



East Sussex MSK
Community Partnership

ESMSK Newsletter September 2026



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ESMSK September 2026 newsletter.

Summer was a little busier than expected! We have some exciting news to share about **getUBetter**, our new digital self-management app, which will be launching shortly for ESMSK patients. Thanks to additional Get It Right First Time (GIRFT) funding, we'll also be expanding access through Primary Care early 2027.

Our ask of you: please take a few moments to read pages 3 and 4 and let us know the best contact within your practice so we can begin planning onboarding and future communications.

This month:

- ☐ **Announcing getUBetter - A New Digital Self-Management Tool for Musculoskeletal Health in East Sussex**
- ☐ **gUB – Expanding Access Through Primary Care**
- ☐ **Staying in Touch**



getUBetter – A New Digital Self-Management Tool for Musculoskeletal Health in East Sussex

East Sussex MSK is pleased to be introducing [getUBetter \(gUB\)](#) to our local offer. gUB is an evidence-based, CE-marked digital self-management platform that will be available to support patients across East Sussex from November 2026.

getUBetter provides patients with access to high-quality musculoskeletal advice, exercises, education and self-management support directly from their smartphone, tablet or computer. The platform is designed to support patients throughout their MSK journey, helping them to understand and manage their condition while accessing the right care at the right time.

The app offers condition-specific guidance for a wide range of MSK presentations, alongside resources covering pain management, work and health, wellbeing and recovery. Patients can engage with content at their own pace, making it particularly valuable for those who may struggle to attend appointments, prefer digital support, or are in the early stages of developing an MSK condition.

getUBetter will launch alongside the new Community MSK Community Pain Service in November, providing an additional self-management resource for patients living with persistent pain.

The platform also helps connect patients with relevant local services and support, enabling earlier signposting to appropriate interventions while encouraging greater confidence in self-management.

But that isn't all...



gUB - Expanding Access Through Primary Care

We are delighted to confirm that East Sussex MSK has secured GIRFT funding to extend access to getUBetter through Primary Care from January 2027.

This means that any patient registered with an East Sussex GP practice will be able to access the platform without first requiring a referral into MSK services. Practices will be able to offer GetUBetter as an early intervention tool, providing patients with immediate access to trusted advice, exercises and support from their first point of contact.

We believe this approach has the potential to:

- Support patients earlier in their MSK journey.
- Improve confidence and self-management.
- Provide consistent, evidence-based advice across the system.
- Reduce barriers to accessing support.
- Help ensure patients receive the right intervention at the right time.

The pilot funding is initially secured for one year, during which we will monitor uptake, outcomes and patient experience.

Over the coming months, the getUBetter team will be in touch with each practice directly to support onboarding, answer questions and demonstrate the opportunities and pathways available through the platform. To help us get started, please let us know as soon as possible who the most appropriate contact or lead representative from your practice would be for getUBetter implementation and communications.

We are excited to bring GetUBetter to East Sussex and look forward to working with Primary Care colleagues to help patients access trusted MSK support earlier, improve self-management and ensure they receive the right help at the right time.

We look forward to sharing progress and learning with practices as the programme develops and demonstrating the value that digital self-management can bring to both patients and the wider health and care system.



Stay Connected with ESMSK on Facebook and LinkedIn

We'd love to keep in touch! You can now follow us on Facebook and LinkedIn, where we share regular updates on:

- Community events and where you can find us
- New initiatives and service updates
- Opening times and contact information
- Tips and resources to support your health and wellbeing

It's also a great way to engage with us and see how we're working with local communities.

👉 Facebook - <https://www.facebook.com/ESMSKCP>

👉 LinkedIn - <https://www.linkedin.com/company/esmsk/>

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