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**Press Release**

**For Immediate Release**

**Self-recovery app allows back pain sufferers to manage own route back to health**

*Interactive app for lower back pain set to revolutionise patients’ recovery journey*

**Monday 30th November 2015** – Lower back pain patients are, for the first time, being given the opportunity to self-manage their own recovery journey, thanks to an interactive internet and app recovery system launched today.

For less than the cost of a prescription, [getUbetter-lower back pain](http://www.getubetter.com/getubetterwebapp/gp/), supports patients in returning to full health via an app-based program, that will see them from day one of their injury, through to recovery and beyond, with or without the need to consult a doctor or health professional.

Developed by specialist physiotherapist, Dr Carey McClellan (PhD), the interactive app also supports GPs by empowering patients to self-manage their recovery, thus reducing the number of unnecessary NHS appointments.

McClellan comments: “Last year, as much as 7% of GP appointments in England were for back pain[[1]](#footnote-1), representing a cost to the NHS of over £1.1billion in GP appointments alone[[2]](#footnote-2); the potential savings to the NHS are therefore potentially huge.

“As a specialist physiotherapist, I understand how challenging it can be to offer the right support to back pain patients in a limited time; [getUbetter-lower back pain](http://www.getubetter.com/getubetterwebapp/gp/) combines clinical experience, evidence and technology to provide a safe and secure system to support patients when they are not with their GP or healthcare professional. In a nutshell, getUbetter’s lower back pain app allows GPs review their patients, while we support the recovery process.”

Dr Jon Dallimore MRCGP MSc MCEM FFTM RCPS (Glasg), who is a GP as well as a specialty doctor in emergency care says: "I am more than impressed by the getUbetter® application.  It is clear and very easy to use, gives straightforward advice for patients and I know my GP colleagues will also recognise that it represents a significant self-help tool to guide and reassure patients."

[GetUbetter-lower back pain](http://www.getubetter.com/getubetterwebapp/gp/) is the first in a series of online and recovery apps, allowing patients to take control of their route to recovery.

**getUbetter key features:**

* £4.99 to access via smartphone, tablet and online
* Apple / Android compatible
* Easy to use allowing users to follow their own recovery program
* Allows GPs to make the most of their face time with patients and actively helps to reduce patient visits
* Supports patients when not with their doctor and advises when to seek additional/face-to-face medical help
* Lets patients know what’s normal, what to expect and how to get better day-by-day
* Safe, secure and responsive to your needs
* Free access to getUbetter’s treatmentZONE

For further information, please visit [www.getubetter.com](http://www.getubetter.com) or contact Lucy Sainsbury on [lucy@lucysainsburypr.co.uk](mailto:lucy@lucysainsburypr.co.uk) or Vicky Hares on [vicky@getubetter.com](mailto:vicky@getubetter.com)

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Parsons et al A Heavy Burden. The occurrence and impact of musculoskeletal conditions in the UK today. The University of Manchester. 2011.

2 Estimated costs from: Lesley Curtis Unit Costs of Health and Social Care. http://www.pssru.ac.uk/project-pages/unit-costs/2014/index.php. (Accessed on 20/11/15). 2014.

1. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)