



Upswing Health and BowTie Medical Join Forces to Offer Employers Comprehensive Orthopedic and Direct Primary Care Solutions

Stamford, CT - January 30, 2025 - [Upswing Health](#), a leading virtual orthopedic population health management company, is excited to announce a strategic pilot program in partnership with [BowTie Medical](#), an innovative virtual direct primary care provider delivering BowTie Health Guardianship™ to the market. This Health Guardianship program delivers a completely integrated approach, combining primary and specialty care providers like Upswing with health coaches and nurse navigators into one seamless member care delivery experience.

The pilot will evaluate how this strategic collaboration can create a pathway for all plan sponsors to effectively and predictably manage two of their major cost drivers – chronic medical conditions and orthopedics. BowTie’s comprehensive Health Guardian services, when fully deployed, saves 30-50% of total cost of care. Recent data has shown that Upswing’s population health model reduces orthopedic expenses by an impressive 56%, while also improving clinical outcomes.

Together, the companies aim to redefine how plan sponsors can support their employees' health through this groundbreaking integration of high-quality primary care and targeted orthopedic management.

“This pilot program is an exciting step forward in transforming employee healthcare,” said Dr. Jay Kimmel, Chief Executive Officer of Upswing Health. “By combining BowTie Medical’s commitment to personalized primary care with our proven ability to strategically manage orthopedic conditions, we’re providing a combined solution that addresses three critical needs for employers and their workforce: convenient access, high quality care, and cost-effectiveness.”

BowTie Medical CEO Dr. Firouz Daneshgari added, “We are thrilled to partner with Upswing Health to offer a comprehensive healthcare solution that empowers employees to access the care they need when they need it while helping employers manage their healthcare budgets more efficiently. Upswing’s approach to MSK care delivery aligns perfectly with BowTie’s Health Guardianship model, extending the reach of the primary care team safely and more effectively than what occurs today in the current healthcare system. Together, we’re providing innovative care that aligns with the evolving needs of today’s workforce.”

The three-month pilot program will focus on delivering measurable outcomes for participating employers, demonstrating how this integrated approach can drive better health results and significant cost savings.

About Upswing Health

Upswing Health is an orthopedic population health management company founded by orthopedic surgeons, created to solve the waste and inefficiency of America's multi-billion-dollar crisis in orthopedic 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 orthopedic 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>.

About BowTie Medical

BowTie Medical launched in 2014 in response to the disturbing trends our founder, Dr. Firouz Daneshgari, experienced firsthand in the delivery of healthcare to our members and their families. BowTie Health Guardianship™ improves access and quality of care, while reducing risk through the improvement of health outcomes, resulting in a dramatic reduction in the cost of delivering care. Health Guardianship attacks the waste and hidden harm hiding within the current healthcare delivery system. BowTie achieves this by creating an independent interdisciplinary team of dedicated primary care providers, specialists, nurses, health coaches, and concierge resources working together as one integrated team. This approach enables our primary care team to safely and effectively deliver over 90% of all care needs and creates a solution that delivers care for \$100 per person per month across the globe. For more information, visit <https://www.BowTiemedical.com>

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