

# PainSpot

## Digital Risk Assessment for Musculoskeletal Pain

Updates, Enhancements, Planning

Prepared for:  
EULAR  
June 2019



# PainSpot History

Millions of people search online every day to learn what's causing their pain.  
PainSpot can help get them diagnosed faster.

## How PainSpot Works:



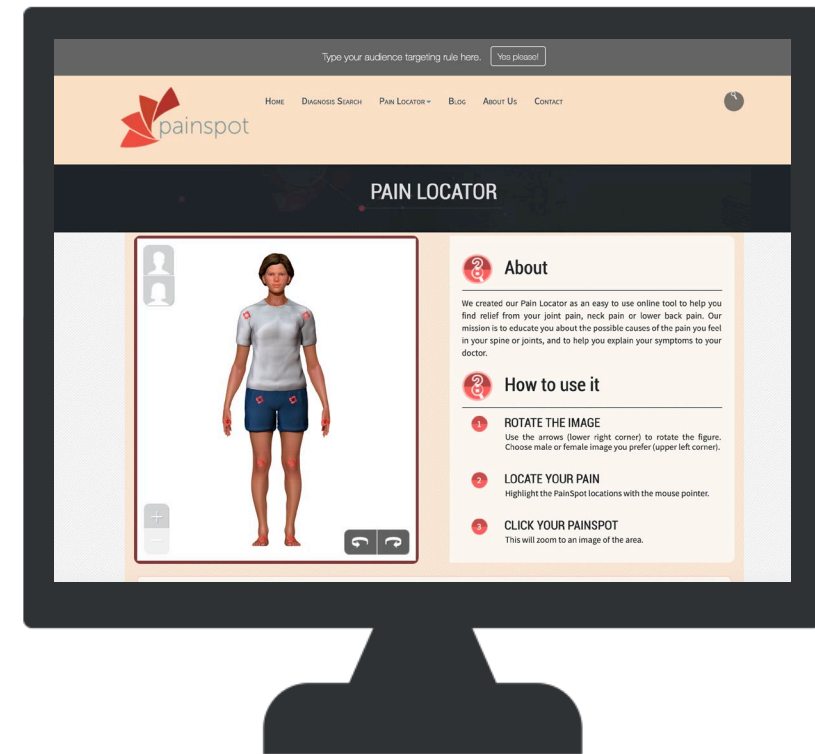
Select a painful area by clicking on it



Answer simple questions about your pain



Learn about conditions for which you may be at high to moderate risk



# PainSpot Updates and Enhancements

## Modern Design



## Smart User Experience



## Fresh Content



## Deep Engagement



- Modernize design to increase engagement and trust
- Improve user experience so PainSpot is simple and easy to navigate
- Update content to align with CreakyJoints mission

