



# AI and the business of practice

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# Introduction to generative AI

- GenAI is a next-word-predictor
- GenAI is multimodal (text, audio, image, video)
- GenAI is increasing in competence
  - 6 months ago: Generative AI can't do X
  - Today: X is trivial
- GenAI is everywhere: operating systems, software, cars, phones
  - I think of it as intelligence-on-demand; free for everyone
- Bigger context windows, RAG, and MoE for more accurate responses to increasingly complex prompts

# Use case: Business development

- A new physiotherapy practice owner aims to expand into untapped markets and services but lacks strategic business experience
- Despite clinical expertise, the owner struggles with market analysis, client acquisition, and business model transformation
- AI can serve as a virtual business consultant, providing tailored insights and implementation roadmaps
- This technology democratises business development, enabling business owners to make strategic decisions while focusing on their clinical strengths

# Developing online presence

- Create a **compelling online presence** that effectively communicates your practice values, services, and unique approach to physiotherapy care
- **Optimise website content** to improve search visibility and client acquisition in your local market
- Develop **professional branding** materials that establish credibility and differentiate your practice from competitors
- Craft **clear service descriptions** and value propositions that resonate with your target audience and address their primary concerns

# Example: Website analysis

- **Input and analysis:** Upload your website content and request an analysis focused on client acquisition, usability, and accessibility
- **Review findings:** Examine your website's strengths and weaknesses, including clarity of service descriptions and call-to-action effectiveness
- **Implementation plan:** Generate recommendations to improve client acquisition and enhance user experience
- **Benefit highlight:** Explore how this process might increase new client enquiries without requiring marketing and web development services

I'm a physiotherapy practice owner and I want to improve my online presence through my existing website (see attached). I want you to take on the role of an experienced business development consultant who is going to help me grow my client base and expand my services. In particular, I want to shift my business model from "fixing problems" to "healthy lifestyle". The main route I want to explore is to **move to a subscription business model with ongoing engagement and relationship building with clients**. We're going to begin with an analysis of my website. I want you to give me feedback on its potential for client acquisition, usability and accessibility. I also want you to review the design and give me feedback for how I can improve it. Ask clarifying questions.

# Clarifying questions

1. Who are your primary target clients? (Athletes, elderly, office workers, etc.)
2. What services generate the most revenue for your practice?
3. Do you currently track website analytics? If so, what pages are most visited?
4. How do most of your clients find you currently?
5. Do you have any budget constraints for website improvements?
6. Are there specific competitors whose online presence you admire?
7. Do you have any social media presence connected to your practice?
8. What is your current process for appointment booking?
9. Are you interested in adding any new services that should be highlighted?
10. What makes your practice different from other practices in your area?

**MR** I don't have time to go through all of that right now. Let's start with some basic design updates. Use svg to create a wireframe of what my landing page should look like, including the most important information that should appear above the fold. Let's assume that I want that information to focus on getting potential new clients to sign up for a newsletter (I want my practice to shift focusing on fixing what's wrong, to developing an ongoing relationship with clients that focuses more on healthy lifestyles).

I understand you want to focus on design updates with a shift toward ongoing client relationships and healthy lifestyles. Here's a wireframe design for your landing page that prioritizes newsletter signup and positions you as a wellness partner:



#### Barefoot Physiotherapy Landing Page Wireframe

Click to open image

#### Key Design Elements in This Wireframe:

- Clean, Modern Header:** Simplified navigation focusing on your core services.
- Clear Value Proposition:** "Wellness for Life, Not Just Recovery" immediately communicates your new focus on ongoing relationships rather than just problem-fixing.
- Prominent Newsletter Signup:** Positioned above the fold with a clear call to action to drive email list growth.
- Visual Balance:** Space for an engaging lifestyle image that connects with wellness (rather than injury recovery).
- Three Service Pillars:** Highlighting preventative care, movement coaching, and community aspects of your practice.
- Secondary CTA:** "Book Now" option for those ready to engage deeper.

#### Additional Recommendations:

- Use lifestyle photography showing people enjoying active, healthy lives rather than

Reply to Claude...

Claude 3.7 Sonnet Choose style

1

← Barefoot Physiotherapy Landing Page Wireframe

Preview

Code

×

BAREFOOT PHYSIOTHERAPY

HOME

SERVICES

ABOUT US

BLOG

CONTACT

## Wellness for Life, Not Just Recovery

Join our community focused on healthy movement, preventative care, and

health.

