

Upswing Health and HealthMe Partner to Deliver Full-Spectrum Musculoskeletal Care

Partnership connects members to transparent, bundled direct-pay pricing for orthopedic evaluations, imaging, procedures, and surgery nationwide—completing Upswing's end-to-end MSK model for self-insured employers

Stamford, CT – September 1, 2026 – Upswing Health, a virtual-first orthopedic and musculoskeletal (MSK) care company serving self-insured employers nationally, today announced a strategic partnership with HealthMe, the physician-founded direct-pay healthcare platform that enables transparent, bundled pricing for musculoskeletal care. Together, the companies give Upswing members a connected pathway from virtual assessment and conservative treatment through in-person orthopedic evaluations, imaging, procedures, and surgery—with upfront pricing and nationwide access.

Upswing's model combines athletic trainers, orthopedic physicians, and proprietary diagnostic technology to resolve low- and medium-acuity MSK issues quickly and affordably, helping members avoid unnecessary emergency-room visits, imaging, and specialist care. For the roughly 15% of members whose conditions progress to specialty care, the HealthMe partnership adds a clear, coordinated path to participating orthopedic providers across the country. Members and employers gain visibility into both the next step in care and its cost before treatment begins.

"This partnership fulfills our mission of end-to-end MSK care," said Dr. Jay Kimmel, Co-Founder and CEO of Upswing Health. "We designed Upswing to resolve many conditions early and appropriately, avoiding unnecessary ER visits, imaging, and specialist care. But when a member needs an orthopedic specialist, a procedure, or surgery, that next step should be just as clear. HealthMe closes that gap by giving our members nationwide access to transparent, predictable pricing across the rest of their care journey."

"Price transparency must extend well beyond the initial office visit and across the full care journey—from an orthopedic evaluation through imaging, procedures, surgery, and recovery. These are the points at which patients and employers face their most consequential healthcare decisions and greatest financial exposure," said Dr. Michael Havig, Founder and CEO of HealthMe. "Upswing's high-touch relationship with members creates the ideal environment to connect patients with appropriate care and clear, fair pricing when they need it most."

Through the partnership, Upswing members who need in-person musculoskeletal care will be guided to participating providers in HealthMe's nationwide network. Members and employers can review and secure bundled pricing for office-based care, imaging, procedures, and surgery. Surgical packages can combine surgeon, facility, and anesthesia fees into one upfront price. The integrated solution gives self-insured employers a connected MSK benefit spanning prevention, conservative treatment, orthopedic care, procedures, and surgery—with greater cost visibility throughout.

ABOUT UPSWING HEALTH

Upswing Health is a virtual-first orthopedic and musculoskeletal care company built for self-insured employers. Combining athletic trainers with proprietary diagnostic technology and orthopedic physicians, Upswing helps employees resolve MSK issues quickly and affordably, reducing unnecessary ER visits, imaging, and specialist referrals -- and now, with the HealthMe partnership, connecting the small percentage of members who need surgery to transparent, nationwide cash-pay pricing. Learn more at <https://upswinghealth.com/>

ABOUT HEALTHME®

HealthMe is the physician-founded operating system for direct-pay healthcare, giving specialty practices the pricing, payment, and access infrastructure to grow across both self-pay and employer-sponsored care. Practices publish transparent, bundled pricing, while patients, navigators, and employers can discover, access, and transact care. HealthMe's products include Self Pay™, PayLink™, Priority Access™, ClaimDrop™, and CareNav Connect™ powered by Agent Dora, the navigation infrastructure used to route patients to transparently priced care. HealthMe serves specialty practices, employers, and the patients and payers who work with them, and is headquartered in Naples, Florida. Learn more at healthmedocs.com

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