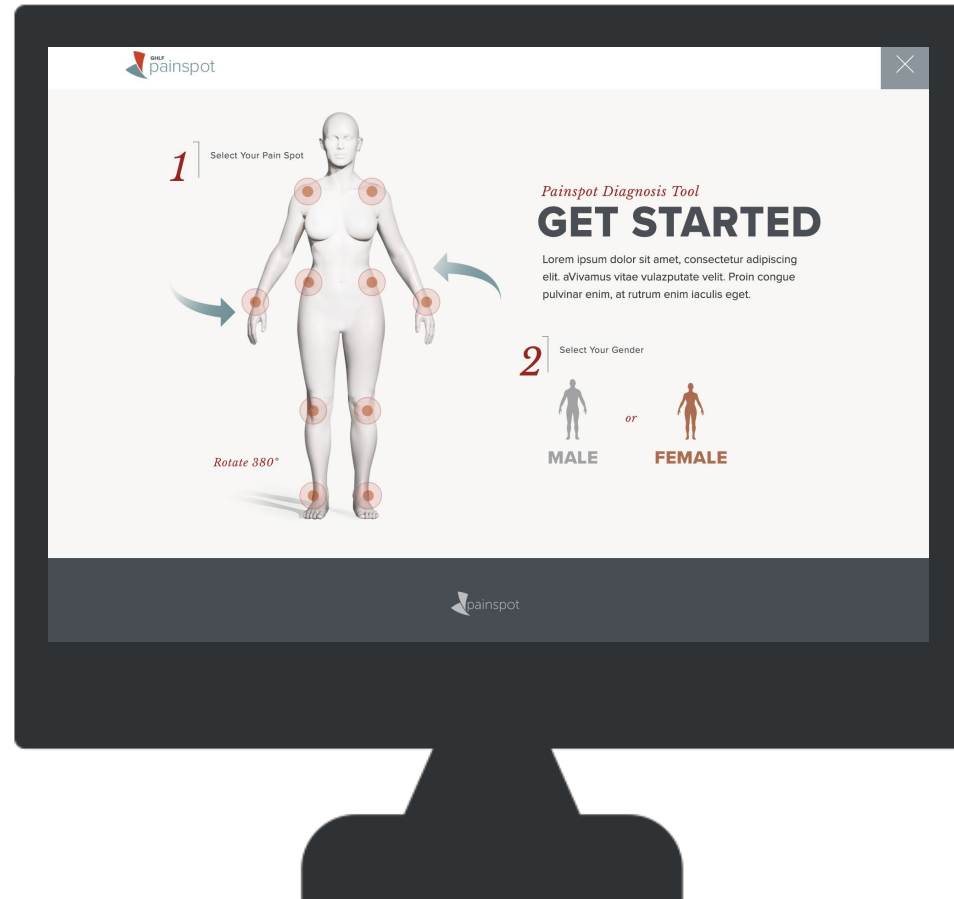
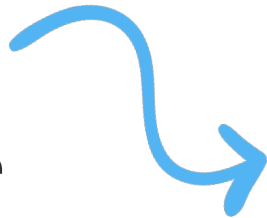
- Create mobile-friendly version
- Add new diagnoses (axial spondyloarthritis, psoriatic arthritis)
- Utilize email capture to provide personalized resources



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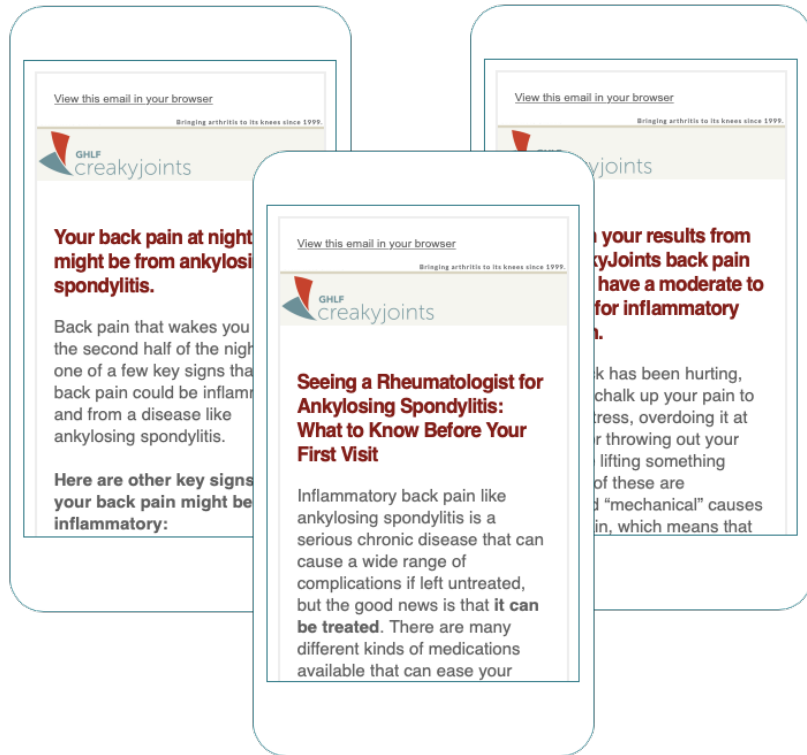
## User Interface/User Experience

PainSpot  
Sample  
Quiz Page



# PainSpot Updates and Enhancements

## Education & Support



Capture PainSpot email addresses



Send personalized email courses



Encourage seeing a doctor to get a diagnosis



Drive registrations on CJ to learn diagnosis



Share resources for disease and lifestyle management



Connect to rest of the GHLF community (ex: ArthritisPower)

# PainSpot Updates and Enhancements

## Future Changes

PainSpot has enormous opportunity to work with health care providers and researchers to accelerate and improve the diagnosis process.

- **Integration with ArthritisPower**
- **Integration with health care providers and health care systems**
- **Add more diseases/risk assessments**
- **Algorithm enhancements**
- **Research to validate clinical utility**

