Second Door

Bring Your Clients a Better MSK Solution

MSK costs are rising fast, and digital-only solutions aren't cutting it. Second Door gives benefits pros a smarter way to serve clients—with a hybrid MSK model centered around in-person physical therapy.

Traditional MSK Solutions Miss the Mark

Employers are spending more on MSK care than ever—but seeing little return. Conservative care goes underutilized, virtual tools underdeliver, and employees are left frustrated and hurting. The result? Your clients are frustrated and looking for a solution.

Why Direct Care is the Smartest MSK Strategy for Your Clients

MSK spend continues to climb, but outcomes haven't followed. At the same time, conservative care like physical therapy remains underused—even though it's proven to reduce surgeries, cut costs, and boost satisfaction.

Direct care solves this disconnect by making high-value, local PT the front door for MSK care.

Second Door gives your clients the access, reporting, and engagement support they need to make it work—and make it stick.

Give Your Clients a Better Playbook for MSK

Physical therapy as a first step is proven to help lower costs, improve outcomes, and boost satisfaction. Let's help your clients access it—and see the results.

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Offer a Proven, Scalable MSK Strategy

Help clients cut spend and improve outcomes by steering members to local PTs they already trust.

Support Hybrid Access and Utilization

Deliver care that blends in-person and virtual visits—centered around physical therapy.

Track Outcomes and Impact

Show clients what's working with real-time reporting on utilization, savings, and satisfaction.

Drive Engagement With Built-In Support

Get tailored onboarding campaigns that help employees find and use conservative care first.