

Erica Casey: Members showcase

Erica Casey, CEO of Bodyset, talks to us about the benefits of being a member of MSKPN and how it helps growing physio practices.

“MSKPN gives clarity on market forces”

We're stronger together than alone

We joined MSKPN in October 2024 as a Tier 1 member, after one of their Board directors shared the impactful work members were having, especially around influencing PMIs on pricing and addressing shared challenges.

One of the biggest drivers for joining was the opportunity to gain more power to drive significant change with insurance providers and recognising the quality and value that the private sector adds.

Joining has been incredibly valuable

While I can't attend every seminar or event, the summary updates are extremely useful - especially when time is limited. Insights into macro trends help inform discussions with our shareholders and board. Membership has met my expectations, particularly with the progress in PMI pricing.

Support through shared challenges

One valuable aspect has been the WhatsApp group - particularly during our practice management system transition, it was reassuring to see others facing similar issues.

There was real comfort in knowing we weren't alone and could share pain points openly. We exchanged contacts, and the board offered helpful suggestions and resources to guide us through the process.

My advice to other practices

Membership offers great value - you can engage as much as your time allows, and even limited involvement helps you stay informed. You truly get out what you put in. For anyone considering joining, I'd say give it a try for a year. Every practice will find value for their business.



What MSKPN offers us as a growing business

- Support in driving **commercial efficiency**, particularly through referral channels like PMIs
- A **stronger collective voice** on broader issues, such as CSP policy reviews and fair pricing
- Insights into **leveraging technology** - like implementing Cemplicity and using AI to streamline systems and administrative tasks

Top 3 benefits of being part of MSKPN

- **Community power** – Gaining a stronger collective voice for lobbying and advocacy by working together
- **Shared challenges and goals** – Learning from others facing similar issues and aligning on common objectives
- **Clarity on market forces** – Receiving distilled, sector-specific insights from broader market research, helping us stay focused and informed

Read more about Erica's career and progress to date ...

Consumer focused growth

With a life science background and 20 years in consumer healthcare, food, pharma, and ecommerce, I joined Bodyset in August 2020 as COO and became CEO in 2021.



Now with 42 sites and a team of 109 – including over 80 clinicians - we're one of the UK's fastest-growing private physiotherapy and MSK groups. Our aim is to keep expanding, making high-quality care more accessible on the high street, from London to regional flagships like West Sussex, Surrey and Bristol.

We're currently driving a major digital transformation, including a new patient management system, booking

process, website, client portal, client app, HR system and careers site - all designed to put the consumer experience at the heart of what we do.

Inspired by enabling people to reach their full potential

I've always worked in consumer goods and services and have been drawn to industries that empower people to become the best version of themselves. From medical aesthetics to weight management, and now MSK, my focus has consistently been on helping individuals achieve their personal goals and get the best out of their bodies.

Challenges across the technology landscape

One of the ongoing challenges in this sector has been the outdated nature of supporting systems and technology - particularly CRM and patient management platforms. A key personal objective has been to modernise and integrate these systems to meet today's expectations. Clients increasingly expect seamless access to their data across channels, and delivering on that expectation has been both a significant challenge and a motivator.

I love reading our client feedback

One of the most joyous parts of our work is reading the weekly Bodyset Bulletin - especially the Google reviews. Seeing a collection of 5-star reviews cuts through the noise and evidences our clients' progress, whether it's running a marathon, returning to sport, recovering from surgery, or postnatal support, this helps us to see that we are delivering on our promise to our clients.



Learn more at www.mskpn.co.uk