



## **Back pain affects a huge number of people.**

It is reported that 8 out of 10 people experience back pain at some point in their lifetime <sup>1</sup>, and 1 in 3 people will have back pain on any given day <sup>1</sup>.

There are varying levels of severity:

- Some cases settle within a few days, requiring little intervention.
- Other episodes take longer, improving considerably within a month, yet often not settling completely <sup>2</sup>.

Sadly, there is a high chance that someone who experiences back pain for the first time will go on to develop a chronic condition, that is pain which has persists beyond 12 weeks.

- 7 out of 10 of back pain patients experience at least one relapse within 12 months <sup>2</sup>.
- Lower back pain is responsible for around 25% of all chronic pain cases <sup>3,4</sup>.
- 16% of back pain patients are still not able to work 1 year after their injury <sup>5</sup>.

## **What is going wrong?**

Time and money.

Effective treatment for back pain needs to be delivered as soon as possible.

- Waiting lists for NHS treatment are getting steadily longer. After 6 weeks, improvement from back pain slows considerably <sup>6</sup>.

Private treatment is available without waiting lists but is considerably more expensive to the patient or employer.

## **The missing link**

BackPain.online is designed to fill the gap between NHS provision and private services.

- Our digital therapy programmes are personalised to the patient, delivered within minutes, and at a price that everyone can afford.
- Our content follows the same guidance that the NHS and private sector has spent millions on developing.
- No more hunting around the internet for poor advice from untrustworthy sources.