



Move More. Have Fun.
Feel Better.

Transforming any space into a therapeutic place

[#MakingPoolsDoMore](#) [#MakingGymsDoMore](#)

Good Boost Overview

- Good Boost is a multi-award winning social enterprise delivering personalised therapeutic exercise and supported self-management programs, with a focus on people living with musculoskeletal (MSK) conditions and wider multimorbidity
- Our classes and programs are designed for, **aqua rehab**, **aqua fitness**, **aqua-natal** & **land** exercise, enabling any leisure venue, gym, library, community hall or swimming pool to support diverse populations to be more active



Good Boost in action



everyone
ACTIVE



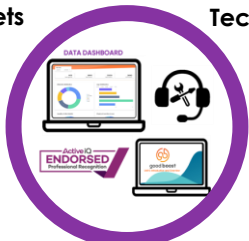
Parkwood
LEISURE



Tablets



Technology



Training



Gyms



Pools



Home



Supporting Venues



Create new and effective health & wellbeing services.



Create pathways between Doctors and Physios and Your Venues.



Engage new populations for new customers, members & revenues.



Deliver programmes without needing and on-site Physio or Level 4 Instructors.



Fully integrated outcome measure to evidence Your venues impact.

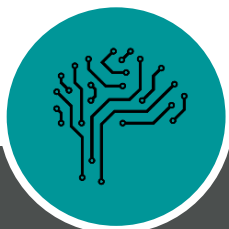
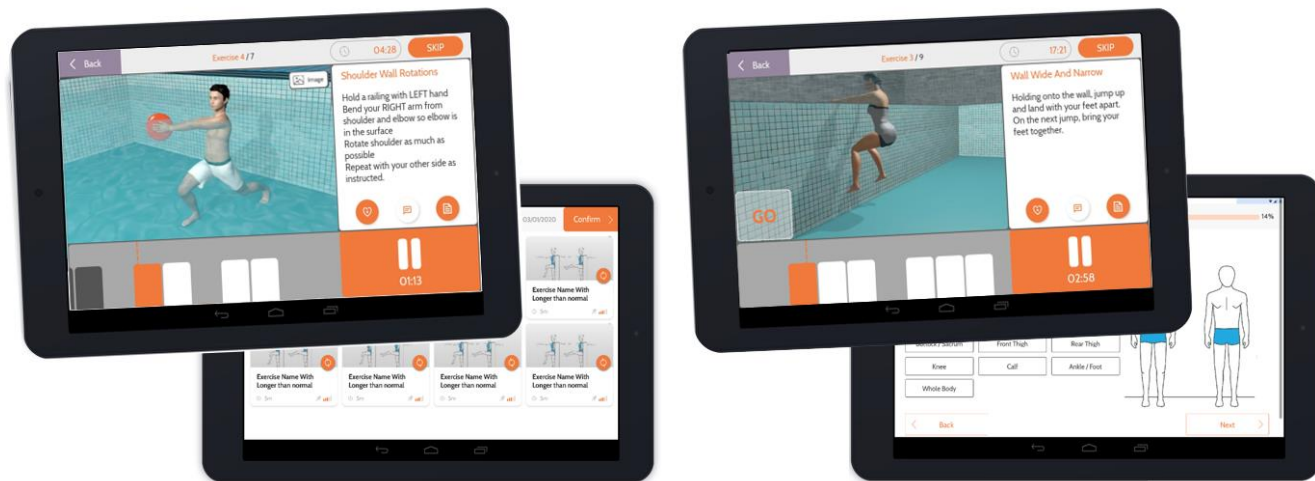


good boost

Pool-Side Solutions

A.I. PERSONLISED AQUA REHAB

World-leading aquatic technology for personalised aqua exercise programs



Individually-tailored
aquatic exercises
selected by AI



Exercises adapt and
respond to feedback
like a therapist



Options for individual
independent use and
group session delivery



Improves fitness,
pain, function &
quality of life



A fraction of the price of
an Aqua Physio or
private Aqua Instructor

BESPOKE EQUIPMENT SOLUTION

Custom designed waterproof tablets for wet-side and dry-side use



Option of raised stands for 24/7 poolside digital aqua exercise access



Waterproof



Clip charge



Floats



Built-in Stand



Rugged

BOOSTING SWIMMING POOL VENUES

Good Boost technology creates personalised aqua exercise sessions for individuals & groups, so that pools can support diverse customer groups and needs



