



Pain is personal. Our solutions are, too.

Sword is the first platform built to predict, avoid, and recover.



MSK conditions affect nearly a third of the UK population.¹

£5b

is the NHS' estimated annual expenditure with MSK patients.²

30m

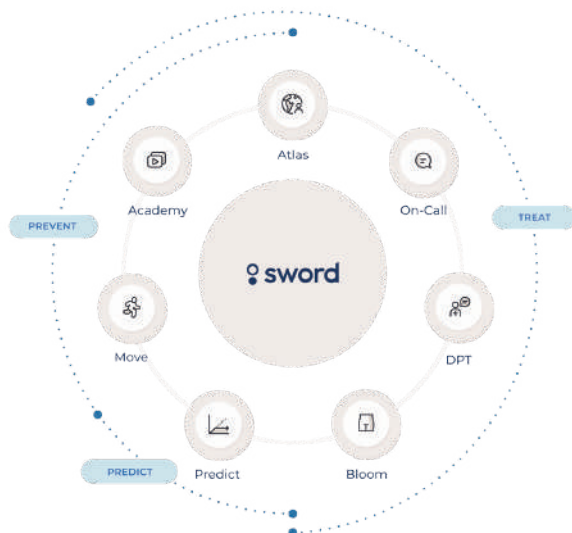
working days are lost every year due to MSK conditions in the UK.¹

1 in 5

adults will consult their GP for an MSK disorder in a year.³

An effective, clinically sound, next-generation solution.

Your population gets the individualised treatment they need, from the comfort of their home — helping them overcome pain, and freeing you from lost productivity and the ever-rising healthcare costs.



Powered by technology, enhanced by people, accessible to all.



Breakthrough Technology

Proprietary AI is built into our products, which allows us to deliver the highest quality outcomes at scale.



Clinical Expertise

We only use licensed Physiotherapists or clinical experts — never health coaches.



Ultra-personalised Member Experience

Biofeedback from our digital physiotherapist helps us to continuously tailor every programme.



10 weeks into the programme my back pain completely dissolved. It's like complete freedom from something that has been terrorising you 24 hours a day."

Marcelo, Sword member

Sword delivers outstanding clinical outcomes...



↓ 62%
of members are pain-free**



↓ 64%
reduction in depression⁵



↑ 68%
increase in productivity⁶

The only digital solution proven to be as engaging and clinically effective — or more — as high-intensity in-person physiotherapy.

And frees our clients from exorbitant costs.

£1,931 savings per member⁷

¹ <https://www.england.nhs.uk/elective-care-transformation/best-practice-solutions/musculoskeletal/> ² <https://transform.england.nhs.uk/key-tools-and-info/digital-playbooks/rheumatology-digital-playbook/a-programme-for-patients-with-musculoskeletal-msk-conditions-who-want-more-movement-in-their-lives/> ³ International comparisons of the prevalence of health care for musculoskeletal disorders using population-based health care data from England and Sweden. Jordan, K P, et al. *Annals of the Rheumatic Diseases*, 2014, Vol. 73. * Sword Blog H1 2023. ⁴ <https://www.mdpi.com/2227-9032/10/8/1595>; <https://www.dovepress.com/getfile.php?fileID=77474/> for depression; *J Pain Res.* 2022 Jan 8;15:53-66. doi: 10.2147/JPR.S343308. ⁵ *Musculoskelet Sci Pract.* 2023 Feb;63:102709. doi: 10.1016/j.jmsksp.2022.102709. ⁷ Validation Institute, Validated Financial Savings to the Plan

**% of members who started our programmes with moderate to severe pain and that, by the end of program, have no or only mild pain