Get monthly tips, exercises and exclusive offers:

Your email address

SUBSCRIBE

Lifestyle image

#### Preventative Care

Maintain optimal movement and prevent injuries before

#### Movement Coaching

Learn proper techniques for everyday activities and s

#### Wellness Community

Join workshops, events and connect with like-minded people.

Book Your Wellness Assessment

BOOK NOW

Last edited 3 minutes ago



Publish

## 1. Value Proposition & Messaging

- **Clear Main Message:** "Physiotherapy Reimagined" with the supporting statement "Stop waiting for pain to seek care. Start investing in your body's future."
- **Business Model Clarity:** The design immediately introduces your "Barefoot Wellness Membership" concept and positions it as ongoing care for prevention.
- **Why It Matters:** The "Why A Membership Approach?" section clearly communicates three core benefits:
  - Preventative Focus: Catching issues before they become painful problems
  - Consistent Support: Regular attention leads to better outcomes
  - Cost Effectiveness: Preventing expensive treatments and lengthy recovery periods

## 2. Subscription Tiers

I've included three membership tiers to offer choice while guiding clients toward the middle option:

- **Basic** (£45/month): Monthly assessment and exercise plan
- **Standard** (£75/month): Positioned as most popular with bi-weekly assessments
- **Premium** (£120/month): Weekly assessments with premium support

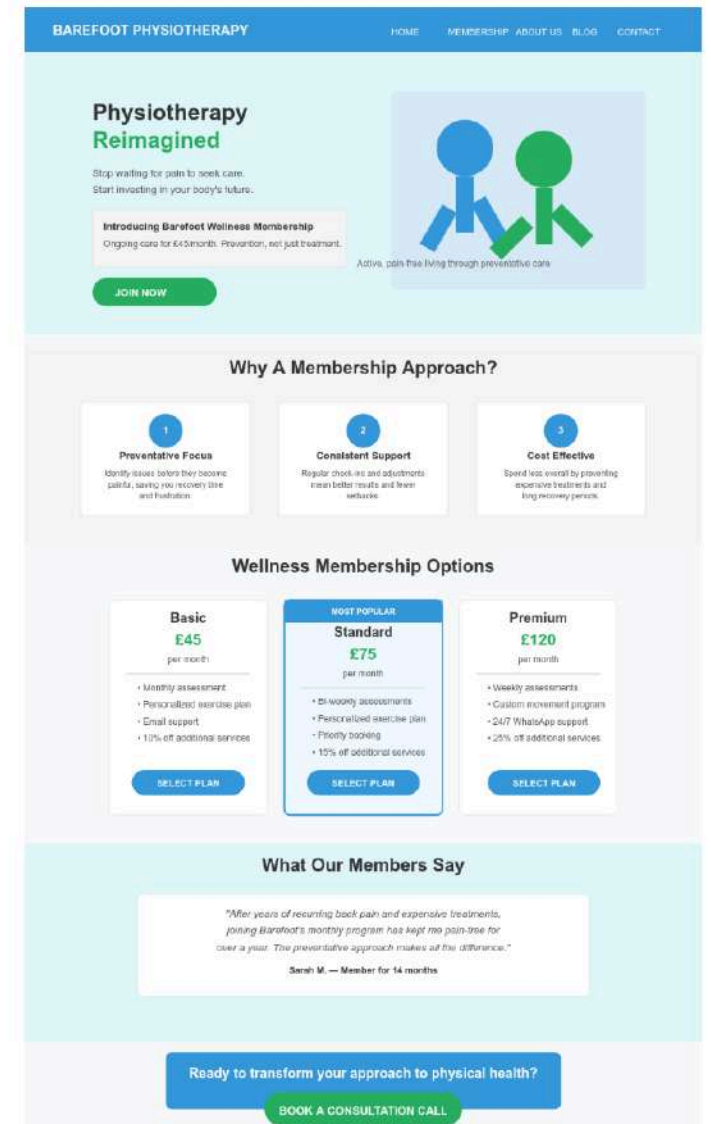
Each tier provides clear value and creates a path for clients to engage at their comfort level.

