

MSKPN Strategy “Good practice is good business”

Mission: To provide a collective voice | To drive and leverage a quality and customer focussed agenda to enable private organisations providing MSK services to be more commercially successful

Positioning: A trade association that benefits its members by seeking to define the gold standard (for outcomes and customer experience) and thus improve the commercial advantage to them of being excellent

Values: Expert | Quality | Evidence based | Commercial | Consumer centric | Agile

Purpose

- To be the gold standard / To define the gold standard | To build and share a body of evidence that informs our future strategy
- Leverage the data collected on the economic benefits to patients and commissioners of engaging with MSK services
- Drive change in the MSK sector, to educate insurance providers and consumers what good looks like and why they should be paying more for our services
- Influencing private medical insurers | commissioners | purchasers and educating consumers on primary and secondary prevention of MSK problems
- Provide commercial expertise and network support
- Be the voice of independently owned MSK organisations | Understand and support the unique challenges that independent private organisations face
- Improving the image of independent sector with regards recruitment
- To grow the market through education and expertise

MSKPN will fulfil its purpose through focusing on 3 key areas

1. Quality Agenda – Establish the Gold standard in MSK service delivery via MSKPN evidence-based outcomes programme
2. Commercial Know How - Share best practice
3. Network Support – Infrastructure to support and encourage the MSKPN community

Membership

Membership is open to any organisation whose primary activity is the provision of private MSK services, who will be prepared to learn, change, adapt and be transparent

Tier 1 – Strategic Forum

Introductory Price £ 3,000 p/a moving to £5,000 per annum from 1st December 2020

1. Participate in the set-up of the 'Quality Agenda' to ensure The GOLD standard in MSK service delivery via an evidence-based outcomes programme
2. Influence the strategic direction of MSKPN to: Drive better understanding for the public on the benefits of MSK services | Grow the market | Encourage consumers to see MSK treatment as a proactive lifestyle choice | Persuade consumers to invest in their health through pre-habilitative as well as needs-based MSK treatment
3. Invitation to: Strategic Forum Dinners – 4 a year | Board meetings 2 per year and the option to be put forward for directorship | Have input into members surveys
4. Your company Logo and Bio on the MSKPN website

Tier 2 – Members Forum

Price £40 p/a

1. Quality agenda: Shared insights regarding outcome of quality programme
2. Access to 4 calls a year, to be scheduled once a quarter focused on Sector Updates | Network / Commercial Support