AQUA FITNESS

Personalised fitness programmes to achieve exercise goals

Shallow-water and deep-water programmes

Include your pools aqua exercise equipment, to have exercises with paddles, fins, noodles, dumbbells & more



AQUA REHAB

Individually-tailored aqua rehabilitation exercises for a wide range of conditions

Effective for back pain, arthritis and joint problems such as rheumatoid arthritis

Exercises adapt session-to-session based on user feedback and progress



AQUA NATAL

Aqua natal classes for expectant mum's to be active in group or individual classes

Exercises designed on key pregnancy information, physical function, personal preferences and due date

Exercise programmes before & after birth for fitness, strength and wellbeing



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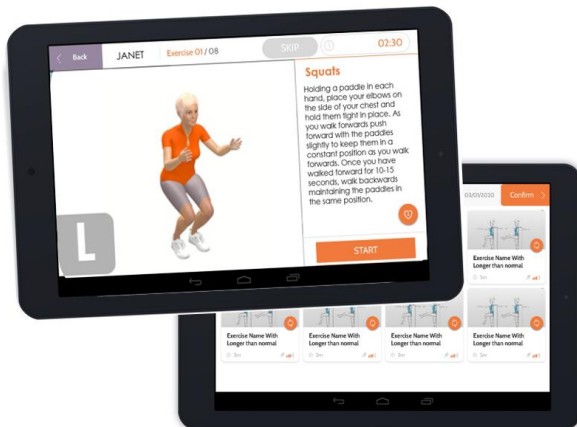
Dry-Side Solutions

A.I. PERSONLISED LAND EXERCISE

Our validated technology has been trained to support dry-side exercise programmes to support people to progress from water to weight-bearing exercise



LAND EXERCISE



Individually-tailored exercises selected by AI



Exercises adapt and respond to feedback like a therapist



Options for individual independent use and group session delivery



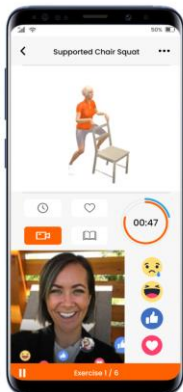
Improves fitness, pain, function & quality of life



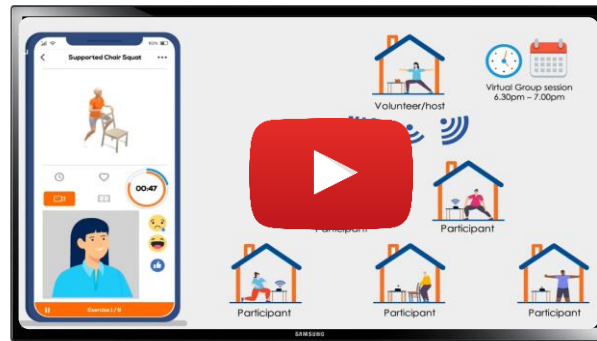
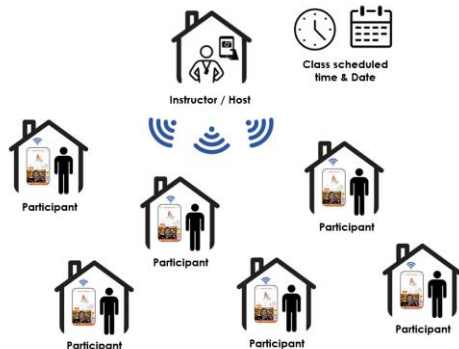
A fraction of the price of an Physio or private Exercise Instructor

VIRTUAL EXERCISE CLASSES <> Move Together

The Move Together app delivers personalised exercise in virtual classes for people at home, creating continuity between leisure centre sessions, offering greater value for members and customers



Example Group Session Overview



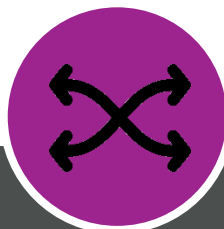
Video overview



Group classes from
1 - 1,000 attendees



Every participant has an
individually-tailored
exercise programme



Enabling mixed ability,
mixed conditions, body parts
and preference in the same



Peer-support,
emotional-support and
practical-support



Gamified group challenges
for deep motivation and
long-term engagement

AWARDS & ADVANTAGES

Multi-award winning



Eleven awards to date for rehab technology, A.I., 'Pool Product of the Year' 2020 & 2021, the Fit For Life Award 2021 and the GHP Technology Award 2022

