

# Lessons From Selling My Clinic – How what you do today impacts profits in the next five years of your business and the future sale price of your clinic.

*By Stephen Small*

If you own or plan to own a clinic, the time will come in the future when you will no longer be working in it. This could be because you choose to retire, you get a desire to do something else or, in a worst case scenario, something happens which means that you can no longer work and you are forced to sell.

I am known primarily for my work developing IDD Therapy Spinal Decompression. I work with clinics to get the best from IDD treatment and also to help them grow their business. I was also a clinic owner for eight years – Spinex Disc Clinic.

In October 2022 I sold Spinex which I had co-owned since 2014. This clinic was in London and I am quite proud to say, it was the UK's first 'Disc' clinic.

There are many experiences to be had in selling your clinic. The circumstances around my sale were quite stressful, but at the same time it was an invaluable and ultimately rewarding experience.

In this article, I share some insights because when you have a clinic business, there are certain tweaks you can do along the way, as well as some strategic decisions, which can have a significant impact on how much cash you receive in your pocket when you stop working.

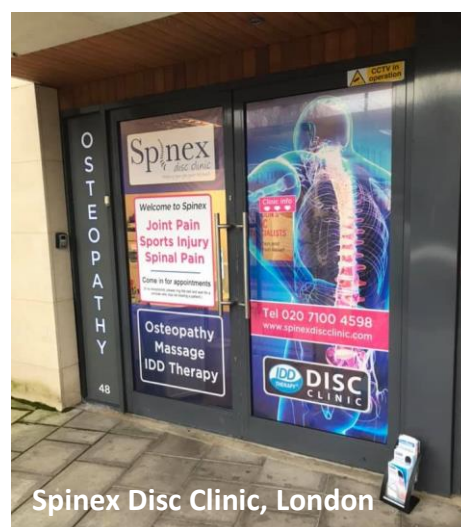
And whilst this article looks at the long term horizon to the day when you come to exit your business, the steps you take today with the long term in mind, also have a significant impact on the short and medium term profitability of your clinic.

It's like wanting to be fit, alert and mobile in your later years. By eating well, getting enough sleep and exercising now, you increase your chances of being healthy later in life **whilst also feeling a lot better in the here and now.**

## Walking Away Money

Some clinic owners work for decades and on the day of retirement, turn out the lights, hand over the keys to a landlord and walk away with nothing in their pocket but the satisfaction of having enjoyed a solid career.

Others sell a past patient list and some good will, perhaps for £10,000 to £25,000, and then there are those who sell the clinic as a whole for a larger amount. How much the larger amount is largely depends on who the buyer is and what they are getting for their money.



## A different type of clinic owner

The difference between me and most clinic owners is that I am not a practitioner. At my clinic Spinex, there were three shareholders and the other main shareholder was an Osteopath. At the outset, the Osteopath worked in the business as a practitioner as well as handling the day to day clinic operations.

Myself and the other shareholder handled marketing and other aspects of the business. The three of us came together because our Osteopath friend wanted a place to work and a business partner to help run an IDD Therapy clinic.

Our interest was to have an instrument where we could learn about the clinic business from the inside, we could learn best practice for IDD Therapy, it would be somewhere we could show IDD Therapy to prospective clinics and it would generate some additional income.

## Business or a Job?

As I looked at the clinic, I was interested in it as a business rather than a place where I was going to work. I liked the business and the service we provided to our patients, but at the same time I was looking at it as an asset with the understanding that one day we would either duplicate it and open more locations or we would sell the business to someone.

For most clinic owners working in their business, it is perfectly normal to treat patients. After all, that is the starting point for the choice of profession. Not many people train to be a clinician because they want to own a business and make money. In fact, many clinicians find running the business a hassle, a necessity but something they would rather not have to do.



Every business coach will ask or tell a new client to read the E-Myth by Michael Gerber. It's really useful for people who find themselves realising they don't just have a job, but a business. And whilst a new practitioner wants to get their hands on patients, at the same time they can and should have an eye on the choices they make today because small choices can have a significant impact on their financial future.

With Spinex, I had two potential buyer types in mind, and that is likely to be the same for you:

**1/ Practitioner** - A practitioner buying the clinic as a place where they can generate a good salary straight away plus dividends, without having to invest years and money building a clinic from scratch. That could be someone outside the clinic or as is often common, an associate or employee buying the business from the inside.

