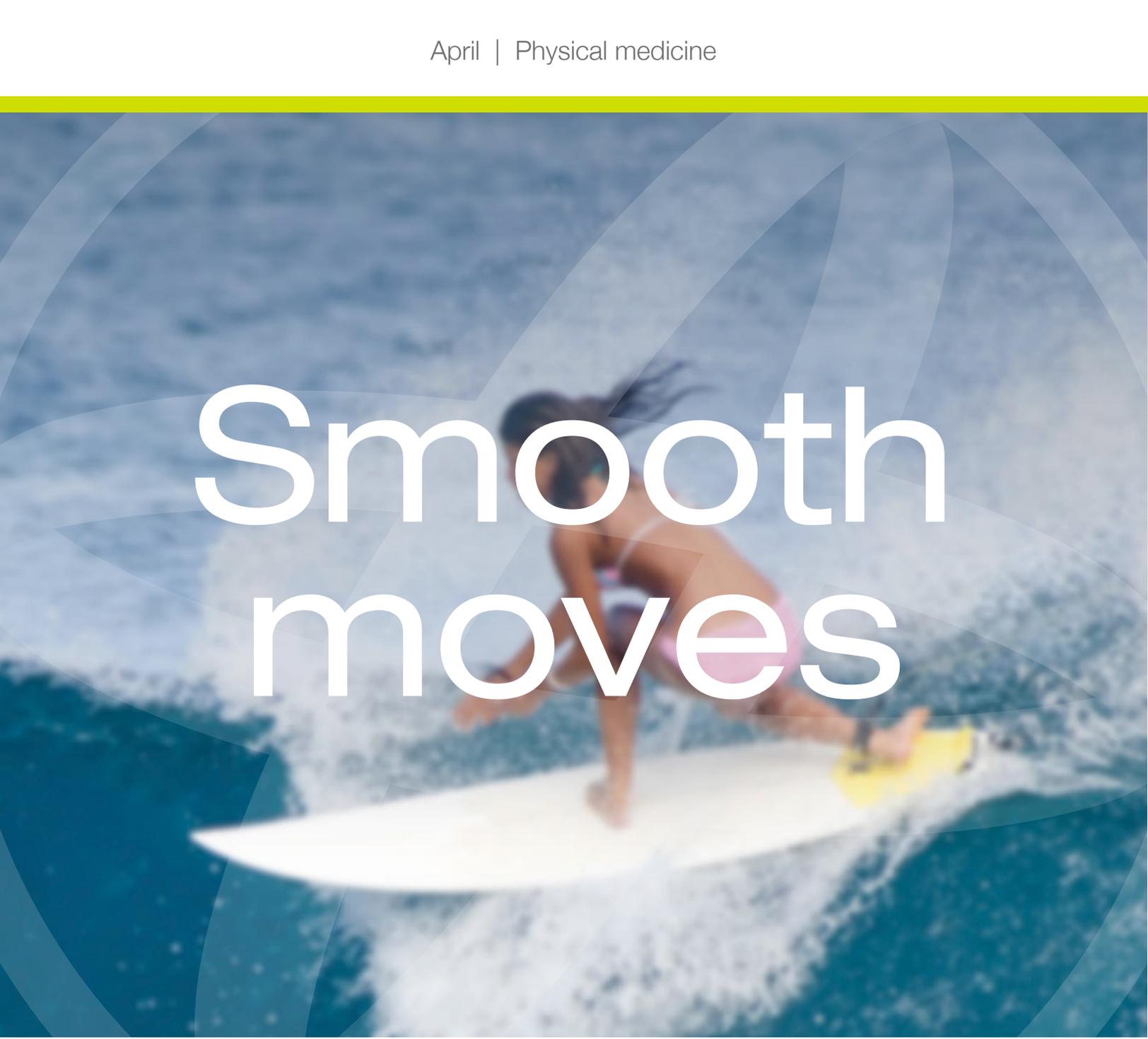


Smooth moves



Humans weren't designed to sit at desks all day. But we all do it. We all regard the aches and pains that come from this as a normal part of life.

But you should never settle for this. If you want to smooth out the kinks and make a move to reduce pain, experience physical medicine at Crossover Health.



Awesome health care. Close by.

Content for print and digital collateral

The following serves as inspiration for the April theme promoting physical medicine.

Theme intro

This is the overarching introduction to be used in print and digital materials.

Make your moves smooth with physical medicine

Back pain and repetitive stress are on the rise. Because of the hazards of prolonged sitting and poor posture health experts are saying that; "sitting is the new smoking." And now we know it can lead to other issues from obesity and diabetes to cancer and depression. Don't put up with the aches and pains – make a smooth move! Put Crossover Health's integrated team of physical medicine providers to work on creating a movement plan for those long work sessions at your desk or whatever life throws at you. We'll deliver immediate and lasting relief from pain, and also educate you on how to avoid and reduce these issues before they become more serious problems.



Content concepts

These content blocks serve to explain in greater detail what one will experience as a Crossover member and get them excited about their new health care journey. Use one or several of these blocks on posters, postcards, flyers, emails, and social media.

Inside physical medicine

Our physical medicine specialists are high-level practitioners who work closely and collaboratively with our medical providers and extended care team. You might contact our physical medicine team directly or be referred by someone else on our team, but either way, you'll simply find the experience seamless and engaging. What do we offer?

Physical therapy

Re-educate your body to move most effectively

Chiropractic

Increase mobility with adjustments

Acupuncture

Reduce nervous and muscular tension

Massage therapy

Manually loosen those tight muscles

Content concepts

Take a (micro) break!

The Brugger's Relief Position is a quick micro-break you can use during the day that activates postural muscles; it only takes 15-20 seconds. Micro-breaks should be performed before you start to feel stiff or sore. For most people, this means taking a 20-30 second micro-break every 20-30 minutes of prolonged sitting.

1. Stand tall with your feet slightly further apart than your hips and tighten your abdominal muscles.
2. Keep your back straight, tuck your chin in, and put your hands at your side.
3. Breathe in through your nose into your abdomen.
4. Exhale slowly. At the same time, turn your palms out, rotate your shoulders back, and raise your breastbone towards your chin.



Concluding content

This content can be used at the end of each piece. Be sure to include a call to action that is easily visible.

Your first move—come see us

Call us or use our app to make an appointment with the Crossover physical medicine team to see what your smooth moves should be.

650.772.6131

members.crossoverhealth.com

Collateral concepts



General imagery





Crossover Health – a benefit sponsored by your employer – is your health center, close to your office and as near as your mobile. When you become a member, you know you belong to something special. It's way more than just an appointment. It's a relationship with an awesome team of physicians, nurses, specialists and coaches who work with you to reach your health goals, celebrate your successes with you and treat you like you're in charge. Because you are.

Discover the magic for yourself at members.crossoverhealth.com



Awesome health care. Close by.