

FisioVida

Designing a Human-Centred Digital Transformation

Digitalise the process, not the human relationship.

Group project · Portfolio case by Fábio Pires

Customer Experience · Digital Strategy · Local SEO · Automation · Process Optimisation



Manual processes were limiting growth and patient experience.

The transformation challenge was operational and commercial: remove friction while protecting human care.

CORE CHALLENGE

The patient journey begins online, but the clinic still depends on phone bookings, paper records and manual follow-up.

That creates lost leads, weak data visibility and limited scalability.

BOOKING BOTTLENECK

Phone-first booking blocks conversion outside opening hours.

DATA BLINDNESS

Paper records limit visibility over retention, occupancy and service performance.

PASSIVE GROWTH

Word-of-mouth alone makes growth dependent on third parties.

ADMIN BURDEN

Manual communication reduces time for higher-value patient care.

Define the change before choosing technology.

The project translated the problem into three practical transformation targets.

100%

digital clinical management

90 days

Replace paper records and activate
online booking.

+15%

monthly consultations target

6 months

Use local SEO and patient
reactivation.

1

monthly dashboard

30 days after software

Track occupancy, profitability and
retention.

Portfolio value · This case shows how digital marketing can connect acquisition, operations, experience and management reporting.

The project used personas to avoid designing one generic patient journey.

MARIANA MOREIRA · 56

Needs reassurance, continuity and a simple process.

Friction Phone contact, paper records and fear of missed appointments.

Trust driver Human care, organisation, clear information and reminders.

Key channels Google, Facebook, WhatsApp and YouTube.

FRANCISCO SILVA · 30

Wants speed, technical proof and zero bureaucracy.

Friction Calls, slow booking and processes that look outdated.

Trust driver Digital convenience, evidence, reviews and technical clarity.

Key channels Google, Instagram and online reviews.

Implication · Technology has to feel simple for Mariana and fast enough for Francisco.

Technology is the means - not the patient need.

JTBD clarified the emotional and functional outcomes behind each patient journey.

MARIANA HIRES THE CLINIC TO...

Preserve independence

She wants to keep an active role in family life without feeling lost in disorganised healthcare processes.

Digital role: reminders, digital history and simple booking reduce anxiety around continuity of care.

FRANCISCO HIRES THE CLINIC TO...

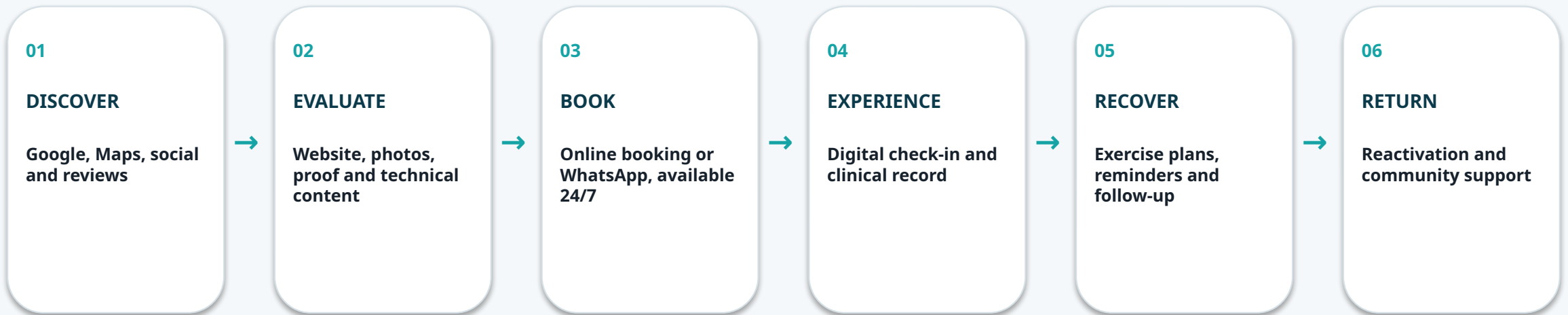
Return to performance

He wants to minimise downtime between injury and full performance, with technical clarity and speed.

Digital role: 24/7 booking, digital payment and progress data remove bureaucracy.

Discover, book, recover and return - with less friction.

The redesigned journey connects marketing touchpoints with clinical operations and patient retention.



Strategic shift · Move from an interrupted, phone-based path to a connected patient experience supported by digital systems.

Build the system around conversion and continuity.

The website and clinical software act as the operational core; channels around them bring, convert and retain patients.

LOCAL SEO

Google Business Profile + local search

WEBSITE + CLINICAL SYSTEM

Conversion · records · scheduling · data

WHATSAPP

Booking, reminders and reactivation

SOCIAL CONTENT

Authority, trust and humanisation

PAID MEDIA

Search and Meta campaigns by pain/persona

REVIEWS

Proof of trust and local visibility

Ecosystem principle · Every touchpoint either reduces friction, builds trust or creates useful data.

The website becomes the clinical conversion hub.

Local SEO, clear proof and 24/7 booking reduce the gap between health need and confirmed appointment.



CONVERSION PRIORITIES

LOCAL SEO

Optimise for searches such as physiotherapy in Viseu and clinical pilates in Viseu.

GOOGLE BUSINESS PROFILE

Keep photos, services and reviews updated to support local trust.

24/7 BOOKING

Visible booking button with professional, time and schedule selection.

PATIENT AREA

Digital history and exercise videos replace fragmented paper-based follow-up.

TRUST BASICS

HTTPS, staff photos, clear treatments, FAQs and patient reviews.

Rule: simple for Mariana, fast for Francisco.

Marketing does not end when the appointment is booked.

Automation supports attendance, treatment adherence, reactivation and community.

01

REMIND

24h reminders by WhatsApp or SMS reduce missed appointments.

02

SUPPORT

Exercise videos and instructions keep the patient guided at home.

03

RE-ENGAGE

Inactive patients receive useful content and a check-up invitation.

04

COMMUNITY

Groups, lives and challenges keep the relationship active beyond the session.

Retention logic · Less forgetting, less friction and more follow-up create a better patient experience and a more predictable clinic.

From data blindness to decision support.

Digital records and software reporting turn patient activity into management insight.



WHAT BECOMES VISIBLE

- OCCUPANCY** By physiotherapist and time slot.
- PROFITABILITY** By service or treatment type.
- RETENTION** Patients returning, inactive or at risk.
- DEMAND** Lead source and booking behaviour.
- OPERATIONS** No-shows, reschedules and admin workload.

Management rhythm · 1 monthly dashboard discussed by the 5th working day.

A phased path to modern, human-centred growth.

The roadmap prioritises operational readiness before scale.

01 DIGITISE

Implement clinical software, online booking and digital patient records.

02 CONVERT

Optimise local SEO, website trust and booking flows.

03 NURTURE

Automate reminders, exercise plans, follow-up and reactivation.

04 MEASURE

Use dashboards to manage occupancy, profitability and retention.

WHAT THIS CASE DEMONSTRATES

Customer experience

Digital transformation

Journey mapping

Local SEO

Automation

Measurement planning

BOTTOM LINE

The best digital transformation removes friction around human care.