**2/ Investor** - A business owner (commonly other clinic owners) who wants to expand their revenue-generating asset portfolio making use of existing systems to grow the clinic and/ or scale the clinic to multiple locations as they work less in the business but to work on it (and have more income).

## Why we sold?

For context, I'll address this question because people often ask. The main reason was because the other two partners wanted to sell. My clinician business partner who was working in the business had moved out of London to the South West of England and the other partner was retiring. Thus selling was the route to go.

I did consider buying the business for myself. However, I have others business interests which are my priority and I didn't have the mental bandwidth or time to oversee a clinic effectively. I also live in Hertfordshire, the clinic is in London and that created an extra hassle factor. Hence the decision to sell was straightforward. We sold Spinex to an investor.

## How much will you sell for?

Generally clinic owners think that their business is worth far more than it actually is. You might have an opinion on how much it is worth, but the key consideration is how much a buyer values it at and is it an attractive value proposition to take over the existing clinic?

Unlike many businesses, the barriers and costs to opening a new clinic can be modest. Rent, a deposit, a couch or two, some furniture, a bit of branding and a website. That gets you open, a bit of networking and marketing and away you go.

So the first consideration for the buyer is, do I buy a clinic or just set up a new clinic?

To win that argument and sell your clinic for the most you possibly can get, the buyer wants to take ownership of the clinic and be able to hit the ground running.

It takes time to build a clinic/brand from scratch. We had a trading loss in our first year because of the refurb, equipment and far fewer patients in the early days than we anticipated! So if a clinic is well structured, ideally with one or more unique selling points, it will already be more appealing.



When it comes to selling a clinic business, there are variables which determine the valuation and there are different ways to calculate a price. e.g. Discounted Cash Flow Method, Dividend Discounted Model etc But however you reach a price, I will focus here on the variables.

Some are tangible and others are intangible. I often see adverts of clinics for sale with the words – '*plenty of potential to grow*'. What they should add is ... "I haven't really done a lot of work on the business, so if you are prepared to work, network, invest in the brand ...." That '*plenty of potential to grow*' is the value which the seller could have earned had they taken steps in the years before.

Think of selling a house, there are market prices based on different types of houses and areas. It's the difference between having a rundown house to sell in a rundown area versus a similar sized house in a nicer area which has been maintained and had improvements done to it over the years.

The latter commands a much higher price and is attractive to buyers wanting somewhere to move into straight away. Whereas with the former, it is much harder to sell for a high price because the buyer can run the price down more easily due to 'all the work that needs doing'.



The seller of the old tired house wants to get the price of good house, but without doing any of the work. It doesn't work like that. Using this analogy, we'll ignore the area where the house is and just look at the features of the property which underscore its sale price.

## Sales Price Drivers

Accountants and entrepreneurs will talk about formulas for valuation based on multiples of profit and turnover. That said, here is an overview of what I consider to be the drivers of the sales price for the business and attractiveness to buy, based on my experience of selling Spinex.

- Profit
- Revenue
- Assets / inventory
- Brand
- Systems
- Current and past patients
- Overhead
- Personnel
- Owners role
- Capacity
- Location

## Profit

**Profit is undoubtedly the most important driver of the sale value of the business.** We could include profit margins, but most clinics will not go into that detail. And let me expand on that, it's not just profit in the current year but profit in the past three years. Consistency or growth of profit is an important component for the price algorithm.

Considering the level of profit, the greater the profit, the more interesting the business is going to be to a buyer. If a business is generating a profit of £50,000 after all costs, including owners



remuneration, it makes sense that this will be more attractive and valuable to a buyer than a clinic making a £25k profit.

In a simple calculation if you were valuing the clinic based on a profit multiplier, whether its three times or fives time profit, the sales price difference between these two would be £75,000 and £125,000 respectively.

Either way, a very significant difference for your lifestyle when you retire, whether to pay your heating bills, a car or holidays every year.



## Revenue

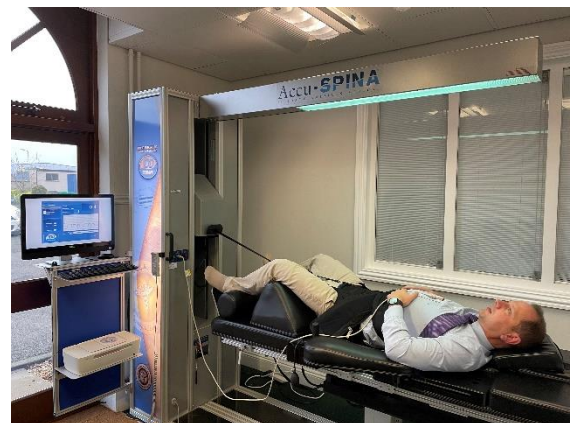
The saying goes, '*turnover is vanity, profit is sanity*'. However, whilst profit is number one, a large turnover shows that there is demand for the services at the clinic. A larger revenue is more attractive than a lower revenue, especially to investors.

