

FREE STRATEGIC GUIDE

THE PRACTICE GROWTH SHIFT

How independent osteopaths, physiotherapists and clinic owners can build predictable patient demand - without relying on word of mouth, constant posting or disconnected marketing.

A practical framework for turning clinical expertise into a measurable growth system.

BY MARCO LIMA & ALESSIO ZANGHIRATI URBANAZ

Strategy, market insight and healthcare practice growth

UK Edition

START HERE

This guide is not about getting more likes.

It is about building a practice that can consistently attract, convert and manage the right patients.

THE CORE IDEA

A good clinician does not automatically have a predictable practice.

Clinical skill creates patient value. A growth system makes that value visible, accessible and repeatable.

Inside, you will discover the three shifts that change how a healthcare practice grows:

1 Demand

Why word of mouth is valuable but insufficient as a growth strategy.

2 Conversion

Why more leads cannot repair a weak contact and booking process.

3 System

Why ads alone are not a patient growth system.

THE BIG DOMINO

Your practice does not need more random marketing.

It needs one connected system that moves a person from attention to trust, from trust to enquiry, and from enquiry to attendance.



**When these stages are disconnected, growth feels unpredictable.
When they work together, marketing becomes an operating system.**

ONE SYSTEM. ONE DIRECTION.

WHY KINEVIA EXISTS

Two perspectives. One conclusion.

Healthcare practices rarely have a clinical problem. They have a visibility, conversion and systems problem.



Marco Lima

Founder of MiServe. Experience supporting healthcare professionals with acquisition, positioning and practice-management systems.



Alessio Zanghirati Urbanaz

Osteopath with direct clinical and business experience in the UK market, bringing local cultural and operational insight.

Kinevia was created to combine proven growth systems with an approach adapted to the culture, economics and operational reality of UK healthcare practices.

THE NEW OPPORTUNITY

Stop buying marketing activities. Start building a Patient Growth System.

The vehicle matters. A campaign is temporary. A system becomes part of the practice.

OLD VEHICLE

- Random posts
- One-off campaigns
- Untracked enquiries
- Agency reports
- Hope

NEW VEHICLE

- Clear positioning
- Consistent demand
- Contact workflow
- Patient data
- Improvement

The goal is not to create more noise. It is to create a clearer path between the people who need help and the practice capable of helping them.

SHIFT 01 - DEMAND

Word of mouth is evidence. It is not a strategy.

The external belief: 'If I am good enough, referrals will always keep my diary full.'

Word of mouth proves that patients value your work. But it cannot tell you when the next enquiry will arrive, which service they will need or whether your team will have capacity.

THE SHIFT

From passive referrals to a digital referral engine.

A digital referral engine recreates the trust of a recommendation at scale through education, proof, local relevance and a clear next step.

TRUST BEFORE THE FIRST CONTACT

BUILD DEMAND

The Digital Referral Engine

Four elements that make a stranger feel as though your practice has already been recommended.

1

RELEVANCE

Speak to one recognisable problem, desire or patient situation.

2

EDUCATION

Explain the mechanism in language people can understand.

3

PROOF

Use reviews, clinician authority and real patient experiences.

4

NEXT STEP

Offer a clear, low-friction route to assessment or booking.

If your marketing cannot build trust before the enquiry, your reception will be forced to create it from zero on every call.

SHIFT 02 - CONVERSION

Lead quality is only half the story.

The internal belief: 'The campaign failed because the leads were not serious.'

Sometimes the lead is wrong. But often the real loss happens after the enquiry:

- The response arrives too late
- No structured first call
- One attempt, then silence
- No reminders before the visit
- No visibility on the final outcome

THE SHIFT

From collecting leads to managing a conversion process.

CONVERSION WORKFLOW

What should happen after every enquiry?

Speed, clarity and consistency are operational advantages.

0-5 MIN**Automatic acknowledgement****SAME DAY****First human contact****24 HOURS****Second contact + context****48-72 HOURS****Useful follow-up****PRE-VISIT****Confirmation + reminder****POST-VISIT****Outcome recorded**

A lead should never disappear because nobody knew who was responsible, what to say or when to follow up.

