



# **Musculoskeletal Centers of Excellence Employee Engagement Toolkit**

Downloadable materials to promote  
MSK COE resources at your workplace.

**As your partner in health,** we put together the following materials to help your workforce learn about their Musculoskeletal (MSK) Centers of Excellence (COE) benefits, seek quality care and, where applicable, get the surgery they need.

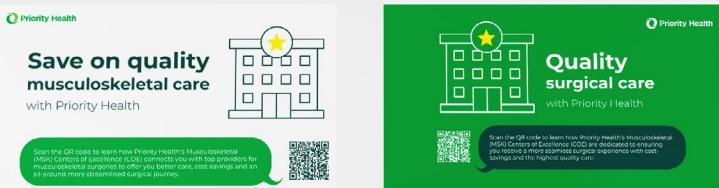
## What's inside

- DIGITAL DISPLAY LIBRARY
- POSTER
- FLYER
- GENERAL MESSAGING/IMAGERY

# Digital Display Library

General displays, ready for an array of places.

A three-piece set of ready-to-use digital displays to use both on your company intranet or on in-person display monitors – this library is an excellent resource to promote the importance of seeking quality surgical care. These displays can be showcased in various workplace environments, such as the lobby or cafe, to effectively communicate the benefits of the MSK COE program.



**DOWNLOAD**

# Poster

A poster that puts information front and center.

Designed for digital distribution but also set up to print, this poster contains a bigger message. Designed to draw attention, we recommend this piece gets hung in high-traffic areas, where plan and contact information can be distributed publicly.

[DOWNLOAD](#)



# Flyers

An informative addition to your current HR offering.

Designed for digital distribution, our one-page informative flyer can also be printed to help your HR team educate employees on their MSK COE benefits.

[DOWNLOAD](#)



## Musculoskeletal Centers of Excellence (COE) Program

[Overview + FAQ](#)



Have you heard about Priority Health's Musculoskeletal (MSK) Centers of Excellence (COE) quality improvement program designed to guide you toward the highest quality providers of musculoskeletal surgeries within the Priority Health network.

### Why this matters

Musculoskeletal (MSK) surgery is one of the most common procedures performed in the United States. Research has demonstrated that providers who have achieved high-quality outcomes are more likely to be selected for future surgery. Priority Health is committed to improving the quality of MSK surgery by working with our network of providers to identify and eliminate inefficiencies in the delivery of care.

### Member frequently asked questions

- Q: [What is the MSK COE program?](#)  
An MSK COE is a group of providers who have demonstrated high-quality outcomes in a specific type of MSK surgery.
- Q: [What kind of groups can be included in the MSK COE program?](#)  
A: Groups that have demonstrated high-quality outcomes in a specific type of MSK surgery.



View the map

- Q: [What orthopedic groups can be included in the MSK COE program?](#)  
A: Groups that have demonstrated high-quality outcomes in a specific type of MSK surgery.

## General messaging/imagery

### Reach employees on a variety of digital channels

Ready to go customizable content available to post to your internal social media channels or share via communications tools (e.g. Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the MSK COE benefits available to them with their Priority Health plan.

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*Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).*

#### **OPTION ONE**

##### **HEADLINE:**

**Discover Quality Musculoskeletal Care with Priority Health's MSK Centers of Excellence.**

##### **COPY:**

Have you heard about Priority Health's Musculoskeletal (MSK) Centers of Excellence (COE)? This innovative program is designed to guide you toward the highest quality providers for musculoskeletal surgeries within the Priority Health network.

##### **CALL TO ACTION:**

Visit [here](#) to learn more.

## OPTION TWO

### HEADLINE:

**Find Quality Surgical Care with Priority Health's MSK Centers of Excellence.**

### COPY:

We understand that navigating surgical care can be tough, which is why Priority Health's Musculoskeletal (MSK) Centers of Excellence (COE) are dedicated to ensuring you receive top-notch care, cost savings, and a seamless surgical experience.

### CALL TO ACTION:

Visit [here](#) to learn more.

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## OPTION THREE

### HEADLINE:

**Experience Quality Musculoskeletal Care with Priority Health's MSK Centers of Excellence.**

### COPY:

Priority Health's Musculoskeletal (MSK) Centers of Excellence (COE) is designed to connect you with the highest quality providers for musculoskeletal surgeries. The goal is to offer you better care, cost savings, and a streamlined surgical journey through our carefully selected physician groups.

### CALL TO ACTION:

Visit [here](#) to learn more.

## IMAGE COMPANIONS



*Click to download these images to accompany your posts.*

# We make member engagement a priority.

Thank you for helping us keep your employees engaged in their health plan. We hope you find great value in every tactic of this toolkit. Contact us for more opportunities to keep your workforce healthy and engaged.