New owners can always improve things operationally to increase profitability. With Spinex, pre-pandemic we were turning over £200k+ from two rooms.

**Type of Revenue:** The type of revenue is also important, because **not all revenue is created equal**. The attractiveness of the business as well as the profitability is affected by the proportion of revenue which is dependent on the lead clinician (usually the owner).

So if the owner clinician brings in £100k of revenue, that proportion of the clinic revenue will be at risk when the owner leaves. We saw this at Spinex when associates left, the new associate did not automatically inherit all the past patients.

Revenue streams not dependent on the owner are more valuable to a buyer because this revenue should still be there when the owner leaves. Typically this is driven by revenue from staff or services provided at the clinic.



Having staff or associates engaged with the business and revenue streams not dependent on the owner means that someone can buy the business from you more easily.

And if you have high revenue but perhaps low profit margins, as stated an investor coming in can look at ways to reduce overhead and grow the business profits.

## Assets / Inventory

How much would it cost to equip a new clinic? When we prepared to sell, we made an excel spreadsheet and listed out everything in the clinic. I also took a picture of every item so the buyer got a real sense of what they were getting.

I considered the new price and the second hand price. E.g. we had 50 picture frames on the wall with patient testimonials, the picture frames had tangible value of over £250 (and the testimonials had intangible value too).

Adding those items up, especially if they are in good condition, creates a nice asset for the practice and contributes to its value.

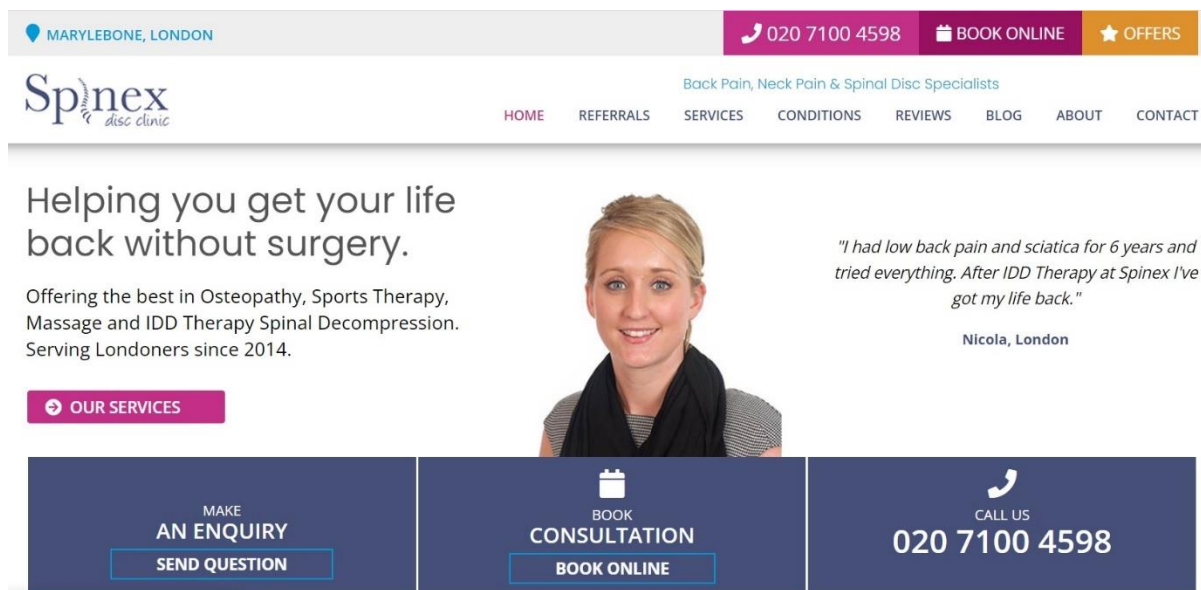
In our case our most valuable asset was a SPINA machine. Despite being older, it worked as a new machine would, but without the buyer having to spend the money for a new machine. The machine had no finance on it and was purely a revenue generating asset.



