



Pelvic care for women at every life stage



What is Bloom?

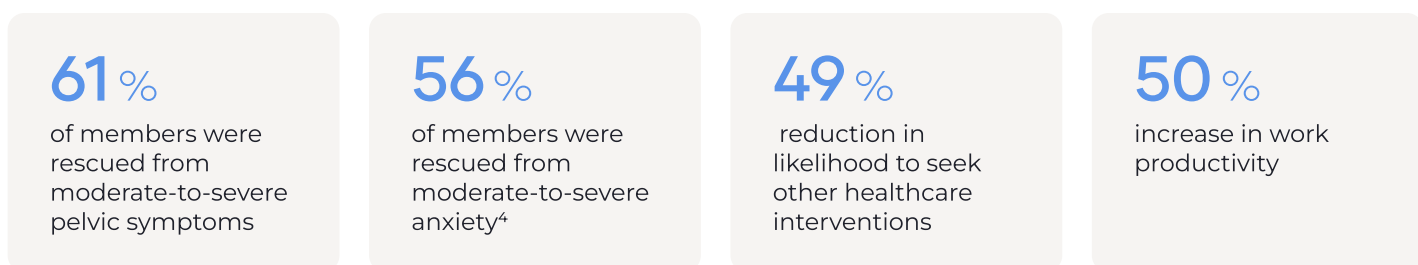
Bloom is transforming women's pelvic health with an innovative, digital solution to support women in all stages of life, including young adulthood, pregnancy, postpartum, and menopause.

Bloom's clinical program helps women address bladder leakage, bowel dysfunction, pelvic organ prolapse, chronic pelvic pain, and more, empowering them to find relief from the comfort and privacy of their own home.

Why Bloom?

1 in 3 females in the US suffer from a Pelvic Health Disorder¹, yet many suffer in silence due to stigma and embarrassment. Pelvic health is often overlooked and ignored.

Additionally, the impact of pelvic health issues on costs and productivity is exorbitant: The average cost for all surgery and diagnostic services for patients with chronic pelvic pain is \$29,951² and 62.1% of people with chronic pelvic pain reported reduced work productivity.³



How does Bloom work?



Pelvic Health Specialists

Bloom members work with Pelvic Health Specialists, all of whom hold a Doctor of Physical Therapy degree—never health coaches.