## 3. Multiple Compelling CTAs

- Primary "JOIN NOW" button in the hero section
- "SELECT PLAN" buttons for each membership tier
- Final CTA "BOOK A CONSULTATION CALL" for those wanting to discuss options

## 4. Trust Building Elements

- The testimonial section shows real results from the subscription approach
- Active lifestyle imagery conveys the outcome (not just the treatment)



# Targeting ideal clients

- Develop a **deep understanding** of your client base through data analysis and market research to identify key demographics and treatment needs
- Create **targeted marketing strategies** that address specific client concerns and communicate the unique value of your practice
- Establish **communication channels** and content types that effectively reach and engage your ideal client segments
- **Adapt your service offerings** and messaging to meet the evolving needs of your most valuable client groups

# Example: Client personas

- **Initial data gathering:** Collect existing client demographics, common conditions treated, satisfaction scores, and referral sources to provide baseline data
- **AI-assisted analysis:** Generate 3-5 detailed client personas with AI, including demographic information, pain points, and treatment expectations
- **Persona application:** Develop tailored marketing messages for each persona that directly addresses their specific concerns and treatment goals
- **Channel strategy:** Identify optimal communication channels and content types for reaching each persona effectively

I want you to help me create a set of 5 personas, each representing a key demographic of interest for growing the business. 3 of the personas are existing client groups, and the other 2 are areas I'd like to move into (we've hired a new member of staff with a different skillset and we want to take advantage of that). Our main client demographic atm are older adults with a range of general mobility issues, patients with neurological issues, and patients who are at risk of falls. One of the areas we want to grow into is community-based care, including home visits, and the other is Otago. Create 5 client personas that will help me develop a marketing strategy that targets these demographics. I've attached an anonymised patient database to help guide you.

## For Current Clients:

1. **Margaret Wilson (Active Aging):** Focuses on maintaining independence and preventing mobility decline. Marketing should emphasize preventative care and quality of life benefits rather than just problem-solving.
2. **Robert Jenkins (Neurological Recovery):** Represents clients with specific neurological conditions requiring specialized attention. Marketing should highlight your expertise in neurological physiotherapy and the benefits of consistent, personalized care.
3. **Liz Murray (Fall Prevention):** Embodies your at-risk fall clients. Marketing should address both the physical and psychological aspects of fall prevention, emphasizing confidence-building and independence.

## For Growth Areas:

4. **James & Susan Thornton (Community-Based Care):** Represents your home visit expansion opportunity. Marketing should highlight the convenience and comprehensiveness of in-home assessment, particularly for couples or individuals with transportation challenges.
5. **David Armstrong (Otago Program):** Your ideal candidate for the Otago exercise program. Marketing should emphasize the evidence-based nature of this approach and appeal to proactive individuals looking to prevent future mobility issues.

## Marketing Strategy Recommendations:

1. **Content Segmentation:** Create targeted content for each persona through your website, social media, and print materials.
2. **Channel Selection:** Use different communication channels based on each persona's preferences (Facebook for Margaret, print materials for Liz, WhatsApp for David).
3. **Message Framing:** For current clients, emphasize continuity of care and prevention; for growth areas, focus on evidence-based approaches and convenience.
4. **Visual Representation:** Ensure marketing materials include images that represent

## 3. Elizabeth "Liz" Murray - "Fall Prevention Focused"

**Age:** 79

**Location:** Lives in assisted living accommodation in Sheffield

**Occupation:** Retired administrative assistant

**Income Level:** Limited pension, careful with expenses

### Current Health Status:

- Experienced two falls in the past year, one resulting in a wrist fracture
- Osteoporosis diagnosis with medication management
- Uses a walker for outdoor activities
- Growing anxiety about moving independently

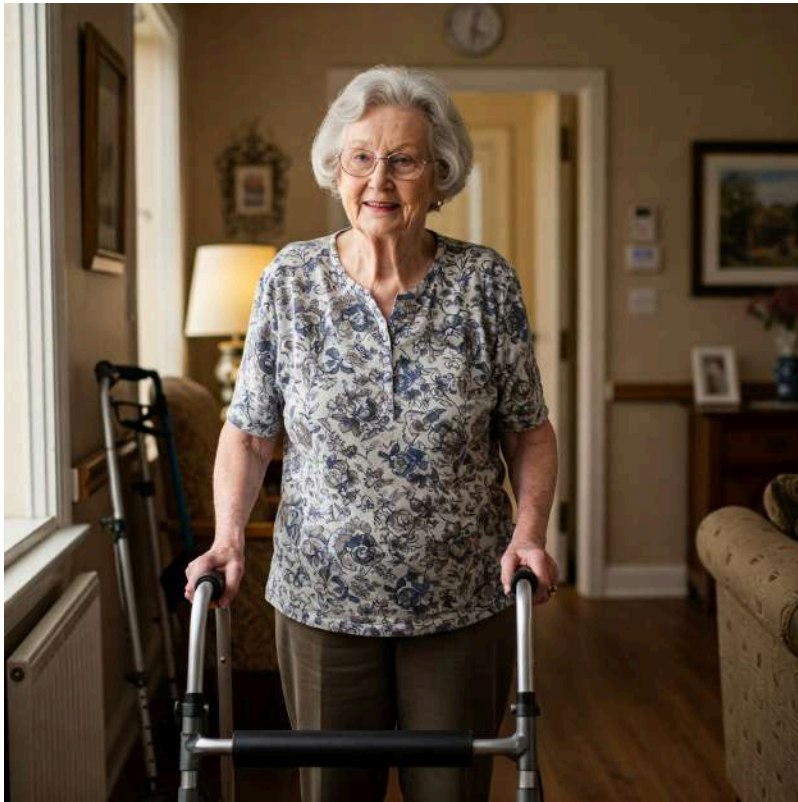
### Goals & Motivations:

- Maintain enough independence to stay in her current living situation
- Reduce fear of falling which has limited her activities
- Continue to visit her local church and social groups
- Wants to feel confident moving around without constant fear

🗨 Improve 🗨 Explain

- Increasing anxiety has led to reduced activity, creating a cycle of decline
- Frustration with the reactive approach to falls (only addressed after incidents)
- Limited income makes ongoing private care seem unaffordable
- Lives alone and sometimes struggles with transportation to appointments

## Elizabeth Murray



Embodies your at-risk fall clients. Marketing should focus on physical and psychological aspects of fall prevention.

## James and Susan Thornton



Represents your home visit expansion opportunity. Marketing should highlight the convenience and comprehensiveness of in-home assessment.

# Enhancing client experience

- Develop comprehensive **content that addresses common client questions** before they arise, improving satisfaction and reducing staff time spent on repetitive explanations
- Create **high-quality educational resources** that showcase your expertise while providing genuine value to current and prospective clients
- Design effective **post-treatment follow-up protocols** that improve outcomes and encourage referrals
- Analyse **client feedback patterns** to identify opportunities for service improvement that increase retention and reputation

# Example: Educational content

- **Content planning:** Use AI to identify the most valuable educational topics based on your client base and treatment focus
- **Creation efficiency:** Generate authoritative, evidence-based educational resources that can be shared across multiple channels
- **Customisation approach:** Demonstrate how to adapt general content to reflect your practice's unique approach and expertise
- **Distribution strategy:** Create a systematic plan for sharing educational content at optimal times in the client journey

I'm a physiotherapist looking to provide a comprehensive set of education materials for my clients. I've attached a client persona that represents a significant proportion of my target demographic. I want you to create a draft newsletter that I can send to this client group in my practice. I want the newsletter to focus on providing evidence-based information about Otago and why the recipient should consider signing up for our weekly classes. I want you to use a professional but conversational tone. Only use peer-reviewed articles from academic journals, but make sure you explain the detail using laymen terms.

# Reasoning

I'm a physiotherapist looking to provide a comprehensive set of education materials...

Reasoning Sources 12

15 steps ^

- Searching for evidence-based information about the Otago exercise program from peer-reviewed academic journals  
Searching  
otago exercise program peer-reviewed articles +2 more  
Reading  
pmc.ncbi.nlm.nih ncoa ncoa journals.lww med.unc med.unc  
journals.plos physio-pedia
- Finding the benefits of the Otago exercise program for fall prevention and strength building
- Drafting a newsletter that explains the Otago exercise program in layman's terms and encourages signi...
- Okay, let's tackle this query. The user is a physiotherapist wanting to create a newsletter for clients, specifically targeting a demographic similar to the provided persona, David Armstrong. The newsletter should promote Otago Exercise Program (OEP) classes, using evidence-based info from peer-reviewed articles, explained in layman's terms
- First, I need to understand David's profile. He's 66, retired, proactive about health, had near-falls, values credible sources, and is tech-savvy. The newsletter needs to address his concerns: confusion from conflicting advice, fear of injury, desire for evidence-based methods
- Looking at the search results, several studies show OEP's effectiveness. The 2023 PMC article <sup>2</sup> mentions a 35-40% reduction in falls, improved balance, strength, mobility. The NCOA sources <sup>3</sup> <sup>4</sup> back this up, noting it's been tested for 30 years. Also, group sessions might be more effective than individual, which is good since the user offers weekly classes
- I should structure the newsletter to first grab attention with a relatable problem (near-falls), then present OEP as a solution. Highlight key benefits: reducing falls, improving strength and balance, tailored exercises. Use stats from the studies but explain them simply. Mention the 17 exercises and walking plan, perhaps touch on the progression aspect
- Include testimonials or study results, like the 35% reduction from <sup>3</sup>, and the group vs. individual findings from <sup>2</sup>. Emphasize safety and supervision by physiotherapists, addressing David's concern about doing exercises correctly

# Sources

I'm a physiotherapist looking to provide a comprehensive set of education materials...

