed, the PHS escalates to in-network providers. Bloom is clinical grade and comprehensive, for women and individuals with vaginal anatomy.

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*Sword Health developed Bloom to help millions of women who have suffered silently with pain, discomfort and embarrassment from pelvic-health issues. We are here to break the stigma surrounding these conditions, and empower women all around the world. Someone's physical location should never limit their access to clinical-grade, pelvic-health care.*

Marta Cardeano  
Bloom General Manager

Ready to *help the women* in  
your organization?

Contact us to learn how with Bloom.

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Bloom  sword