



THE SIMPLY MSK PARTNER NETWORK

**CONNECTING CLINICIANS.
SHARING KNOWLEDGE.
GROWING TOGETHER.**



WELCOME

WELCOME TO THE SIMPLY MSK PARTNER NETWORK!

Welcome to Simply MSK. We're delighted to have you join our growing network of clinicians, educators and healthcare professionals who believe in clearer clinical reasoning, stronger multidisciplinary collaboration and better-informed patient care.

At Simply MSK, we're building more than individual courses. We're developing an educational ecosystem that helps clinicians connect knowledge, challenge siloed thinking and develop greater confidence in their clinical decisions.

Our education begins with Clinical Reasoning Without Silos (CRWS), progresses through structured clinical application and extends into our flagship Beyond Silos programme.

As a Simply MSK Partner, you're helping us bring that education to more clinicians. By sharing our resources authentically and responsibly, you'll help grow our professional community while having the opportunity to earn commission through eligible referrals.

We're excited to have you involved.



WHAT'S INSIDE THIS PACK

- 1 The Simply MSK Educational Ecosystem
- 2 Your Partner Account and Referral Links
- 3 How Referral Tracking Works
- 4 Introducing Simply MSK to Your Network
- 5 Brand Guidelines and Professional Responsibilities
- 6 Content Ideas and Sharing Resources
- 7 Commission and Payment Information
- 8 Your Next Steps and Ongoing Support

UNDERSTANDING THE SIMPLY MSK EDUCATIONAL PATHWAY



CRWS Free

Free

An introduction to the MAP → INTEGRATE → DECIDE framework, helping clinicians develop a more structured approach to clinical reasoning.



CRWS Professional

£20

Extended learning and structured implementation activities, helping clinicians apply their reasoning learning in practice.



Beyond Silos

Flagship

A deeper multidisciplinary learning experience exploring complex clinical reasoning, collaboration and decision-making.



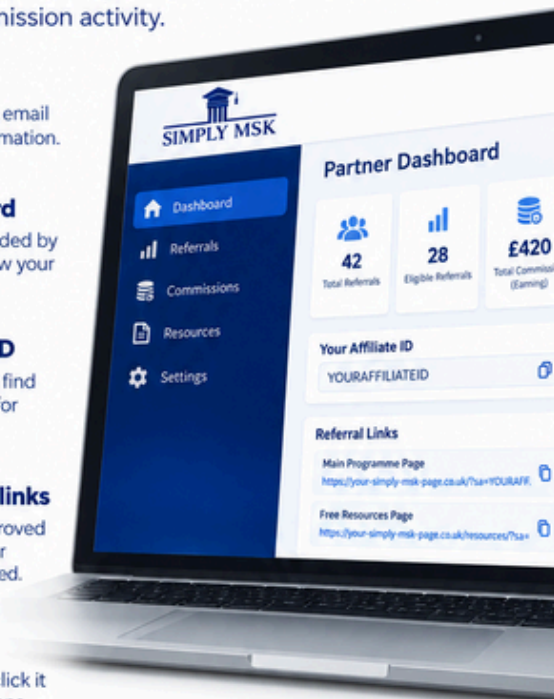
Key Point

Each programme has a distinct purpose. Clinicians may enter the pathway at different stages according to their needs and prior experience. CRWS is a recommended route, but not a compulsory sequence before Beyond Silos

YOUR PARTNER ACCOUNT & REFERRAL LINKS

As an approved Simply MSK Partner, you'll receive access to your partner dashboard, where you can view your referral information and monitor eligible commission activity.

- 1 Approval confirmed**
 You receive your acceptance email and partner onboarding information.
- 2 Access your dashboard**
 Use the dashboard link provided by Simply MSK to log in and view your partner area.
- 3 Locate your affiliate ID**
 Within the dashboard, you'll find your unique affiliate ID used for referral tracking.
- 4 Use approved referral links**
 Simply MSK will provide approved funnel or page URLs. Add your affiliate ID only where instructed.
- 5 Test before sharing**
 Before promoting any link, click it yourself to confirm that it opens correctly and tracks as expected.



