



# Bloom is your digital pelvic health solution.

One in three women suffer from pelvic health disorders<sup>1</sup> including bladder issues, bowel dysfunction, and pelvic pain. Your Capital Blue Cross health plan gives you and eligible family members access to Bloom, a digital solution developed by Sword Health.



## Here are some signs you may need pelvic therapy



Leakage  
(bladder or bowel)



Pain or difficulty  
emptying bladder



You are pregnant  
or postpartum

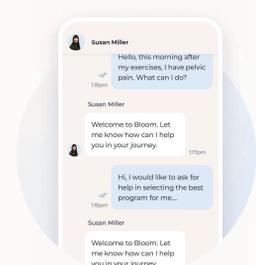


Pain in the lower  
abdomen



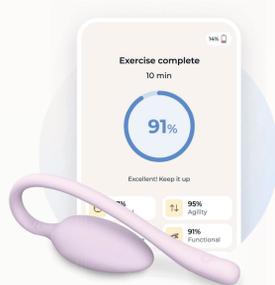
Pain during or  
after intimacy

## What you get with Bloom



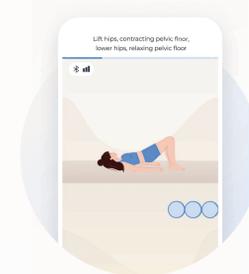
### Expert Care

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



### Innovative Tech

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



### Real Results

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

## Scan the QR Code to learn more or visit:

[sword.health/bloom/capitalbluecross/go](https://sword.health/bloom/capitalbluecross/go)



Available at no additional cost through your health plan to you and covered dependents, who are women age 18 or older.

Sword Health, Inc. is an independent company whose products and services are not Blue Cross products and services. Sword Health, Inc. is solely responsible for this digital pelvic health program. Healthcare benefit programs issued or administered by Capital Blue Cross and/or its subsidiaries, Capital Advantage Insurance Company®, Capital Advantage Assurance Company®, and Keystone Health Plan® Central. Independent licensees of the Blue Cross Blue Shield Association. Communications issued by Capital Blue Cross in its capacity as administrator of programs and provider relations for all companies.

<sup>1</sup> 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>