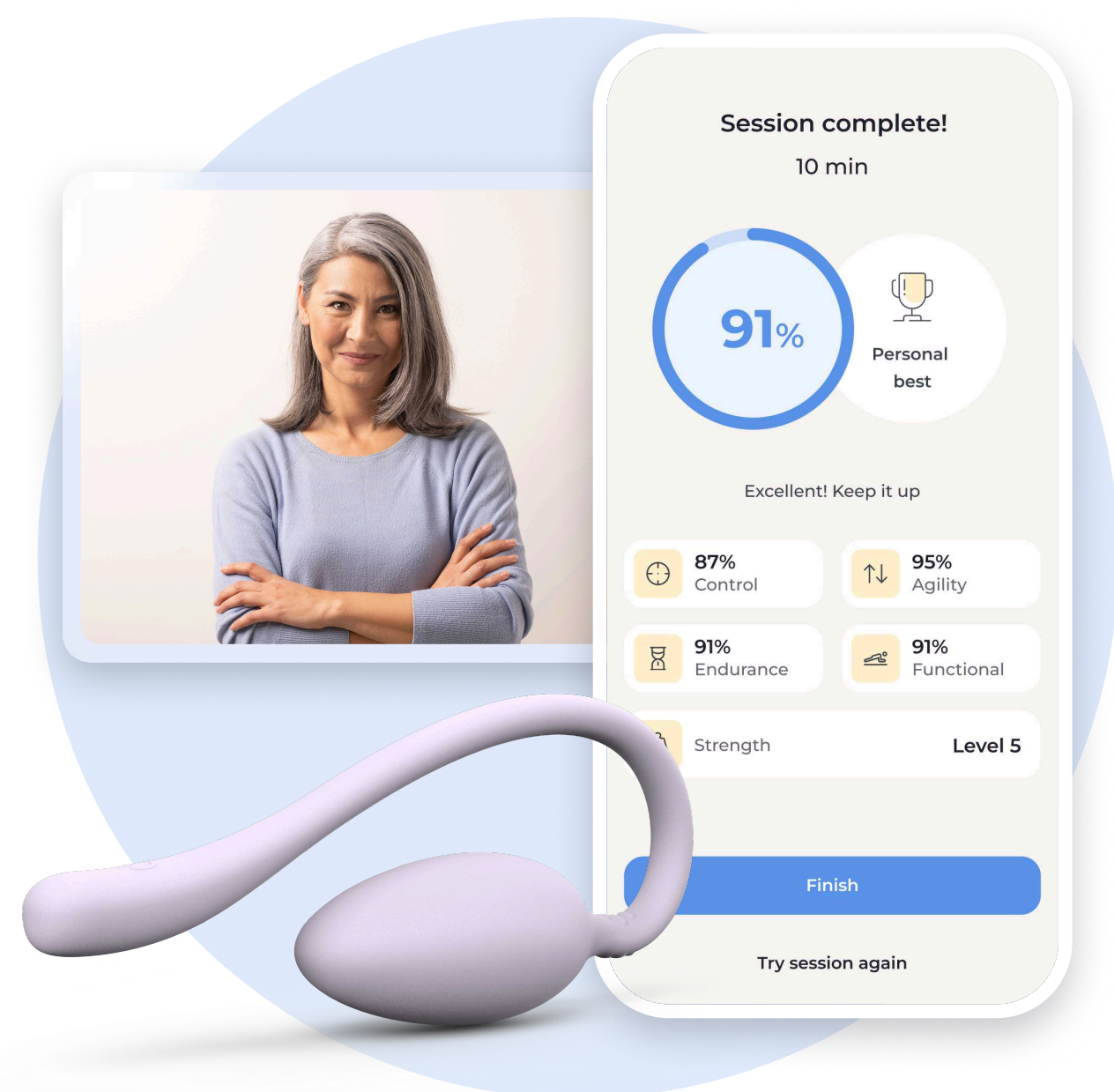
The Pod

An FDA-listed device that is used during pelvic exercise sessions, our sensor precisely tracks and measures pelvic-floor activity, offering real-time feedback and results.



Fully personalized experience

Each member's program is designed for them, based on their goals, health data, progress and more, to create a tailored experience, accessed in the Sword app.



¹ Source: Kenne, K.A., Wendt, L. & Brooks Jackson, J. Prevalence of pelvic floor disorders in adult women being seen in a primary care setting and associated risk factors. Sci Rep 12, 9878 (2022). <https://doi.org/10.1038/s41598-022-13501-7>

² Hutton D, Mustafa A, Patil S, Rathod S, Shrikhande G, Advincula A, Drummond J, Gregersen P, Hall J, Metz C, Milspaw A, Orbuch IK, Stahl P, Stein A, Shrikhande A. The burden of Chronic Pelvic Pain (CPP): Costs and quality of life of women and men with CPP treated in outpatient referral centers. PLoS One. 2023 Feb 9;18(2):e0269828. doi: 10.1371/journal.pone.0269828. PMID: 36757947; PMCID: PMC9910684. Those that started above mild PFIQ-7 scores and improved at least 33%.

³ DOI: 10.1371/journal.pone.0269828

⁴ Those that started at a score of 10 or greater with GAD-7 or PHQ-9, that no longer reported clinically significant symptoms.

While we use the word women in some of our communications, Bloom is designed for all individuals with vaginal anatomy regardless of gender identity. All the information presented about the efficacy of Bloom comes from the Bloom book of business data from 2023