

## **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 through webinars, workshops and working sessions
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. Fees are valid until 30 September 2021.

### Tier 1 – Strategic Forum

Introductory Price £ 3,000 p/a moving to £5,000 per annum from 1<sup>st</sup> 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 a year and option and if relevant 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