Second Door

We Provide More Than the Benefit. We Drive Utilization.

Most MSK benefits fail not because the care is bad, but because awareness is low. Employees don't read every HR email, they forget after open enrollment, and without consistent reminders, utilization stays flat. That means higher claims, wasted spend, and frustrated employees still living with pain.



We don't hand you a program and walk away. We deliver a ready-to-go communications engine—employer-branded, multi-channel, and clinically credible—that ensures your team actually uses the benefit you're investing in.

Trusted & Credible

Employer-branded announcements backed by licensed PT outreach build trust and motivate employees to take action.

Multi-Channel Reach

Emails, mailers, posters, and digital signage ensure awareness across every touchpoint, with targeted campaigns for high-need groups.

Sustained Awareness

Ongoing reminders and assets keep the program top of mind, driving steady engagement instead of short-lived spikes.

Turnkey Rollout

Everything is prebuilt, co-branded, and timed for maximum impact. HR doesn't have to design campaigns, guess at cadence, or chase engagement—we handle it all.

Proven Impact

Our tested communication strategies cut through benefit fatigue. By pairing clinical authority with repeated, multi-channel reminders, employees understand the value and take action.

Get a Free MSK Claim Analysis

We'll review your data and show you exactly where you can save—no strings attached. See how much you could reduce spend and improve care access with Second Door.

seconddoor.app/employers