



## **Upswing Health Adds New Advisory Board Members to Help Shape the Future of AI-Driven Orthopedic Care**

*Advisors extend the company's deep expertise across healthcare, sales, and business development functions*

**Stamford, CT - April 23, 2024** - Upswing Health, the physician-founded musculoskeletal (MSK) AI-driven virtual orthopedic company, today announced the addition of two experienced executives to its Advisory Board. Upswing Health's virtual care platform was created by orthopedic surgeons to provide patients with immediate access to care with AI-based symptom assessment screening, on-demand consultations with certified athletic trainers, and telehealth visits with the company's orthopedic physicians. New Advisory Board members, David Balinski and Mike Gullickson, will join an esteemed group of experts advising Upswing Health on its growth strategy and building a deeper pipeline for business development.

### **New Advisory Board Members**

#### **David Balinski**

David has extensive experience in healthcare innovation and in consulting with health plans, employers, and employee benefits providers. He has vetted and tested most of the solutions on the market today and works to provide tools that have substantial benefits to employees and employers. His ultimate goal is to drive value by eliminating waste from the healthcare delivery system.

"I've seen front-end orthopedic solutions in the past, but none have been able to deliver visits within 15 minutes, 7 days a week. Upswing Health can effectively triage because they help the member quickly determine their best course of action," said David Balinski, Advisory Board Member for Upswing Health. "Upswing Health can rapidly assess whether the injury needs urgent attention or coordinate a visit with an orthopedic specialist within 24 hours."

#### **Mike Gullickson**

Mike has spent his career in growth positions fostering business development and sales for healthcare companies. He has worked as a CEO for digital health companies and as a Chief Growth Officer within the insurance industry to drive sales, distribution, and business development strategies. His extensive network of employers, healthcare plan leaders, and employees of self-insured employers has already made him a trusted resource for the Upswing Health team.

"Upswing Health provides the major missing front end component in the MSK ecosystem. Physical therapy and/or surgery are not and should not be the only options available to employees," said Mike Gullickson, Upswing Health Advisory Board member. "I am incredibly excited about what I've seen from Upswing Health already and look forward to delivering value across the sales function to continue to drive their growth and momentum."

## The Upswing Health Difference

"At Upswing Health, it quickly became apparent that we needed to scale and grow the team, and align with the best experts to assist with the business development and sales functions of the company," said Dr. Jay Kimmel, Co-founder and CEO of Upswing Health. "The addition of David and Mike to our Advisory Board extends the deep expertise and diverse perspectives of this impressive group. I feel even more confident than ever that we will continue the growth and momentum that we're seeing."

Upswing Health has created significant improvement for the treatment of MSK injuries and conditions resulting in:

- **Lower Costs:** Employers save an average of \$1,100 per engaged member. Why? Upswing Health reduces utilization of MSK services by 38%.
- **Better Access to Care:** Employees love to connect with an Upswing Health orthopedic professional from anywhere, anytime, whenever they or their family member experiences pain. No surprise that Upswing's Net Promoter Score is 85. With Upswing's AI-based injury assessment tool, they never have to worry about what's wrong while waiting to see a doctor.
- **Less Time Off from Work:** When people don't have to wait to see a doctor, run to get an MRI, or wait for a referral to find out what's wrong and how to begin rehabilitation, not only are fewer healthcare dollars spent, but less workdays are wasted with physician office and laboratory visits.

## About Upswing Health

Upswing Health is a healthcare company founded by orthopedic surgeons, created to solve the waste and inefficiency of America's multi-billion-dollar crisis in musculoskeletal (MSK) care with a radical re-invention of the delivery system – for individuals and employers. The company replaces the current model which forces patients to struggle through time-consuming, inefficient and costly choices for their care. Upswing Health's digital platform exchanges that broken system with a better way using a proprietary symptom assessment tool that first directs patients to an Athletic Trainer Coach and then orthopedic physicians as the virtual front-door to MSK care. This resolves more than 80% of all low and medium acuity cases. Those with more complex conditions are rapidly triaged. Patients stay in Upswing Health's ecosystem for the entirety of their journey – from prevention to diagnosis and recovery. For more information on Upswing Health, please visit: <https://upswinghealth.com>.

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