



# How The Insight Network Increased their business by 700% with Appura Cloud

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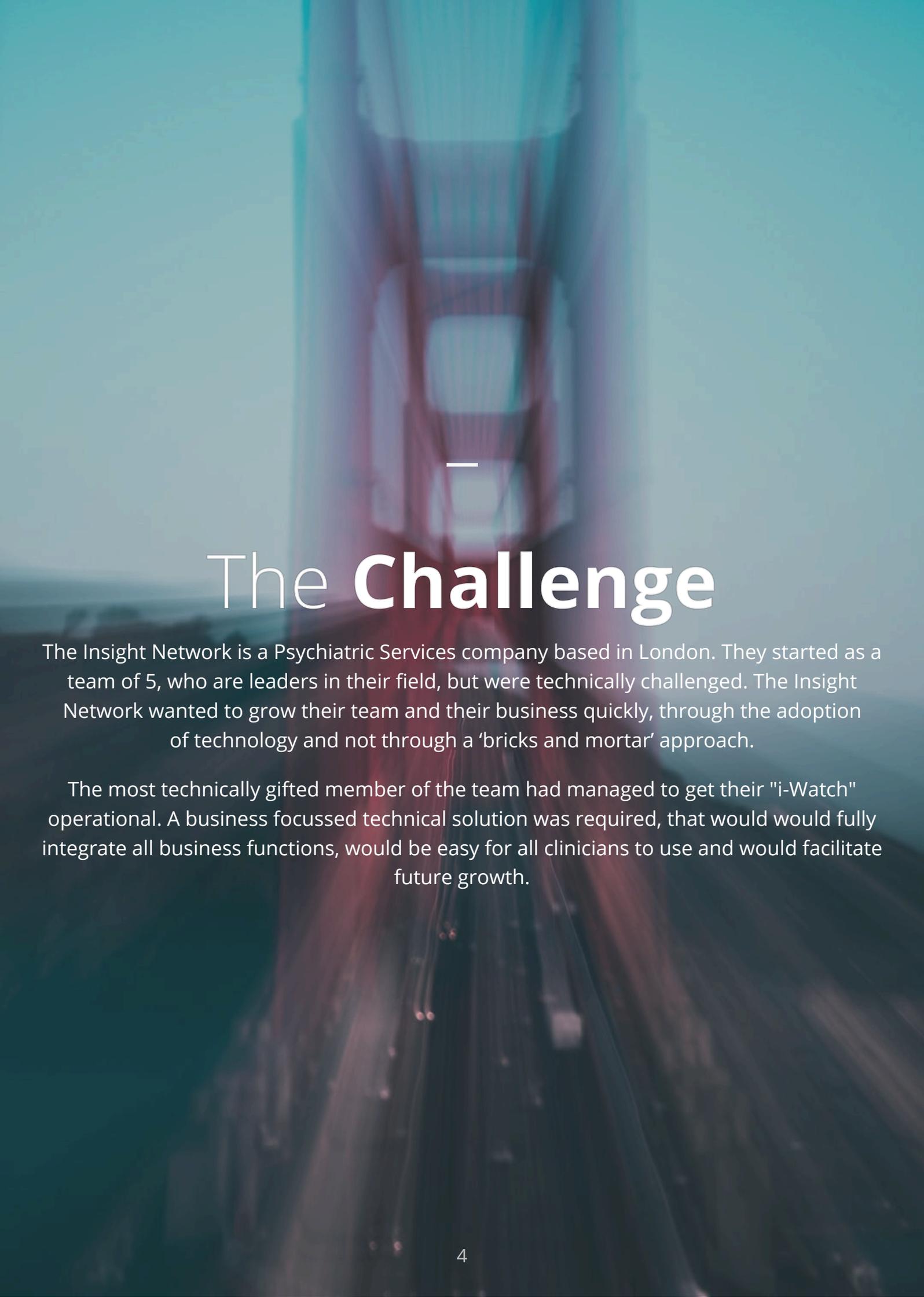


We helped The Insight Network grow their business 700% in 9 months with an online approach that utilized integrated technology, rather than Bricks & Mortar, to attract new customers and manage the back office simultaneously.

Since working with the team at Appura Cloud , **we're surpassing our business objectives and have built a solid base for future growth**, and with metrics like that, it's hard to argue.



Gill Deane — Clinical Lead Practitioner - The Insight Network



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# The **Challenge**

The Insight Network is a Psychiatric Services company based in London. They started as a team of 5, who are leaders in their field, but were technically challenged. The Insight Network wanted to grow their team and their business quickly, through the adoption of technology and not through a 'bricks and mortar' approach.

The most technically gifted member of the team had managed to get their "i-Watch" operational. A business focussed technical solution was required, that would fully integrate all business functions, would be easy for all clinicians to use and would facilitate future growth.

# Let us run our business and you take care of the rest

Starting a new business from the ground up is always challenging. How do we attract new customers? How do we manage them once they are on board? how do we ensure compliance? how can we run profitably and communicate with our advisors securely?

How can we do all of the above secure in the knowledge that we have the best technology solutions?

Gill Deane, Clinical Lead Practitioner at The Insight Network, is the individual with the vision to grow the practice. She says, "***Appura Cloud took full responsibility for explaining clearly the benefit of implementing a fully integrated cloud solution and then took responsibility for the technology fitting into our business rather than the other way round.***

***This allowed us to focus on working with our clients and growing our practice in line with our plan. They tailored their approach every step of the way. They never once suggested a blanket solution, and took the time to really understand us".***



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# The Solution

Create a long term strategy that would compound over time.

# A compounding strategy

The team at The Insight Network wanted to position themselves as a premier healthcare provider and a group that could meet all client needs through their extensive network of therapists.