Reasoning Sources 12

Attachment  
Local upload

## David-Armstrong-Otago.txt

David Armstrong - "Otago Exercise Candidate" Age: 66 Location: Lives in Sheffield, approximately 20-minute drive to clinic Occupation: Recently retired sales manager Income Level: Good pension and savings, willing to invest in health Current Health Status: Generall...

Inquiry: A Journal of Medical Care Organization, Provision and Financing  
pmc.ncbi.nlm.nih.gov/articles/PMC10...

## Effects of Otago Exercise Program on Physical and Psychosocial ...

To review the effects of Otago exercise program (performed individually or in group) on several physical and psychosocial outcomes for community-dwelling and institutionalized older adults. Fourteen articles met the inclusion criteria. Three ...

ncoa.org  
ncoa.org/article/the-ot...

## The Otago Exercise Program: An Effective Way to Prevent Falls

Older adults in the program can work with a physical therapist to build their strength and balance skills. The program alternates strength exercises with walking sessions to help prevent falls.



ncoa.org  
ncoa.org/article/eviden...

## Evidence-Based Program: Otago Exercise Program

Help frail older adults gain increased balance and strength through exercise and a walking program three times a week. Studies demonstrate that Otago Exercise Program (OEP) participants experience a 35 - 40% reduction in falls.



unc  
med.unc.edu/aging/cgwep/wp...

## [PDF] The Otago Exercise Program! - UNC School of Medicine

# Newsletter

I'm a physiotherapist looking to provide a comprehensive set of education materials...

Reasoning Sources 12

15 steps ^

## Stay Steady, Stay Strong: Discover How Otago Classes Can Help You Maintain Your Active Lifestyle

As we age, maintaining strength and balance becomes crucial for preserving independence. Recent research shows that targeted exercise programs can reduce fall risk by up to 40% while improving mobility and confidence <sup>2 3 9</sup>. At our clinic, we're excited to offer weekly Otago Exercise Program (OEP) classes—a proven approach designed specifically for adults like you who want to stay active safely.

### Why Otago Works

The Otago program isn't just another exercise routine. Developed over 30 years and backed by 100+ studies, it focuses on:

- **Strength-building:** Targeted leg exercises to improve stability (e.g., chair rises, heel-toe walking) <sup>3 9</sup>.
- **Balance training:** Progressive challenges like single-leg stands to reduce near-fall incidents <sup>2 6</sup>.
- **Walking plans:** Customized pacing to enhance endurance without overexertion <sup>5 8</sup>.

Studies show participants experience 35% fewer falls and 28% fewer fall-related injuries, with benefits lasting up to one year <sup>4 9</sup>.

### What Makes Our Classes Different

#### 1. Evidence-Based Structure

Each 30-minute session includes 17 adaptable exercises, starting at your current ability level and progressing safely <sup>5 8</sup>. We incorporate ankle weights (optional) and walking days for optimal results <sup>3</sup>.

#### 2. Expert Guidance

I'm a physiotherapist looking to provide a comprehensive set of education materials...

Reasoning Sources 12

15 steps ^

### 3. Group Benefits

Research highlights that group settings improve balance and strength gains more effectively than solo home programs <sup>2 7</sup>. You'll also gain motivation from peers with similar goals.

### Who Thrives in Otago Classes?

Our program is ideal if you:

- Want to avoid the "exercise guesswork" of generic online advice <sup>3 8</sup>.
- Value structured plans with measurable progress (e.g., timed balance tests) <sup>6 9</sup>.
- Seek to maintain activities like golf or hiking through targeted strength work <sup>2 5</sup>.

### Join Our Next Session

**When:** [Insert dates/times]

**Where:** [Insert location/virtual options]

👉 **Limited spots available**—reply to this email or call [Phone] to reserve your place.

"After 12 weeks, I feel stronger on my walks and more confident stepping off curbs." – Otago participant, 2024 study <sup>2</sup>

**P.S.** Curious about the science? Ask us for a simplified handout summarizing key studies from Journal of Geriatric Physical Therapy and PMC Public Health <sup>2 7 9</sup>.

Exercises are adjusted for individual mobility levels. All sessions supervised by licensed physiotherapists.

[Your Clinic Name]

Building strength, not just treating symptoms.

Share Export Rewrite

📧 🍌 🗨️ 📄 ...