A.I. clinically approved



Aquatic Therapy Association of Chartered Physiotherapists

Audits with the ATACP highlight Good Boost AI performs like a qualified therapist in selecting safe and appropriate exercises for people with joint conditions

Class 1 Medical Device & Approved Medical App



Good Boost is registered as a Class 1 Medical Device with CE certification mark, NHS certified and an Orcha Medical-App

Expert input & evaluation



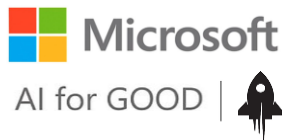
Clinical input from our rehab specialist academic partners for high quality research and independent data evaluation

International Partners



We're partnered with the World Health Innovation Summit (WHIS) who are co-ordinating the Social Prescribing Alliance in collaboration with the NHS & WHO

Microsoft Tech Partner



Good Boost is one of twelve organisations selected for Microsoft's 'AI for Good' programme creating pioneering technology development

Aquatic Partners



Good Boost is one of Swim England four pillars of the 'Water Wellbeing' programme. We work with Zoggs to promote the benefit of water with Good Boost

MSK & Health Partners



Charities work in partnership with Good Boost to develop technology and co-deliver community rehab services throughout the UK. Reckitt Benckiser support with visibility and WRA with international delivery

SUPPORTING HARD TO REACH POPULATIONS

59

average age
IQR* 42-71

29.5

average BMI
IQR* 24.3-35.7

1 : 2

Male : Female

41%

are 'non-swimmers'
or 'low confidence'

2

additional health
conditions

1/4

from low income
households

65%

register as
'physically inactive'

36%

report walking
mobility of 'less than
100m'



Older Adults



Inactive



Obese



Low-Income



Multi-LTHC

Supporting people with the highest risk of arthritis, hardest to activate groups and people experiencing health inequalities

HEALTH IMPACT

Transforming lives

Our users see significant improvements in pain, function and overall quality of life, equivalent to interventions such as physiotherapy, medication, and even surgery



- Pain



+ Function



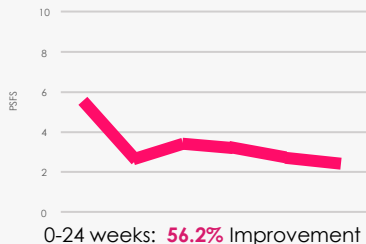
+ QoL



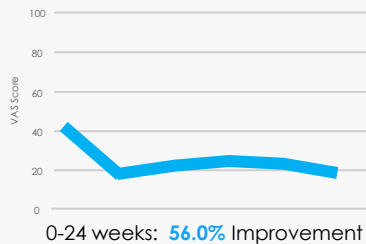
NHS [Case Study](#)



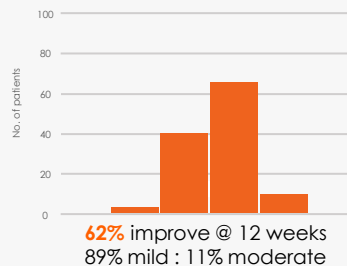
Patient Specific Functional Scale



Maximum Pain last 24-hours (VAS)



EQ5D – Quality of Life @ 12 weeks



£90k+

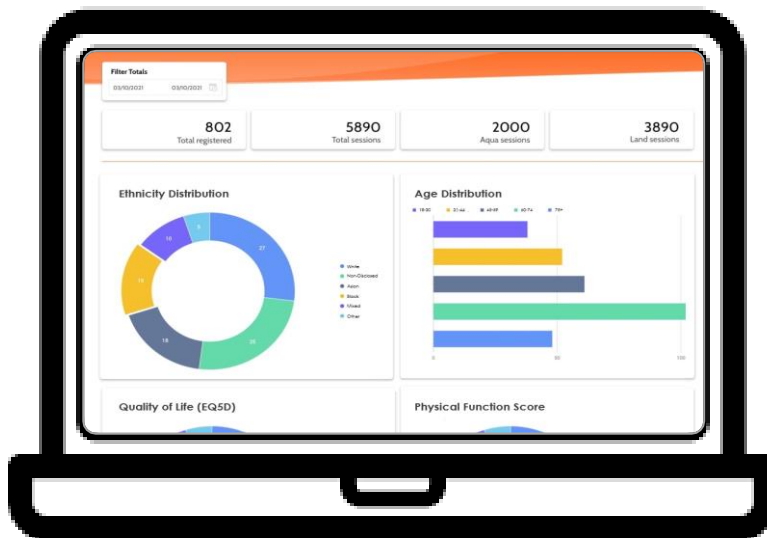
Of health savings per pool delivering Good Boost

