

How start.physio stopped sending patients to voicemail.

start.physio runs eight physiotherapy practices in western Switzerland. Its physios treat patients back to back, so the phone is staffed only a few hours a day. Outside those hours, and whenever all lines were busy, patients reached a voicemail. Today rednea answers those calls, takes each request completely and hands it to the team, ready to act on.

6 weeks

from the first test line to all 8 practices

300+

calls answered every month

95%

of calls arrive when the front desk is closed or busy

4-5 → 1 min

staff time per patient request

CHALLENGE

Short phone hours and busy lines sent patients to voicemail. Almost every message needed a call-back.

SOLUTION

One rednea AI assistant per practice answers when the front desk is closed or busy, and collects every detail.

RESULT

Requests arrive complete. One in three needs no call-back, and the team saves about 15 hours a month.

WHO IS START.PHYSIO

Physiotherapy close to home, in eight towns

start.physio is a group of physiotherapy practices in the French-speaking part of Switzerland, founded in 2015. Its eight practices stretch from Lausanne along Lake Geneva to Martigny in the Rhône valley, run as two companies: one for Vaud and one for Valais.



THE CHALLENGE

When the phone rings during a treatment

A physiotherapist cannot stop a treatment to answer the phone. So start.physio staffs its phone lines only for short periods each day, and even then the lines are often busy.

A voicemail only goes one way

It records what the patient says. It cannot ask for what is missing.

Every message costs 4 to 5 minutes

Read, interpret, call back, ask again, and only then book.

Patients wait too

They wait in the queue or leave a message, then wait for a call-back and repeat everything.

«Outside office hours, patients ended up on voicemail. Most of them just said: I need an appointment, please call me back. That was a waste of time for our patients and for our team.»

Sergio Legrant, COO and co-founder, start.physio



WHY REDNEA

Why start.physio chose rednea

Swiss, with data in Switzerland

In healthcare, the first question is always where the data is. rednea is a Swiss company, and all call data is stored in Switzerland.

A fit from day one

The assistant covered 90% of what start.physio needed from the start. The rest was tuned in days, not months.

Made for Swiss French

Claire speaks the French of Romandie, with local numbers and place names, and changes language when a caller does.

One assistant per practice

Each practice keeps its own number, greeting and summary inbox, so every request lands with the right team.

HOW IT WORKS TODAY

A conversation instead of a recording

BEFORE: VOICEMAIL

1. Patient leaves a message, often incomplete
2. Email with a raw transcript
3. Team guesses what the patient wants
4. Call-back to collect the details, often twice
5. Appointment booked

4-5 min per request

NOW: REDNEA

1. Claire asks for the reason and every detail
2. Structured summary, with practice and urgency in the subject line
3. The team sees at once what to do
4. If a slot fits, they book it and confirm by SMS
5. No call-back needed in many cases

1 min per request

THE IMPACT

What this means every month

~15 h

of staff time saved per month

About 250 requests a month, each taking 3 to 4 minutes less. That is about two working days.

~10 h

of waiting saved for patients

Each patient saves 2 to 3 minutes of waiting, call-backs and repeating details.

0 min

in the queue

Claire answers every call at once, even when all lines are busy. Nobody waits for a free line.

Estimates based on start.physio's handling times and rednea call data.



«I was looking for a Swiss-based AI solution to handle patient calls outside working hours and whenever our call queues overflow. We're an SME, so we need to keep costs tight but still provide a good patient experience while respecting data protection laws. I'm very happy to have found rednea, as it ticks all the right boxes. On top of that, their team has been extremely supportive and even prioritised two or three suggestions we made to improve the solution. Couldn't be more happy. And the patients? Getting used to it, some can't tell the difference. It's not perfect, but it's extremely efficient. Our patient service representatives? Happy with the summaries of the calls. Taking care of patients and taking care of my team were my goals, both fulfilled. Keep up the good work, rednea team!»

Sergio Legrant, COO and co-founder, start.physio

WORKING TOGETHER

A team that adapts the platform to its customers

Same-day changes

The feedback from the first test calls was live on all lines the same afternoon.

Summaries per practice

The practice name and the urgency appear in every subject line, and each practice can send its summaries to its own inbox.

Automatic deletion

Call data can be deleted automatically after a set number of days.

Access for the whole team

Team members get their own access to the calls in the dashboard.

«It was above my expectations. I always felt that the team was extremely responsive and listened to our needs. It is an open collaboration: we can discuss problems and even find solutions together.»

Sergio Legrant, COO and co-founder, start.physio

EASY TO SCALE

From one practice to eight, and what other businesses can learn

1

Start with one location

Switch the assistant on at one location outside opening hours. Test it with your own calls, tune the questions, then roll it out.

2

Copy what works

Once one location works, the same setup is copied to new locations in minutes. start.physio went from one to eight practices, in two companies, in six weeks.

3

One number per location

Each location keeps its own number, greeting and summary inbox, so growth never mixes up the teams.

4

Let your team shape it

The people who work with the summaries every day know best what they need to see first.

Hear it for yourself

Call our demo line and talk to the assistant, or book a call with us.

www.rednea.ch/en/demo

info@rednea.ch

Read the full story online:

www.rednea.ch/en/kunden/start-physio