New Thread Ctrl I P

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I'm a physiotherapist looking for...  
give me 4 short bullet points...  
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michael\_rowe

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# Otago Falls Prevention Exercises

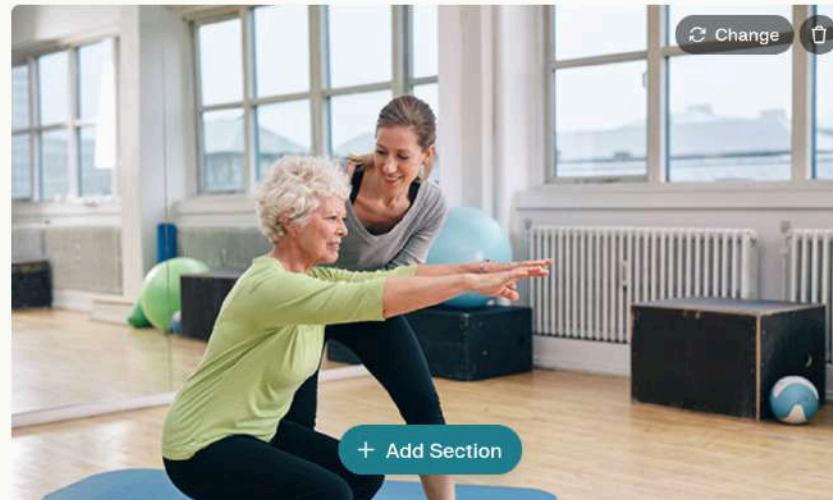
Curated by michael\_rowe  
1 min read · Beginner

Layout Edit

The Otago Exercise Programme, developed in New Zealand, is like a fitness superhero for older adults, swooping in to reduce their risk of falls by up to 35-40%. This simple yet powerful program, consisting of strength and balance exercises along with a walking plan, has been helping seniors stay steady on their feet for nearly three decades.

+ Insert Section

## Strengthening Lower Limb Muscles



### Introduction

- Dynamic and Static Balance Training
- Strengthening Lower Limb Muscles
- Dynamic and Static Balance Training
- Dynamic and Static Balance Training
- Cognitive Benefits of OEP

# Strategic expansion

- Analysing **market opportunities for service expansion**, specialisation, or new location development based on comprehensive data
- Evaluating **resource requirements**, financial projections, and implementation timelines for growth initiatives
- Developing long-term **strategic vision** that aligns with practice values and market positioning
- Identifying **emerging trends** in physiotherapy care that present opportunities for early specialisation and market differentiation

# Example: Market research

- **Research scope definition:** Specify parameters for *Deep Research* including geographic area, target demographics, and potential service offerings to explore
- **Comprehensive data gathering:** Generate reports on local market demand, competition analysis, and reimbursement considerations for new service lines
- **Financial projection:** Create preliminary ROI estimates for different service expansion options, including required investment and expected timeline to profitability
- **Implementation roadmap:** Develop a phased approach to service expansion with specific milestones and required resources

## o1 prompt to build a Deep Research prompt

Build a prompt for Deep Research to do deep research on the process of developing a business strategy for a private physiotherapy practice owner wanting to grow the business. This should be a comprehensive plan, covering a significant update to the online and social media presence, an expansion of the target demographic to include new types of client, a shift to more channels of communication with existing clients, and a move from a 'pay as you go' model to a 'subscription' model that focuses more on ongoing health and well-being. I want the final report to provide a framework with reasonable goals and milestones for the next 3 years. The final report should be aimed at the business owner, who is interested and motivated but has limited business experience. I want the tone of the final report to be professional but conversational. I want you to use trustworthy, business-related sources that need not include peer-reviewed articles (but should if you can find them). Ask clarifying questions before you begin.

# 01 clarifying questions

- **Geographical focus:** Is this physiotherapy practice operating primarily in one country or region (e.g. the UK)?
- **Existing resources and budget:** What kind of budget or financial resources are available to support this strategic growth (e.g. for technology tools, marketing campaigns, additional staff)?
- **Current business model details:** Aside from “pay as you go” sessions, are there any complementary services currently offered (e.g. group sessions, workshops, home-visit services)?
- **Brand identity and positioning:** Does the business already have a branding strategy, a logo, or a distinctive message it wants to maintain?
- **Technical infrastructure:** Is there an existing website, email newsletter, or basic CRM (customer relationship management) system?
- **Staff capacity and expertise:** How many physiotherapists and support staff are involved right now? Is there interest or capacity for training in new skills (e.g. digital marketing, social media engagement, subscription-based customer service)?
- **Scope of expansion:** Apart from expanding to new demographics, do you also envision adding new or innovative treatments, products, or wellness programmes, or is the focus mainly on marketing and structural changes?
- **Desired target clients:** Which new demographics or client types does the practice want to attract? For instance, are we looking at athletes, older adults, corporate wellness programmes, etc.?
- **Preferred communication channels:** Do you know which additional or alternative communication channels the practice might consider? For instance, do you want to explore text messaging campaigns, community forums, telehealth, or traditional mail?
- **Measuring success:** What do you see as the most important markers of success? Is it purely financial (revenue, profit), or are there other goals such as improved client retention, higher satisfaction ratings, or greater brand recognition?

