



How can BackPain.online help me?

The gold standard in looking after a patient with back pain is for them to spend time with a good practitioner, one to one, within the first few weeks of the injury occurring. That way the patient can:

- Understand the diagnosis that has been made
- Be given advice and recommendations of what to do
- Start a rehabilitation program

Why does everyone not get this?

Time and money.

- NHS back pain care is provided for free, but waiting lists are long and getting longer. By the time a patient has been referred to physiotherapy, their condition is likely to have already passed the 12-week mark that signals the development of a chronic condition.
- Private back pain care is quicker to access, but the cost can be considerable and therefore out of reach for many.

Where does BackPain.online fit in?

Our therapy programmes are very affordable.

- miniESSENTIALS offers basic injury advice for FREE
- ESSENTIALS will guide patients through a moderate injury for £20
- mySMARTtherapy is for serious and long-term conditions, with a £7.99 monthly fee (or £79.99 for 1 year)

Our therapy programmes are ready for patients to start within minutes of visiting our website. Users gain access to education about their injury, advice and recommendations, and vital rehab exercises.

But does it work?

After 14 days:

- 57% of our users report "I'm doing more than when I started, including at work and in general life"
- 44% report "I feel I'm moving better having done the rehab I've seen in my programme"
- 26% report "I'm sleeping better or waking up feeling better"

After 30 days:

- On average, our users report a 3.6 out of 10 average pain scale reduction
- 64% report "I'm more confident about managing my back pain now I understand my back better"