Having assets increases the appeal of the business to a buyer. Plus as a seller, you should get a far greater overall return selling your clinic as a going concern, than simply selling your assets.

## Brand, Brand, Brand

I can create a new clinic name today. But it has no value until people associate it with something. That is why a business with a strong brand identity commands higher valuations than those without. Having clear branding is the starting point. The brand value grows as the reputation grows.



In the case of Spinex this included, reviews, Google rankings, the trust factor of being established since 2014, the adverts, the quality of the website etc. It takes time to build a brand and create 'brand equity'. If the brand stands for something, it has a clear identity, then its appeal to a buyer grows.

With Spinex Disc Clinic, our niche was as disc specialists. With the clinics I work with for IDD Therapy, the IDD helps to underscore the reputation as a centre of excellence for spine treatment. This unique selling points is a big plus given the largest care category in MSK medicine is back pain.

Whatever your interests, having a solid reputation and being known for something in the community are important drivers of the value of your business.

What does your brand stand for? Do people know it? How would people describe your brand? Could they? Who is the audience you are targeting? What do you want to be known as?

As a clinician, you may have never felt the need to delve into brand strategy. However, wherever you are at in your clinic life, it's worth stopping to think for a moment and consider what you want your brand to mean to people.

The reason being is that defining your identity gives you a point of reference for any clinic decisions, so that decisions you make about services and people you bring into the business are aligned to your brand proposition all the whilst serving to reinforce your brand message over time.

Otherwise you can become a mish mash of services with no clear strategic direction.

**A word on names.** If your business name includes your name, think about evolving the name so that when you come to retire and sell, its not your name above the door but something else.

There is nothing wrong with having your name if you are good at what you do. I am Steve Small and if I am in the best physio in town, then Steve Small Physio is a good identifier. However the challenge here is that the brand is connected to you.

Most clinicians are proud. And having someone else's name above the clinic may not appeal as much as just having a brand.

Of course there are plenty of examples of the name not making any difference, but a brand identity not associated with the lead clinician is likely to have more value and appeal than a business with someone's name closely associated with it.

e.g. its not called Richard Branson airways. It's Virgin. Of course, Richard Branson was an integral part of the brand, but he is not THE brand, the brand equity is in Virgin.

## Systems

It is a challenge starting a clinic from scratch. There are many systems to put in place and this takes time, energy and money. Some clinics have clearer systems than others. I tended to think of the McDonalds operators manual and procedures.

Whether you are a sole practitioner or have a team, creating some documented systems helps to cement the value of your operation and brand, especially if it is a clinician buying your practice. That includes operational systems, but also marketing systems.

## Patients

Sp<sup>inal</sup>nex  
disc clinic

### Reviews

Written

Videos

4.8 Out of 5 Stars



Overall rating of 139 1st-party reviews

There is a saying that the gold in any business is found in its customer list. For a clinic that is a patient list. How clean is your patient data? Is it easy to access and do you communicate regularly to your past patients?

Our past patient list was organised and had been downloaded in excel. It is in the practice management software but equally, we had ours available to email patients.

As you think about selling your business, the bigger your list the better, but also the bigger your list that you market to, the more appealing the business will be.



*"I could only walk with crutches because of pain in my low back and sciatica. I can now walk again and don't need surgery. I'm so glad I found Spinex."*

**Tatsuya, London**

You are looking to tick as many boxes as you can to the overall attractiveness of your business. Is your patient list in a mailing software like mailchimp? So you can say we have X,000 patients in mailchimp.

And in addition, you want to be regularly in contact with your patients. A new owner will want to keep their foot on the gas to ensure patient numbers stay constant and grow through easy communication to the patient list. And this is where the present day comes in.

Cleaning your patient data as you go, adding new patients to your patient database and mailing platform means that you can communicate to your patients in the here and now. This is part of the process of keeping up revenue and spreading the word about your business and brand.

If you build your practice over time with stimuli, you increase your current profits, which is obviously good for you today. And as you grow profits, that is going to increase the value of your business when you come to sell it.

## Overhead

Keeping overhead to the minimum is important. You should cull unnecessary expenses. But having certain overhead which is driving your business is a positive thing. E.g. if you have overhead including £750 of marketing a month, that is probably a lot more than most clinics.



And if that marketing is part of a system which isn't dependent on your skill set, and which is driving revenue and profits, that is appealing. If you invest £750 a month in marketing but get £5k or £10k back from it, you won't consider it as a bad cost.



