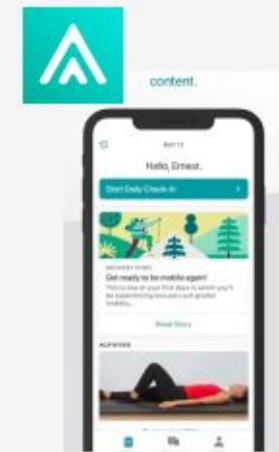
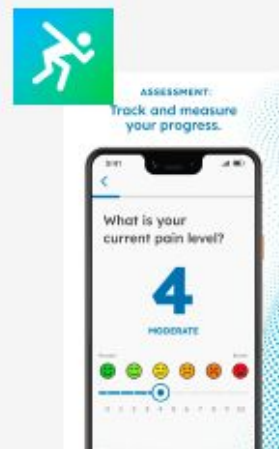


Competitive Analysis: Finding the Gap

- 3 of the apps connect the user to a PT
- All 4 provide progress tracking with clinically validated assessments + exercise videos
- 1 app (Joint Academy) offers **social accountability** with patient community groups
- **Lack of motivation management:** 1 offers daily encouragement but still depend on user to have that motivation to begin with (unguided internet-based self-help)
- Little to no specific attention placed on addressing negative psychological responses



*Ratings from the app store



Joint Academy
4.6/5 (460 ratings)



Bardavon Rec.
3.7/5 (121 ratings)



Curovate
4.0/5 (63 ratings)



Rally Recover
N/A

Features

- Personalized license PT
- Education + interactive lessons
- Video guided exercises
- Progress tracking with clinically-validated assessments
- Patient community groups

- Daily evidence-based lessons
- Progress tracking with clinically-validated assessments
- Video-guided exercises
- SMART Motion Coach technology

- Personalized licensed PT
- Video guided exercises
- Progress tracking with clinically-validated assessments
- Weekly goals/daily reminders

- Daily questions to assess progress
- Personalized licensed PT
- Video guided exercises

Strengths

- 1-on-1 chat support from a licensed physical therapist
- **Real social accountability**; option to join a group and work together to improve pain and share experiences

- Motion tech. provides real-time feedback on exercises
- Wellness aspect: provides meditations + nutritional information to maintain overall health during recovery

- 1-on-1 chat support from a licensed physical therapist
- Daily encouragement to maintain motivation
- Measurement tool to track knee's ROM
- ACL specific (pre/post-op)
- Affordable...?

- Connects user directly to providers and care team through **chat**
- **Daily check-ins** with questionnaires

Weaknesses

- Requires insurance coverage
- Not ACL Specific
- **Little focus on mental health**

- **No support from PT**
- Requires referral from doctor or provider
- **No social accountability**
- Poor user reviews (UI)
- **Some focus on mental health**

- Requires subscription
- Mid UI design
- Not realistic or long term feasible (customer review)
- **No social accountability**
- **Little to no focus on mental health**

- Only available to eligible patients enrolled by their provider/insurance
- **No social accountability**
- **Little to no focus on mental health**