



Upswing Health Partners with Trinity Marketing Services to Deliver High-Value Musculoskeletal Care to Self-Funded Employers

Stamford, CT - October 15, 2025 - Upswing Health, a physician-founded virtual orthopedic company redefining musculoskeletal (MSK) care using AI-driven technology and orthopedic specialists announced a new partnership with Trinity Marketing Services, a leading provider of self-funded, level-funded, and advanced funding solutions for employers. The collaboration officially launched this month, and is designed to help employers better manage healthcare risk, lower costs, and improve access to high-quality MSK care for employees. MSK remains a leading driver of healthcare spending for plan sponsors.

Through this partnership, Trinity Marketing Services will offer Upswing Health's evidence-based MSK solutions as part of its portfolio of high-value digital health services. Upswing Health's virtual care model connects patients with athletic trainers and orthopedic physicians for rapid assessment, triage, and ongoing management helping reduce unnecessary imaging, specialist visits, and surgeries.

"By integrating Upswing's unique virtual MSK platform into Trinity's employer offerings, this partnership provides a powerful way to improve outcomes and control spend," said Dr. Jay Kimmel, CEO of Upswing Health. "Together, we're enabling self-funded employers the ability to achieve better value for every healthcare dollar while delighting their employees with convenient access to MSK care."

"Access to quality specialty care is becoming a greater problem in America, so we are excited to partner with Upswing Health to give our members better and quicker access to orthopedic surgeons when a musculoskeletal issue arises," said McCain Ashurst, MD, FACOG, MBA, CEO of Trinity Marketing Services.

Upswing Health has created significant improvements in both the assessment and treatment of orthopedic injuries and conditions to benefit employers and their employees:

- **Lower Costs:** Upswing Health reduces orthopedic spend by an average of 56%.
- **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. With Upswing's AI-based injury assessment tool, your employees never have to worry about what's wrong while waiting to see a doctor or see an orthopedic specialist.

- **Less Time Off from Work:** When injured employees or family members don't have to wait to see an orthopedic physician, run to get an MRI, or wait for a referral, fewer healthcare dollars are spent, and less workdays are lost with doctor office visits and laboratory work.

The partnership underscores both organizations' shared commitment to innovation in healthcare delivery and sustainable cost management.

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 orthopedic care with a radical re-invention of the delivery system – for individuals and employers. The company replaces the current model that forces patients to struggle through time-consuming, and costly alternatives 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>.

About Trinity Marketing Services

Trinity Marketing Services is a total healthcare partner that empowers employers with integrated self-funded benefit solutions. Fragmented benefits drive up costs and create headaches for employers. Trinity solves this by unifying every part of the health benefits ecosystem under one roof. Our fully integrated model streamlines access to care, plan administration, finance, and member services – delivering real savings, smoother operations, better experiences, and healthier outcomes. For employers seeking a simpler, smarter benefits strategy, Trinity's fully integrated model turns healthcare from a cost center into a competitive advantage. For more information please visit <https://trinitymarketing.services>

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