# Deep Research reasoning

Reasoning	Reasoning	Reasoning	Reasoning
<p>Three-Year Business Strategy for Private Physiotherapy Practice</p> <ul style="list-style-type: none"> <li>Gathering competitor data for private physiotherapy clinics in the East Midlands, focusing on pricing models, services, and marketing strategies.</li> </ul> <p>Considering various clinics and listings for potential recommendations.</p> <p>I'm thinking through Nottingham's physiotherapy clinics, noting initial consult costs from £50-£80 and follow-ups £40-£60, with potential home visits around £100. Memberships like Nuffield offer discounts.</p> <ul style="list-style-type: none"> <li>Read <a href="#">rushcliffephysio.com</a></li> </ul> <ul style="list-style-type: none"> <li>Hm, that's curious; the Rushcliffe link is blocked or returning an error. Trying "Rushcliffe physiotherapy pricing" may help locate the necessary details.</li> </ul> <p>I'm reconsidering using Instagram due to search results and potential access issues. Now contemplating "Impact Physio" for its price transparency.</p> <ul style="list-style-type: none"> <li>Read <a href="#">impactphysio.co.uk</a></li> </ul> <ul style="list-style-type: none"> <li>I'm listing available treatments and prices at Nottingham Physio to weigh options</li> </ul>	<ul style="list-style-type: none"> <li>Read <a href="#">empc.co.uk</a></li> </ul> <ul style="list-style-type: none"> <li>OK, let me see. The site isn't loading in this environment. I'm digging into possible reasons and solutions.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">finder.bupa.co.uk</a></li> </ul> <ul style="list-style-type: none"> <li>I'm mapping out prominent physiotherapy practices in the East Midlands, including both private and chain clinics, to ensure comprehensive representation.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">whatclinic.com</a></li> </ul> <ul style="list-style-type: none"> <li>I'm thinking it through whether to search for physiotherapy clinics in Nottingham. It seems like a good idea to avoid whatclinic and focus on direct search results.</li> </ul> <p>I'm checking "Physio Needs Nottingham" for helpful info.</p> <ul style="list-style-type: none"> <li>Read <a href="#">nottinghamsportsinjury.co.uk</a></li> </ul> <ul style="list-style-type: none"> <li>I'm examining PhysioNeeds Nottingham for services like assessment, treatment, acupuncture, sports massage, Pilates, and advanced therapies such as shockwave and ultrasound scanning. Pricing ranges from £42 to £95 per session.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">makenphysiotherapy.co.uk</a></li> </ul>	<ul style="list-style-type: none"> <li>OK, let me see. It appears that most self-employed physiotherapists and small practices generally don't need registration with the Care Quality Commission (CQC), based on guidelines from CSP or Physio First documents.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">csp.org.uk</a></li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">physiofirst.org.uk</a></li> </ul> <ul style="list-style-type: none"> <li>I'm examining the regulatory needs for a private physiotherapy clinic, considering licenses, insurance, and data protection.</li> </ul> <p>I'm digging into SEO and social media for patient reach, emphasizing budget-friendly website solutions and email marketing. Traditional methods are being minimized.</p> <p>I'm mapping out a multi-channel marketing strategy, including website SEO, social media, email marketing, and traditional methods. Financially, I'm noting market trends and projecting modest to substantial revenue growth.</p> <p>I'm gathering insights on the UK physiotherapy market, observing trends like fragmentation, rising demand from demographics, and a strong PMI market. Financial strategies include cost-effective scaling, marketing, and monitoring key</p>	<ul style="list-style-type: none"> <li>I'm focusing on completing the Google Business Profile and gathering positive reviews to boost local ranking and attract new clients.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">reddit.com</a></li> </ul> <ul style="list-style-type: none"> <li>I'm thinking through the anecdotal significance of Google reviews and their potential trend analysis role.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">localiq.com</a></li> </ul> <ul style="list-style-type: none"> <li>87% of consumers used Google to evaluate local businesses in 2022, highlighting the importance of online presence for local businesses.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">onthemap.com</a></li> </ul> <ul style="list-style-type: none"> <li>Piecing together market trends, I'm focusing on growth projections, client retention, revenue tracking, and operational efficiency. Analytics will guide scaling, equipment investments, and service expansion.</li> </ul> <ul style="list-style-type: none"> <li>Read <a href="#">sciencedirect.com</a></li> </ul> <ul style="list-style-type: none"> <li>I'm zeroing in on the One-Time Status (OTS) trend to understand the massive backlog and overall growth.</li> </ul>