Example referral format

<https://your-simply-msk-page.co.uk/?sa=YOURAFFILIATEID>



Important: Only use approved referral links and instructions supplied by Simply MSK. If you're unsure whether a link is correct, contact us before sharing it.

HOW REFERRAL TRACKING WORKS

Our goal is to ensure that eligible referrals are tracked clearly and fairly.



In Practice



Partner shares CRWS Free link



Clinician joins Simply MSK



Clinician later purchases an eligible programme



Commission applies where attribution rules are met.



Important

Tracking depends on the referral system, the links used, and the applicable attribution rules.

If a purchase is refunded or falls outside the agreed rules, commission may not be payable.

INTRODUCING SIMPLY MSK TO YOUR PROFESSIONAL NETWORK

You do not need a huge audience. You need genuine alignment with what Simply MSK stands for and a professional way of sharing it.



CRWS Free

A free introduction to the MAP → INTEGRATE → DECIDE framework for clearer clinical reasoning.



CRWS Professional

Structured extended learning for clinicians who want to apply their clinical reasoning more confidently in practice.



Beyond Silos

A flagship multidisciplinary learning experience for clinicians who want deeper reasoning and collaboration training.

Recommended approach

- 1 Introduce the most relevant programme for the clinician's needs
- 2 For many clinicians, CRWS Free will be the natural starting point
- 3 Share education you genuinely believe is useful
- 4 Focus on value, not pressure-based selling
- 5 Use your referral links only in a clear and professional way



Our aim is not aggressive promotion. It is helping more clinicians discover education that may support their development.

BRAND GUIDELINES & PROFESSIONAL RESPONSIBILITIES

✓  **BE AUTHENTIC**
Only make personal claims about Simply MSK if they genuinely reflect your experience.

✓  **BE EVIDENCE-INFORMED**
Avoid exaggerated clinical claims or guaranteed outcomes.

✓  **RESPECT MULTIDISCIPLINARY PRACTICE**
Do not undermine other professions or suggest one discipline has all the answers.

✓  **BE TRANSPARENT**
Clearly disclose when you may earn commission from a referral.

✓  **PROTECT CONFIDENTIALITY**
Do not share identifiable patient information in examples or content.

✓  **USE APPROVED MATERIALS**
Use Simply MSK branding and resources as provided, without misleading alterations.

✓  **AVOID PRESSURE-BASED SELLING**
Recommend education responsibly and professionally.



EXAMPLE DISCLOSURE

"Ad | I've partnered with Simply MSK and may earn commission from eligible referrals. I'm sharing this because I believe the education may be useful to clinicians in my network."

CONTENT IDEAS & SHARING RESOURCES

The strongest partner content usually does not feel like selling. It shares relevant education in a clear, useful and professional way.



Educational introduction

“ Ad | I've partnered with Simply MSK to help more clinicians discover their clinical reasoning education. Their CRWS Free programme introduces a structured approach to mapping information, integrating perspectives and making clinical decisions. You can explore it here: [partner link]

”



Personal experience

“ Ad | Having explored CRWS myself, one thing I particularly valued was [your genuine experience]. I've partnered with Simply MSK and wanted to share it with colleagues who may find it useful: [partner link]

”



Professional network introduction

“ Ad | For clinicians interested in strengthening clinical reasoning and multidisciplinary collaboration, Simply MSK offers an educational pathway beginning with CRWS Free. I may earn commission from eligible purchases through my referral link: [partner link]

”




Always tailor swipe copy so it reflects your own voice and genuine experience.

COMMISSION & PAYMENT INFORMATION

Simply MSK partners may earn commission from eligible paid referrals, in line with the agreed commission structure and attribution rules.



Eligible programmes

Commission may apply to eligible paid Simply MSK programmes, such as CRWS Professional and Beyond Silos, subject to the agreed terms.