SHIFT 03 - SYSTEM

Ads are a channel. They are not the growth system.

The vehicle belief: 'If we find the right campaign, everything else will work.'

A campaign can generate attention. It cannot repair unclear positioning, a weak landing page, slow follow-up, poor diary capacity or missing measurement.

THE SHIFT

From hiring a marketing supplier to installing a practice growth operating system.

The channel may change. The operating principles remain: message, demand, conversion, data and capacity.

BUILD THE ASSET, NOT THE ACTIVITY

THE KINEVIA MODEL

Five layers of sustainable practice growth

Weakness in one layer creates pressure on all the others.

01**POSITIONING**

Why should the right patient choose you?

02**DEMAND**

How will the right people find you?

03**CONVERSION**

How do enquiries become attended visits?

04**OPERATIONS**

Can the team manage the volume consistently?

05**DATA**

What should be improved next?

MEASURE WHAT MATTERS

Visibility is not the outcome.

The numbers below reveal whether the complete system is working.

ENQUIRIES

How many people raised their hand?

CONTACT RATE

How many were actually reached?

BOOKING RATE

How many booked an appointment?

ATTENDANCE

How many attended?

PATIENT VALUE

What was the economic value?

CAPACITY

Can the practice serve more people?

The most expensive lead is not always the one with the highest advertising cost. It is the one your practice paid for and then failed to contact, book or track.

YOUR FIRST 30 DAYS

A practical implementation roadmap

Do not add more channels until the core path is visible and measurable.

WEEK 1

Audit

Offer, capacity, patient value, geography and current enquiry flow.

WEEK 2

Position

Select one service, one audience, one problem and one clear next step.

WEEK 3

Build

Create the campaign, landing page, tracking and contact workflow.

WEEK 4

Launch

Activate, review daily, identify friction and improve the weakest stage.

BUILT FROM EXPERIENCE

Strategy should meet the real world.

Kinevia combines growth systems, clinical market insight and practical experience working with healthcare professionals.



Powered by MiServe - drawing on experience supporting more than 500 healthcare and wellness professionals.

IS KINEVIA RIGHT FOR YOU?

Growth requires the right conditions.

The system works best when clinical value and operational commitment are already present.

GOOD FIT

- + **Strong clinical service**
- + **Capacity to accept patients**
- + **Willingness to track outcomes**
- + **Team ready to follow a process**
- + **Long-term growth mindset**

NOT THE RIGHT FIT

- **Looking only for followers**
- **No appointment capacity**
- **Unwilling to contact leads**
- **Expecting instant guarantees**
- **Competing only on price**

Kinevia is a partnership. The strongest results happen when strategy, delivery and the practice team move in the same direction.

PRACTICE GROWTH SCORECARD

Score each statement from 0 to 2.

0 = not in place | 1 = inconsistent | 2 = clear and repeatable

1. Our positioning is clear and specific.

☐ ☐ ☐

2. We generate enquiries beyond passive referrals.

☐ ☐ ☐

3. Every lead receives a fast first response.

☐ ☐ ☐

4. Our team follows a defined contact process.

☐ ☐ ☐

5. We track bookings and attended appointments.

☐ ☐ ☐

6. We know the average value of a new patient.

☐ ☐ ☐

7. Our diary capacity is visible by clinician.

☐ ☐ ☐

8. We review and improve the system monthly.

☐ ☐ ☐

0-6: fragile | 7-11: developing | 12-16: ready to scale

YOUR NEXT STEP

Do not guess what your practice needs next.

Request a Practice Growth Assessment and identify the exact stage creating the greatest constraint on your growth.

DURING THE ASSESSMENT, WE WILL REVIEW:

- + **Your current positioning and offer**
- + **Your patient acquisition opportunities**
- + **Your contact and booking process**
- + **Your available capacity and growth priorities**

REQUEST YOUR PRACTICE GROWTH ASSESSMENT

Book online at kineviagrowth.com



MOVE YOUR PRACTICE FORWARD.

Growth built around your practice.

KINEVIA

Powered by MiServe

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Strategy | Patient Acquisition | Systems | Growth