AT2030 Venture Spotlight Series

Scaling assistive technology innovation

This AT2030 Spotlight Series profiles growth-stage assistive technology businesses developing practical technologies and business models to meet unmet access needs at scale. Each case study explores the problem they are addressing, the model they are building, the evidence behind their work, and how AT2030, GDI Hub and GDI Accelerate are supporting their growth trajectory.

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Global Disability Innovation Hub | GDI Hub Accelerate

JOGO Health

Digital therapeutics for chronic pain and neuromuscular conditions, designed to reduce reliance on medication

2
Markets: US and India

FDA
Cleared digital therapeutics platform

Harvard
and Mayo Clinic affiliated trials

15+
Peer-reviewed publications supporting the approach

JOGO Health is a digital therapeutics company developing a platform for chronic pain and neuromuscular conditions that aims to reduce reliance on medication and invasive procedures. Operating across the US and India, the company combines wearable muscle sensors, guided therapy, and remote clinician oversight to support ongoing treatment beyond the clinic.

Their work focuses on extending care between appointments, enabling patients to continue structured therapy at home while remaining connected to their clinical team. In doing so, JOGO responds to a growing need for non-pharmacological approaches to long-term condition management.

The Problem

Chronic pain and neuromuscular conditions are often managed through a combination of short clinical sessions and medication. This leaves long periods between appointments where patients have limited support to continue therapy or adjust their treatment.

As a result, care becomes reactive rather than continuous. Many patients rely heavily on medication to manage symptoms, while underlying functional issues remain insufficiently addressed.

At a system level, this model is costly and difficult to scale. It depends on specialist time, which is limited, and does not provide a practical way to support patients consistently over the long term.

The Innovation

OGO combines wearable muscle sensors with software-guided therapy to support structured rehabilitation outside the clinic. Patients complete exercises at home, receiving real-time feedback, while clinicians monitor progress remotely and adjust treatment as needed.

Rather than replacing clinicians, the platform extends their reach, allowing them to guide more patients over longer periods of time. This creates a more continuous model of care, where therapy happens regularly rather than only during appointments.

The approach also supports a shift away from medication-led management, positioning guided therapy as a central part of long-term care.

Why it Works - Delivery Model

JOGO is designed to integrate into existing care pathways, working with clinics, health systems, employers, and payers. Patients use the platform at home, while clinicians provide remote oversight and adjust treatment protocols.

This allows providers to support more patients without increasing in-person workload, while maintaining clinical involvement and accountability. The model is being adapted across different markets, with variations in pricing and delivery to reflect local healthcare systems and levels of access.

Evidence and Traction

JOGO has built a substantial evidence base, including more than 15 peer-reviewed publications and clinical work in settings affiliated with institutions such as Harvard and Mayo Clinic. This has helped position the company as a credible non-pharmacological option in areas where health systems are actively seeking alternatives to medication-based pain management.

Its traction reflects clinical validation and real-world relevance. Chronic pain remains widespread and costly, and existing care models often fail to provide continuous support. JOGO addresses this gap by extending guided therapy into the home while maintaining clinician involvement.

The platform also captures reductions in caregiver time alongside patient progress. This helps frame its value in practical terms, reducing care demands and supporting greater independence over time.

GDI Hub Support and Engagement

Engagement with GDI Hub has focused on clarifying JOGO's path to scale, particularly in identifying priority use cases and early adopter markets. This has included refining where the platform fits most clearly within existing care pathways, and what evidence is needed to support adoption in each context.

Work has also supported the development of a more structured approach to provider onboarding and training, alongside early exploration of how the model can be adapted for lower-income settings.

Wider Implication

JOGO highlights a broader shift in healthcare: moving from episodic, clinic-based care toward more continuous, distributed models of treatment. It also underscores the importance of alternatives to medication in managing chronic conditions. As health systems face rising costs and growing demand, solutions that combine clinical oversight with scalable, home-based care are likely to play an increasingly important role.

At the same time, JOGO shows that adoption depends not only on clinical evidence, but on how well new models align with existing systems of reimbursement, workflow, and long-term care delivery.

GDI Accelerate is GDI Hub's platform for strengthening the systems that help inclusive innovation reach scale. The 'GDI Accelerate Growth Sprint' supports high-potential growth-stage assistive and accessible technology ventures through diagnosis, strategy refinement and investment-readiness planning, generating tailored support plans within GDI Accelerate's market-access and enterprise-strengthening model.

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Bios

Siva Nadarajah
President and Co-founder

Siva Nadarajah is the President and Co-founder of JOGO Health, a digital therapeutics company specializing in AI-driven, non-invasive treatments for neuromuscular conditions, chronic pain, and pelvic floor disorders. He is a seasoned health-tech entrepreneur with over 23 years of experience in the pharmaceutical and healthcare technology sectors.

Sanjai Murali
CEO and Founder

Sanjai has dedicated the last ten years of his life to working with leading clinical researchers, game designers, data scientists, and rehab professionals from various research institutes across the world to create JOGO — the first-ever digital therapeutics product that used the science of EMG biofeedback to treat neuromuscular diseases. Sanjai has over 20 years of experience in developing and marketing technology solutions and has a US patent.