How commission works

Commission rates may vary by product. Your dashboard and partner information will show the relevant details.



Refunds and reversals

If a purchase is refunded or found to be ineligible, associated commission may be reduced or removed.



Payouts

Payments are made according to the current payout schedule and minimum threshold. Unpaid eligible balances may roll forward until the threshold is met.



Example

If a programme sale is £150 and the agreed commission rate is 25%, the commission would be £37.50.



For full details, always refer to your partner terms and the latest commission guidance provided by Simply MSK.

YOUR NEXT STEPS & ONGOING SUPPORT



Getting started

- ☐ Read your Partner Pack fully
- ☐ Review the partner terms and payment information
- ☐ Access your partner dashboard
- ☐ Confirm your referral links are correct
- ☐ Set up your payment details
- ☐ Begin sharing Simply MSK responsibly and professionally



Need help?

Questions about referrals, tracking, payments or promotional materials?

 Contact: learnmore@simplymsk.com

We'll continue to update partner resources as the Simply MSK educational ecosystem grows.

PART OF SOMETHING BIGGER

You're not simply introducing clinicians to courses. You're helping us build a community that values clearer clinical reasoning, stronger collaboration and better-informed patient care.

Thank you for choosing to be part of that journey. We're excited about what we can build together.



Carl & The Simply MSK Team

SIMPLY MSK LTD



PARTNER TERMS & PROFESSIONAL EXPECTATIONS

These points summarise the key expectations of the Simply MSK Partner Network. Always refer to the full Partner Terms for complete details.



Use approved links

Only use referral links and instructions supplied or approved by Simply MSK.



Disclose your relationship

Be transparent where appropriate that you may earn commission from eligible referrals.



Share responsibly

Recommend education professionally and avoid aggressive, pressure-based selling.



Keep claims accurate

Do not make misleading, exaggerated or unsubstantiated claims about Simply MSK or clinical outcomes.



Protect confidentiality

Do not share identifiable patient information in content, examples or testimonials.



Eligible commissions only

Commission applies only where the referral, purchase and attribution rules are met.



Refunds and reversals

Refunded or ineligible purchases may reduce or remove associated commission.



Terms may be updated

Simply MSK may update partner resources, rates or programme terms from time to time.



Important

This page is a practical summary only. The full Partner Terms and the latest programme guidance take precedence.

PARTNER FAQs & HELPFUL REMINDERS

Helpful answers to common questions as you begin sharing Simply MSK with your professional network.



Do I need a large audience to be a partner?

No. Trust, professional credibility and genuine alignment matter more than audience size.



Where should I usually start when sharing Simply MSK?

For many clinicians, CRWS Free will be the natural starting point.



When do I earn commission?

Commission applies when an eligible paid referral meets the applicable attribution rules.



What happens if a purchase is refunded?

Associated commission may be reduced or removed according to the programme rules.



Can I personalise my content?

Yes. Use your authentic voice, as long as your messaging remains accurate, professional and responsible.



Where can I get help?

For questions about referrals, tracking, payments or resources, contact learnmore@simplymsk.com.

THANK YOU FOR BEING PART OF SOMETHING BIGGER

Every thoughtful introduction helps more clinicians discover education that may support clearer reasoning, stronger collaboration and better-informed patient care.



Carl & The Simply MSK Team

SIMPLY MSK LTD



USEFUL LINKS

Here are the key links you may need as a Simply MSK partner.



Partner Dashboard (Systeme.io)

Access your affiliate ID, referral links, track your referrals and view your earnings.

[Access Your Dashboard →](#)



CRWS Professional

Extended learning to support the application of the CRWS framework in practice.

[Your CRWS Professional Link →](#)



Partner Resources

Download approved logos, images and promotional materials.

[Access Partner Resources →](#)



Partner Terms and Conditions

Review the full partnership terms, commission arrangements and professional obligations.

[View Partner Terms →](#)