

PHYX PHYSIOTHERAPY · HONG KONG

HK\$240,000 a year saved. One iPad. Zero compromise on premium experience.

Sebastian Swarbreck runs PHYX Physiotherapy in Central, Hong Kong — a premium-positioned clinic with four physiotherapists, one receptionist, and an iPad that covers every hour the receptionist doesn't.

THE CHALLENGE

PHYX operates 7:30am–7:30pm Monday to Friday, plus 9am–2pm Saturdays — none with full receptionist cover. Hiring two or more receptionists to cover that span properly was incompatible with the clinic's premium-but-accessible price positioning. Cliniko's native forms also didn't deliver the branded, premium feel central to the PHYX experience.

WHAT HE SET UP

Sebastian found Finger-Ink in the Cliniko integrations directory. Native sync with Cliniko was a non-negotiable. The iPad kiosk became his digital receptionist for early-morning and evening hours; branded forms reinforced the premium positioning from the patient's first interaction. **Setup took roughly an hour.**

"It effectively saves me 240,000 Hong Kong dollars a year, which is pretty significant."

— Sebastian Swarbreck, CEO & Co-Founder

THE RESULTS

- ✓ **HK\$240k/year**
Avoided receptionist costs — equivalent to two part-time FTEs.
- ✓ **22 hrs/week**
Of unstaffed reception covered — weekday early/late shifts plus Saturdays.
- ✓ **Branded intake**
Forms and check-in carry the PHYX brand from first touch — not Cliniko's defaults.
- ✓ **2nd clinic**
Tsim Sha Tsui rollout described as "a given" — Finger-Ink from day one.

AT A GLANCE

INDUSTRY

Physiotherapy

LOCATION

Central, Hong Kong (APAC)

PRACTICE SIZE

4 practitioners + 1 receptionist (per site)

OPERATING HOURS

Mon–Fri 7:30am–7:30pm
Sat 9am–2pm

PATIENT MANAGEMENT

Cliniko — native sync

PRODUCTS USED

Finger-Ink Forms + Kiosk

CUSTOMER SINCE

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"I'm not going to push it too much to everyone else — it's a great differentiator for us."

Sebastian Swarbreck, on whether he recommends Finger-Ink to other Hong Kong clinics