Independent
Health-Economic evaluation



IMPACT DATA FOR YOUR VENUE

DATA DASHBOARD



- View total participants, total sessions overall health & wellbeing data (pain, function, quality of life)
- A dashboard for monthly data reviews that you can share with your team, local council, local health stakeholders, funders and centres members to highlight the aquatic activity, health & wellbeing impact being created in your venue



good boost

**Additional Info &
MSK Community Hubs**

National Delivery



160+ locations

Working with the NHS and the largest leisure operators in the UK



GOOD BOOST IS RE-DEFINING POOLS SOCIETAL VALUE

Good Boost creates an average of

£586

Of social value per participant

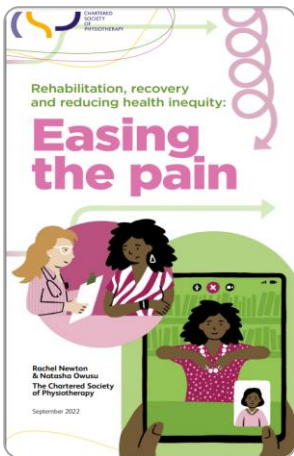
(avoided hospital costs, social care costs, health
intervention costs)

(that's **36%** higher than the average social value
delivered by a gym class or swimming)



NHS Case Study

Good Boost has been highlighted in an NHS case study as an example of best practice for delivering MSK supported self-management service in collaboration with Kings College Hospital Physiotherapy department in South London.



Chartered Society of Physiotherapy

Good Boost included as a case study as part of their 'Easing the Pain' report, highlighting our swimming pool based rehabilitation & wellbeing programme in Southwark

Case studies

Good Boost – pool-based rehabilitation in Southwark.

Launched in October 2021, Good Boost is a pioneering project in Elephant and Castle (London), one of the most deprived council areas in England.

Based in a local leisure centre, rehabilitation clinicians from King's College Hospital NHS Foundation Trust deliver supported self-management water-based exercise sessions for people with chronic musculoskeletal (MSK) conditions and those recovering from joint replacement surgery.

After just five months, two out of three participants reported an improvement in their health and there were significant improvements in people's functional capacity (increased 23%) and pain levels (reduced 22%).

This new community based project is one of the measures expected to cut waiting times for traditional community MSK services and help to reduce demands on other primary and secondary care services.

Participants include many of those who often miss out on rehabilitation. 80% are in the poorest two income quintiles, and 84% are black or Asian. Almost half live with another long term health condition. The programme is successfully appealing to people currently not involved in physical activity – 55% reported they were inactive before they started.

"I was having so much trouble with my hip keeping dislocating and just not getting any exercise. I'd got into a situation where exercise was just not something I would do, whether I'd got lazy or scared I couldn't do it. Good Boost runs in the pool just down the road from where I live, and having that structure gave me a bit more confidence, confidence that I can do it. Exercising is giving me more energy to do things and build up the strength I have lost."

Good Boost participant from King's College Hospital NHS Foundation Trust

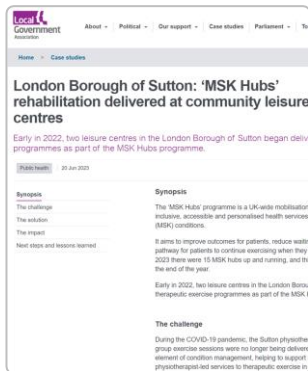


Chief Medical Officer's Annual Report 2023

It has been an honour to be included as a case study example in the CMOs, Sir Chris Whitty's annual report, highlighting Good Boost work in support healthy ageing and leading the 'MSK Hubs' programme.