Rent/ mortgage will be an important component of overhead, but the biggest overhead is likely to be your staff costs.

## Staff

Having a team increases the value of a business compared to a sole practitioner because your team generates income. It also means you earn money when you are on holiday or take a day off!

When we started Spinex, we went with the self-employed associate model on a 50/50 split, with a fixed payment per IDD Therapy.

That appeals to an owner initially because they aren't committed to a salary. If you don't do enough treatments, you won't make a loss. But, as you grow, the associate model is less appealing because you give up a lot of profit and it is less appealing to prospective buyers.



Early days Spinex Team

This is because associates may be considered as having less loyalty to the business. Having salaried staff demonstrates greater stability. You can also expect salaried staff to carry out operational and admin duties without relying on goodwill or begging! But even paying generous salaries can mean profits are higher than giving 50% of income to a busy associate.

## Owner's Role

There are phases of a clinician's career. If you are a skilled practitioner doing what you love, then you should do that for as long as you can. A sole practitioner has a ceiling to what they can earn and when the revenue and profit of the business is centred on the owner alone, this will drive down the sale price of the business significantly.



Adding associates and a team can seem like a hassle, but with the right staff on the right money, clinics typically increase their revenue and profits. Having additional team members and services also helps to expand the reach of the clinic because more people pass through the business, which in turn helps to strengthen the brand.

A thought which we don't really want to have to think about but need to. Having more than one person, especially one key person in the clinic, is also an insurance policy. Life can and does throw curve balls. I've seen it. From illness to accidents to burnout to ageing and no longer being the 'turbo' you once were, if life throws a curve ball at you, how long can you survive? A team can mean that financially, you can weather the set back.

Owners may want to work as practitioners for as long as they physically can, because it's what they love. But the lower the proportion of practice revenue is driven by the owner, the higher the sale price. Hence any degree of expansion is good for increased profits in the present, whilst helping build your business worth for the future.

## Capacity

Available clinic capacity is probably linked to the attractiveness for your buyer. At Spinex we just had two rooms and post pandemic, we weren't using them optimally. Thus we had underused capacity at the time of sale. The buyer could see that there was a lot of additional capacity which could be filled and generate greater profits.

That said, had we been at capacity we would have been making greater profits! That would have been better in the present and would have increased the price we got for the business when we sold.



**Better Use of Underused space**

So for us, the buyer could evaluate all the variables and also see growth potential from what they could bring. We sold because the time energy and money needed for us to build the clinic up was too great a drain away from our other activities and priorities.

But for most clinic owners who aren't running multiple businesses, it makes sense to get the most from an existing space to increase current profits. Profits which either get invested back into the business to make it even better, which get invested outside the business or which are simply used to fund growing expenses of life!

## Location

Many practitioners start out renting a room somewhere. It could be in another clinic, a leisure centre or a GP surgery. Clinics which grow then move out, perhaps to add a room or two.

Our clinic was a shop front on a side street off Edgware Road London. It had a lease and thus there was some solidity. I have known clinics renting in other clinics and at some point they have had to move out. (We have moved their IDD machines).

The message really is the more you control your location, the greater the appeal of the business to the potential buyer. A buyer would not want to pay a lot of money for a business where there is a question mark that they might be forced to move.

Of course a landlord can always increase rents or give notice, so there is always an element of risk. However, with a lease in place and a good relationship with the landlord, then your business will hold greater appeal.

If you have a bad relationship with your landlord, it makes sense to look at alternative locations for when it comes time to renew. Otherwise your prospective buyer could be put off.

## OVERVIEW

Depending on your situation, the run up to the sale can be stressful. You need to get every piece of paper up to date. Most clinics have a long to do / should do list. Bring it up to date and work on it consistently. Don't wait until the time you come to sell.

By ticking things off the to do list as if you were preparing to sell, the good news is your business will generate more profits now. That is good if you want a new car, but it also has another effect.

I have seen clinics stay the same for years. Which is fine if that's what you want. But I have also seen in many of the IDD clinics how significantly increased revenue opens new doors for the business.

Whether you bring in new people or services, additional revenue creates possibilities. Maybe you want bigger premises, new equipment, a gym, better marketing, or you want more money to take a day off each week.

When you build on growth it is not always possible to imagine where that growth journey will end up, but staying the same won't get you there.