Whilst the team at The Insight Network concentrated on delivering a premier service they wanted to work with an expert that could digitize their business and facilitate their projected growth. Finally they needed a company they could totally rely upon.

Gill wanted to equip the team and the business with advanced technology solutions that would grow with business over the years to come.

***“Appura Cloud became an extension of our team—they kept us involved every step of the way. By keeping their actions transparent, they gave us knowledge and confidence to keep growing.”***

To begin with the Appura Cloud team ensured that they fully understood the needs of our business and our team members. They also recognized the importance of building a platform and infrastructure that would enable The Insight Network to scale and manage their business for the future.

Appura delivered a digitized platform for to substantially grow the business, they went from 5 to 35 practising psychiatrists in under 9 months, due to the platform enabling them to grow electronically.

The Appura Cloud platform enabled easy expansion and quick on-boarding of new practitioners.

The final solution included portal/website, payment gateway, client booking system, video system, case note management and CRM.

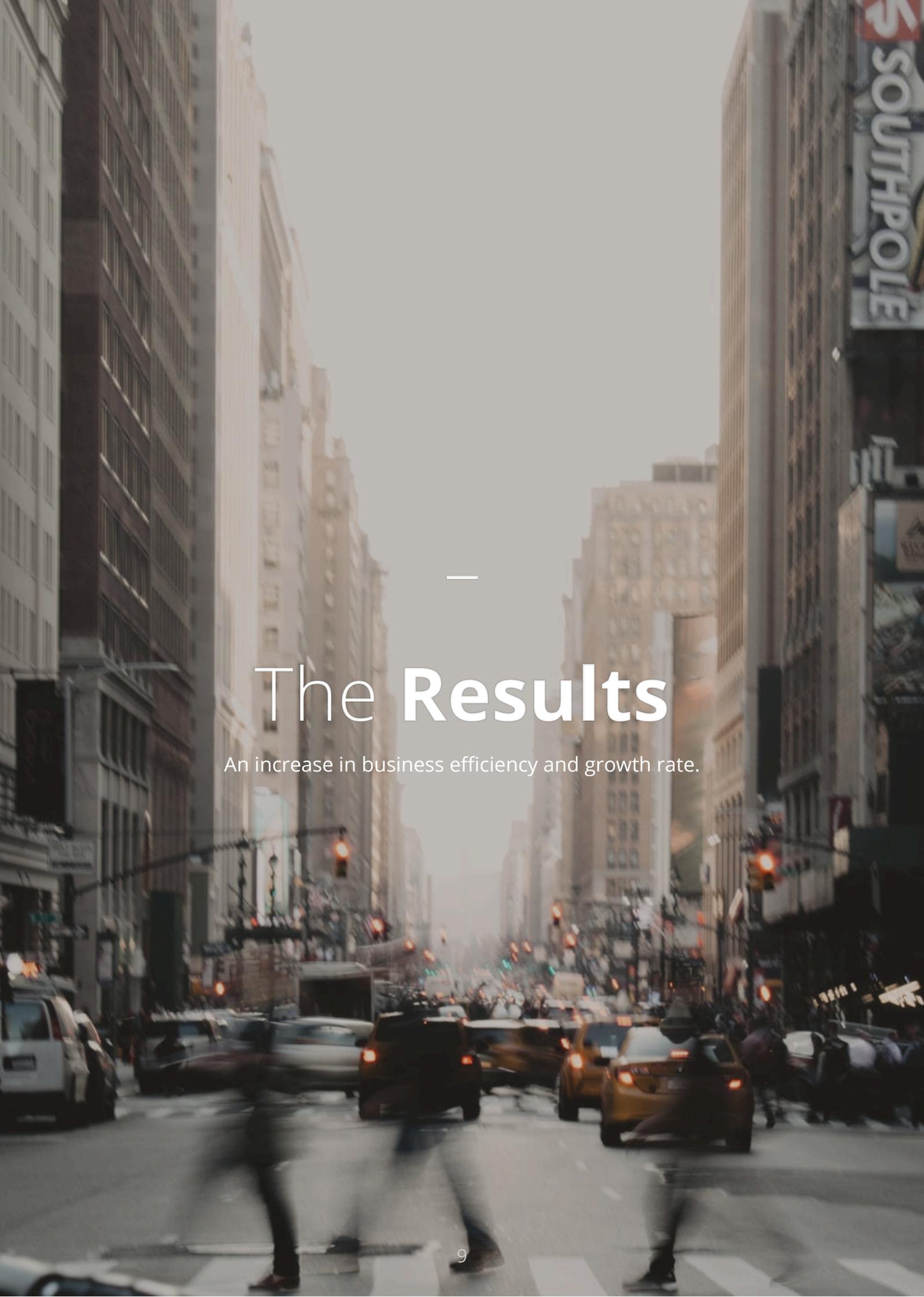
By taking the fully integrated platform approach The Insight Network will be able to stay ahead in the coming years.

## **OUR FOCUS**

Maximise practitioner time spent with clients

Optimize growth of client base

Increase business efficiency



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# The Results

An increase in business efficiency and growth rate.

# 7 x company growth in 9 months

We're proud to say that over the 9 months from the Appura Cloud platform being enabled The Insight Network were able to grow their number of practitioners from 5 to 35!

The Insight Network is now able to offer the most comprehensive range of services, across London and the UK, whilst both the front and back office solutions run seamlessly.

## **Discover** how other companies succeed with Appura Cloud

We've worked with some of the world's most love travel  
and tourism brands. Find out what they're doing to  
drive success.



# We're Ready

If you have a business challenge and a need to increase operational performance we'd love to hear from— so let's continue the conversation.

EMAIL [info@appuracloud.com](mailto:info@appuracloud.com) | WEB  
[www.appuracloud.com](http://www.appuracloud.com)