Chief Medical Officer's Annual Report 2023: Health in an Ageing Society

Other programmes include two supported by the **UKRI Healthy Ageing Challenge: Good Boost**,⁴⁹ which is mobilising the UK leisure sector to deliver inclusive, accessible and personalised health services to address musculoskeletal issues and prevent falls by transforming local gyms into Community Musculoskeletal Hubs



Local Government Association (LGA)

The Local Government Association included a case study on our work in Sutton, working with multiple leisure venues and swimming pools to create a new supported self-management services in collaboration with the Sutton NHS Physiotherapy Department.



UK Swimming Industry Report 2023

It's been fantastic to be included in the UK Swimming Industry Report, with multiple mentions, including that it's Good Boost working in partnership with swimming pools which is resulting in new patient pathways to water-based options for therapeutic aquatic activity and self-management.

new partnerships with the likes of **Good Boost** show how pools can be harnessed to support the NHS.

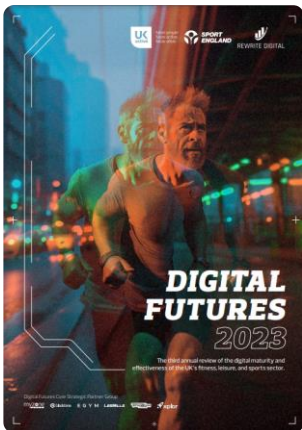


UK Government 2023 Sport Strategy 'Get Active'

Good Boost and our 'MSK Hubs' programme was included as the first case study example in the new Government sport strategy. The new strategy emphasises the importance of community spaces, such as gyms, pools and community venues, creating new health & wellbeing services to support the populations ability to treat, management prevent long-term health conditions.

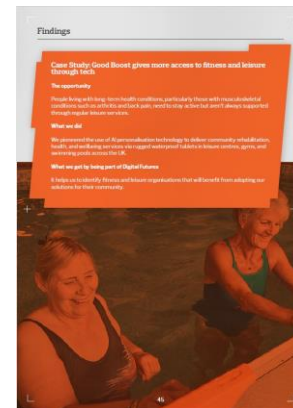
Musculoskeletal hubs in the community

Good Boost, UK Active, Orthopaedic Research UK, ESCAPE-pain, and Arthritis Action have joined forces to design a system-based approach to better integrate leisure facilities within the nation's healthcare infrastructure. This project turns leisure facilities into a locally accessible network of community 'musculoskeletal (MSK) hubs', supported by UK Research and Innovation funding.



Sport England & UK Active ‘Digital Futures’ Report

Sport England & UK active released their ‘Digital Futures’ report in November 2023. The report highlights the transition of the leisure, gym and swimming pool sector to incorporate more digital solutions and technology. Good Boost is included as a best practice case study example.



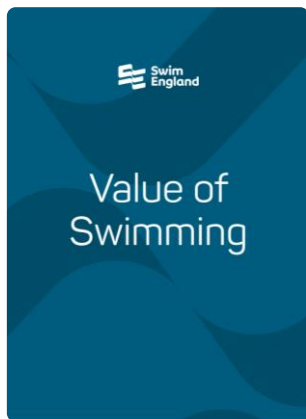
Good Boost included in The Guardian



The Generating Older Adult Lives Digitally (GOALD) programme delivered jointly Plymouth University and Sterling University investigated the adoption and accessibility of digital technology for older adults to support independent living and healthy ageing. Good Boost was highlighted as an example in the article.



📷 Ideas developed by GOALD's tester groups have included products such as a waterproof tablet (by Good Boost Ltd) to aid exercises in a swimming pool



Swim England 'Value of Swimming' Report 2023

Swim England 'Value of Swimming' report highlighted that pools in England create over 2.4bn of social value through swimming and aquatic activities. Good Boost was featured in the report, highlighting our contribution to creating health & wellbeing value, and reducing burden on health services, with our aquatic and land-based programmes.

One key element of the Water Wellbeing programme is the delivery of personalised therapeutic aquatic sessions for groups and individuals with musculoskeletal conditions and long-term health conditions through the Good Boost app.



Royal Society for Public Health

Good Boost and Swim England, jointly won the Royal Society for Public Health's, 2022 award for 'Community Health Development' and also won the 'awards of awards', being selected by the Minister for Public Health as their overall awards winner from all nominations in the RSPH 2022 awards.



THANK YOU

ben.wilkins@goodboost.org | www.goodboost.ai | 0203 488 4695