I included in the list of wants the 'day off'. It's worth pointing out that having some time to think, to work ON your business can make a significant difference to the 'should do' list and the ultimate destination of your practice. The value of extra headspace cannot be understated.

Have it ready.

Like on Dragon's Den, you need to know your numbers and be firing on all cylinders when you come to sell to get the best price.

You need to be able to show the buyer exactly what is in the business, because they are wary of skeletons in the closet that can bite them. They want to see how it has performed in the past and how it is performing in the present.



They also want to see how easy it will be for them to take over without having to dive immediately into the trenches. Your business wants to be a well-oiled machine which, towards the latter stages of your tenure, is less dependent on you and which has as high a value as you can make it, based on the variables I have described.

You get to enjoy the here and now more, serve more patients and make more money. And when you finally get to your destination, rather than a barren wasteland, it will more likely be the abundant paradise you set out for.



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## APPENDIX – Having A Specialist Spine Service

People often ask me what makes the most financially successful clinics. As with most organisations, the biggest driver is the owner. Their passion, their skills and knowledge, and what they put into the business and the team are fundamental.

The culture of the clinic is its core identity and having a strong cultural identity helps to attract team members of the same spirit. As business owners, we need to work on ourselves as much as we can so we don't grow stale and go through the motions. But passion and enthusiasm are not always enough on their own.

If you have seen any of the new style fly on the wall sports documentaries which follow sports teams, it's clear that passion and enthusiasm are only part of the story for success.

In the Formula One series Drive to Survive we get to see inside the F1 teams. The hungry challenger teams have no less passion than those teams at the top, but they have far less resource, equipment and smaller numbers of personnel. They ultimately lag behind.

I am not comparing Formula One to a Sole Practitioner Physiotherapy Clinic. But if you are reading this, you probably have a bigger vision of your clinic than where it is now. You are in charge which makes you the Team Principal.

### Specialisms & IDD Therapy

This appendix is me sharing my thoughts on some steps clinic owners can take to grow their clinic business. To make more money in the here and now, with an eye on the future for when you want or need to work less and ultimately, for that day when you come to sell your clinic and want the highest sale price.

The only way to get more from your business is to expand it and leverage other people or systems. Because ultimately, you have only so much of your own time to exchange for money.

I believe enthusiastically in developing specialisms. You may be able to treat everything under the sun, but positioning your clinic as a specialist in particular areas can mean that you get to attract more people and potentially charge more.

If you have a specialism, you can also attract other staff more easily who share the same interests, which further cements the identity of the clinic.

There are different specialisms.

My interest is spine care and of course IDD Therapy Spinal Decompression. If you want to know more about my story with IDD Therapy, I share a video with you at the end of this appendix.





As you look at your clinic, your areas of expertise, it may be that IDD Therapy or having a spine specialism is a fit for your vision of your clinic, so I share some details so that you can see the model.

I will say that the starting point for IDD Therapy is of course outcomes. Better outcomes for patients with certain spinal pathologies, like herniated discs, nerve pain etc which have not responded to standard manual therapy and exercise.



I tend to think about the patients who go back to their GP to find help and patients who are referred for an MRI for their unresolved pain. To me, 9 times out of 10, the referral for the MRI is indicative that current treatment is not working, so what next? What IS next? Pain meds, injections, surgery?

## IDD Therapy

IDD is a programme of rehab spread over a six to eight week period. Each appointment lasts one hour and can be scheduled as a 45 minute treatment. At the heart of IDD is the Accu SPINA which delivers a 26 minute treatment.

Patients begin with ten minutes of infrared heat to warm soft tissues and increase blood flow. Patients sit on a waiting room chair with a special heat pad.

Time on the IDD is 26 minutes, allow five minutes to get a patient on and off the Accu SPINA machine, and afterwards a patient has ten minutes of cold therapy (a cold pack applied to the back), the patient can be lying down or seated.

## Who manages the patient?

The initial consultation is carried out by either a Physiotherapist, Chiropractor or Osteopath. Or, it can be a medical doctor. The treatments themselves can be carried out by the same team but also can be delivered by sports therapists.

The initial consultation is a standard spinal consult. So there is nothing technical which is new for you to learn to get started because IDD fits your areas of core competency anyway.

What I would say that as you start doing IDD, you will learn more about spines and this will further improve your assessment skills. (We give you a complimentary six hour MRI training programme to enhance your skills and understanding of MRIs).