# Final report

## Three-Year Business Strategy for a Private Physiotherapy Practice (East Midlands, UK)

**Overview:** This three-year strategy provides a practical roadmap for growing a new private physiotherapy practice in the East Midlands. It covers an analysis of local competitors, development of a subscription/membership model, regulatory requirements, marketing and online presence, financial planning with market trends, and affordable digital/operational tools. Each section outlines actionable steps tailored to the East Midlands market for sustainable growth.

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## 1. Competitive Analysis

**Key Competitors in the East Midlands:** The East Midlands has several established private physiotherapy clinics. Notable examples include:

- **PhysioNeeds (Nottingham area):** A group of clinics offering physiotherapy, sports injury treatment, acupuncture, and massage. They price a standard 30-minute session around £52 (Price List | Nottingham Sports Injury Clinic |

# Ethical implementation

- Navigate the complex landscape of **data privacy regulations** while maintaining client trust and ensuring compliance with professional standards
- Establish clear **boundaries between AI assistance and professional judgement** throughout all practice operations
- Develop **transparent policies** that address client concerns about AI use in healthcare settings
- **Balance innovation with responsibility** to maintain the human-centred approach essential to quality physiotherapy care

# Example: Privacy policy

- **Addressing core concerns:** Draft clear explanations about how AI is and isn't used in your practice, focusing especially on client data protection and the limits of AI involvement
- **Using accessible language:** Demonstrate how to transform complex technical and legal concepts into client-friendly explanations that build trust rather than create anxiety
- **Transparency principles:** Outline what information should be proactively shared versus made available upon request
- **Communication strategies:** Create talking points for staff to address common questions or concerns about AI use in a reassuring, informed manner

Create an outline for an "AI use and disclosure policy" for a private practice, focusing especially on patient privacy and data protection. Use accessible language, as the audience for this policy will include. Ensure that it adheres to UK regulatory and legal frameworks.

# AI Use and Disclosure Policy Outline for Barefoot Physiotherapy

Here's an outline for an AI use and disclosure policy for your physiotherapy practice that addresses patient privacy concerns while using accessible language:

## 1. Introduction and Purpose

- Brief explanation of why the practice uses AI technologies
- Commitment to responsible AI use while protecting patient privacy
- Scope of the policy (which systems and data are covered)

## 2. Definitions and Terms

- Simple explanations of key terms (AI, machine learning, data processing)
- Types of AI systems used in the practice (administrative, clinical decision support, etc.)
- Categories of data that might be processed by AI systems

## 3. Data Protection Principles

- Compliance with UK GDPR and Data Protection Act 2018
- Adherence to NHS Digital guidelines and physiotherapy regulatory standards
- Commitment to data minimization, purpose limitation, and storage limitation
- Integration with existing privacy policies

## 4. AI Systems Currently in Use

- List of AI technologies employed by the practice
- Purpose of each system (scheduling, record-keeping, treatment planning)
- Types of data processed by each system
- Limitations on data use and retention periods

## 5. Patient Rights and Control

- Clear explanation of patient rights regarding their data
- Opt-out procedures for AI processing of personal data
- How to request information about AI systems processing their data
- Instructions for raising concerns or complaints

## 6. Consent Procedures

- How and when consent is obtained for AI processing
- Explanation of legitimate interests for processing without explicit consent
- Special considerations for vulnerable patients
- Process for withdrawing consent

## 7. Data Security Measures

- Overview of technical safeguards for AI systems
- Staff training requirements for AI use
- Incident response procedures for potential data breaches
- Third-party vendor assessment and requirements

## 8. AI Decision-Making Transparency

- Explanation of when AI might be used in treatment decisions
- Assurance that qualified professionals review AI recommendations
- Limitations on automated decision-making processes
- Commitment to human oversight of AI systems

## 9. Data Sharing and Third Parties

- Circumstances under which data might be shared
- Vetting procedures for third-party AI providers

# Conclusion

- AI enables physiotherapy practices to transform operations across multiple domains—from marketing to strategic planning
- Eliminates traditional growth barriers through enhanced client profiling and data-driven decision-making, allowing independent practitioners to remain competitive
- Practice owners who integrate AI into their business development can focus on delivering care using technology to support administrative and marketing tasks



Thank you

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