Bloom is your no-cost, **digital pelvic health** benefit.

1 in 3 women suffer from pelvic health disorders[1] including bladder issues, bowel dysfunction, and pelvic pain. Sword Health developed Bloom to give you relief with an easy-to-use, at-home pelvic therapy solution.

Here are some signs you may need pelvic therapy:

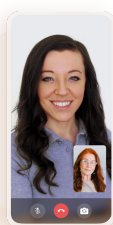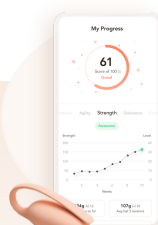| Leakage (bladder or bowel) | Pain or difficulty emptying bladder | You are, were, or are planning to be pregnant | Pain or pressure in the lower abdomen | Pain during or after intimacy |

What you get with Bloom

Expert Care

Bloom's Pelvic Health Specialists all have Doctor of Physical Therapy degrees and provide guidance throughout the program.

Innovative Tech

Women perform short pelvic-therapy sessions from home, using a safe, intravaginal pod that connects to a mobile app.
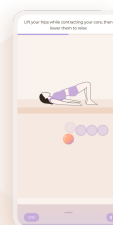
Real Results

Bloom sessions are fun and interactive. Members track progress and receive guidance through the app.

Activate your no-cost benefit today:

join.hibloom.com/schreiber

Available at no cost to all US-based partners, spouses, and dependents enrolled in a Schreiber medical plan, who are age 18+ with vaginal anatomy, as a part of your health plan benefits.

1 - Kenne, K.A., Wendt, L. & Brooks Jackson, J. Prevalence of pelvic floor disorders in adult women being seen in a primary care setting and associated risk factors. Sci Rep 12, 9878 (2022). https://doi.org/10.1038/s41598-022-13501-w

Scan to enroll

BLOOM

Frequently Asked Questions

Q. Who is eligible to participate in Bloom?

A. All members of the Schreiber medical plan with vaginal anatomy over age 18 are eligible to participate in Bloom virtual pelvic-health therapy.

Q. What is included in the Bloom program?

A. The Bloom solution consists of the following components:
- Pelvic Health Specialists, with advanced training in pelvic health, guide customized care for each member. All Bloom's Pelvic Health Specialists have Doctor of Physical Therapy Degrees.
- The Bloom Pod by Elvie: an intravaginal, medical-grade silicone pod that contains a sensor to share exercise data.
- The Bloom App: A mobile app to track real-time exercise and program progress and to access articles and resources.
- Tailored Program: Customized exercise sessions and educational articles addressing the member's specific pelvic-health needs and personal goals.

Q. How does the program work?

A. Programs are designed by our Pelvic Health Specialists, all of whom have doctors of Physical Therapy degrees. Programs are customized based on your pelvic symptoms. In general, programs are based on 3 sessions a week. Based on your needs, the program may be adjusted by your Pelvic Health Specialist

Q. How do I sign up?

A. Signing up is easy. Simply create an account on join.hibloom.com/schreiber and complete Bloom's onboarding questionnaire. You'll then be ready to meet your PT and receive your kit in the mail. You will then receive an email with the date and time of your video call with a Doctor of Physical Therapy. If you can't find the email in your inbox, please check the spam or the promotions folder of your email account.

Q. Why does Bloom use an intravaginal device?

A. Some women experiencing pelvic-health disorders have difficulties engaging (contracting and lengthening) their pelvic floor muscles. An intravaginal device is needed to accurately determine if the muscles are properly engaged and it provides real-time feedback in the app and to the Pelvic Health Specialist. External sensors do not accurately measure pelvic-floor contracting and lengthening.

Q. How do I access my personalized program?

A. The Bloom mobile app is your centralized hub for your program, where you can track your progress and chat with your PT. Make sure you have the Bloom app downloaded (available for download from Google Play or Apple Store), so you can log in from there.

Q. Who can I contact if I have questions?

A. If you have any questions getting logged on, technical support questions throughout the program, or answering onboarding or health questionnaires emailhelp@hibloom.com