There are two types of IDD clinic. There are clinics where the owner likes and wants to do the treatments themselves. They are passionate about spines, enjoy IDD and it is also a good way to break up the day with treatment which is not physically demanding.

The second clinic is one with associates. Whether salaried staff or self-employed associates, someone else does the IDD rather than the owner. And as patients have a programme of care over six to eight weeks, this fills more appointments in the diary and it generates significant new income.

Treating patients with more complex needs requires more time investment which generates greater income. The revenue from IDD is not dependent on you or the reputation of any of your team. Patients come because they have a disc problem and you have the best programme to help them.

## Asset

The Accu SPINA is a revenue-generating asset in your business. The treatments you provide pay for the asset and generate profit. And whilst an asset will depreciate in value over time, the Accu SPINA retains value.

We rarely have second hand machines to sell. The reason is because clinics get the outcomes they want and they make money. Hence nobody sells. We have had a couple of clinics who had to close due to personal circumstances. In those cases the clinics were able to sell their asset, with help from us.

But the Accu SPINA remains as an asset in your business. Its value does not go to zero so when you come to sell, it is worth something. And in addition, with the spine programme generating revenue, the clinic has higher profits and higher turnover, both of which are not necessarily dependent on the clinic owner, which increases the value and appeal of the business to a potential buyer.



## Higher Profits

Higher profits in the clinic create possibilities. Some owners want a revenue stream which they can use for outside investments or a pension. Profits also create more time whether for better work life balance (I know owners go down from 5.5 days to 4 days) or for expansion and new investment in the clinic. IDD treatment prices range £70-£100, this is illustrative of a £75 treatment:

### IDD THERAPY REVENUE

Treatments per day	1.3	2.5	3.8	5.0	6.3	7.5	10.0
Treatments / Month	<b>25</b>	<b>50</b>	<b>75</b>	<b>100</b>	<b>125</b>	<b>150</b>	<b>200</b>
Revenue / Month	<b>£1,875</b>	<b>£3,750</b>	<b>£5,625</b>	<b>£7,500</b>	<b>£9,375</b>	<b>£11,250</b>	<b>£15,000</b>
Revenue / Year	<b>£22,500</b>	<b>£45,000</b>	<b>£67,500</b>	<b>£90,000</b>	<b>£112,500</b>	<b>£135,000</b>	<b>£180,000</b>

Five Year Revenue	<b>£112,500</b>	<b>£225,000</b>	<b>£337,500</b>	<b>£450,000</b>	<b>£562,500</b>	<b>£675,000</b>	<b>£900,000</b>
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Treatment prices: Patients with unresolved pain are willing to invest more when presented with a credible programme aimed at long term resolution rather than quick fix short term pain relief.

There are many modalities clinics might be interested in; laser, shockwave, tecar, new gym equipment or a bigger clinic space. If you are generating an extra £2k, £5k, £10k+ a month from your spine specialism, you have the means to do more than most clinics.

And that strength can compound. You can afford to do more marketing, which generates more new patients. There is a lot more competition and ageing clinics are vulnerable to hungry new starts.

So the clinical USP (unique selling point) differentiates the business and helps it stand out. New website? easy. Better signage? done. Decorating? Simple. Receptionist or manager? Opens up opportunities to be more efficient and free up more time for the clinic owner.

All the while enjoying the clinical satisfaction from the outcomes of treatment.

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*"Am I ever going to play again? I was in so much pain. I couldn't sit down. I couldn't put my shoes and my socks on. I was literally bed-bound for three or four months.. I want to say thank you to The Medical and especially the IDD, it has helped me massively in my rehabilitation. I want to recommend IDD to anyone who is struggling with back pain".*

**Kyle Sinckler, England Rugby & Bristol Bears**

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Private clinics are built on their reputations and outcomes. When you help patients who are struggling with pain and who feel they have no options, helping them onto a virtuous circle of reduced pain and improved function is immensely satisfying.

### **Is IDD Therapy of interest for your clinic?**

If you would like to have a discussion about how best to incorporate IDD Therapy into your practice and for a full inventory of the value we provide for the practice when you join the network, contact me, Steve Small at [stephen.small@steadfastclinics.co.uk](mailto:stephen.small@steadfastclinics.co.uk) or book an appointment at <https://calendly.com/stephen-small>

You can also register for a webinar I put on which gives more detail on the opportunity.

#### **Webinar Sign Up Here**



#### **Video My Story and Origins of Decompression**

