



RICHMOND REHAB · MELBOURNE

Eight years running a physio clinic without a receptionist.

Luke Anthony runs Richmond Rehab, a small Melbourne physio clinic with three physios, no receptionist, and an iPad on the front desk that handles every check-in. He found Finger-Ink in the Cliniko connected apps directory in 2018. He's still a customer eight years on, and hasn't needed to log into the portal in months.

THE CHALLENGE

A small clinic with no front desk reception. Patients needed a way to check themselves in, complete intake, and notify their practitioner, without a human at the desk. Every new patient created three manual jobs: print the form, scan it back in, re-key the data into Cliniko.

Google Forms looked unprofessional. Cliniko's native forms had no logic and no branding. CliniqApps had more features but the patient-facing forms looked "terrible" and pricing was hidden behind a sales call. None of the alternatives cleared the bar.

WHAT HE SET UP

An iPad kiosk in the waiting area as the front desk. Every patient self-checks in, every appointment, every day. Branded patient intake forms with conditional logic, syncing directly into Cliniko patient records. SMS template fallback for patients who hadn't completed forms before arrival. **Setup was straightforward; the system has run continuously since.**

"I'd rather pay for two specialist subscriptions than put a clunky form in front of a patient."

— Luke Anthony, Owner & Principal Physiotherapist

THE RESULTS

✓ **No receptionist**
iPad on the front desk handles check-in, intake, and practitioner notification.

✓ **~\$60k/year**
Avoided receptionist costs — the Australian average for a health clinic role.

✓ **3 jobs eliminated**
Print, scan, and re-key into Cliniko — gone. Forms sync directly to the patient record.

✓ **8-year customer**
Set up once, refined over a couple of months, hasn't needed attention in over six.

AT A GLANCE

INDUSTRY

Physiotherapy (with massage therapy)

LOCATION

Richmond, Melbourne, Australia

PRACTICE SIZE

3 physiotherapists, plus massage therapists. No receptionist.

PATIENT MANAGEMENT

Cliniko - native sync

PRODUCTS USED

Finger-Ink Forms + Kiosk

CUSTOMER SINCE

April 2018 (8 years)

"If you care about how your clinic presents, or what the patient's thinking, it's a bit of a no-brainer."

Luke Anthony, on what he tells other clinic owners