

*Kinetico: members showcase*

## **Claire Nesler and Yoni Wehbe, Co-Founders and Co-CEOs of Kinetico Health discuss their reasons for signing up as members of MSKPN and their ambitious growth plans.**

**“Our ambition is to be the partner of choice for exceptional MSK clinics across the UK. We plan to build and scale a network of at least 40 clinics and we’re in this for the long term.”**

Claire and Yoni met at Harvard Business School nearly 10 years ago. After many years climbing the corporate ladder, both wanted to apply their skills in a way that felt more creative, lasting and purposeful.

### **Through MSKPN, we gain learning, connection and collective impact**

Many members encouraged us to join and we’re excited to be part of this community. We aren’t from the industry and having the opportunity to connect with other owners who have faced similar challenges allows us to learn, share ideas and gain perspective.

There’s real power in being part of something bigger. We’ve seen the impact that being part of a group has had on our clinics, and these are benefits we believe Kinetico will realise through the MSKPN network. We are proud to be a part of the MSK community and we are committed to contributing to its growth and improvement.

### **Only MSKPN can help tackle the industry’s toughest questions**

Many questions remain unclear for owners of clinics, especially around employed vs self-employed status, VAT compliance and operational issues. Ask 100 people, and you’ll get 100 different answers.

As we scale, these challenges become unavoidable. With MSKPN’s support, clear standards and the leverage of scale, the industry can address these issues consistently and allow clinics to focus on providing exceptional patient care.

### **Our advice for the sector**

We’re thrilled to be part of this industry, and everyone involved should feel bullish about its potential. There’s a real opportunity to create something exceptional here. We focus on crafting an experience patients will be willing to spend their hard-earned money on, expanding service offerings to meet even more needs in our communities, being an exceptional place to work for our practitioners and bringing a perspective of growth and positivity.



**Kinetico**  
health



### **Benefits of MSKPN membership**

**Learning from others** – people who have gone through what we are going through

**Community network** - being part of a community of like-minded individuals

**Industry voice** - The impact of being part of something bigger

## [Read about Claire and Yoni's career and why they set up Kinetico ...](#)

### **Building the leading group of private clinics in musculoskeletal care**

We met at Harvard Business School and after starting our careers in investment banking and private equity - environments defined by short-term investment cycles - we wanted to build something entrepreneurial and enduring.

We focused on finding a sector where we could acquire high-quality, independent businesses and bring them together to build something great. At the same time, Claire was dealing with recurring neck, back and ankle issues as a patient and suddenly it clicked - the opportunity was right in front of us.

### **That shared desire to build something enduring is what ultimately brought us together**

When we started exploring the MSK space, one thing stood out immediately: it's filled with exceptionally talented people who show up every day to help people move better and live with less pain. They enable patients to stay active, mobile and spend time with their families. With an ageing population, patients willing to invest in better outcomes and clinic owners looking for the right long-term partner, we are confident that there is an opportunity to support clinics in a way that can only be achieved with the scale necessary for investment, group learnings and buying power.

### **Kinetico was formed in October 2024**

We found our first two clinics early in 2024, after spending significant time building relationships, understanding how clinics operated day-to-day, team dynamics and what truly made them exceptional. We were fortunate to find two outstanding businesses so early in the journey: one in Leeds and one in Teddington.

Both are substantial clinics, each with 10 treatment rooms and more than 20 practitioners. At that scale, the economics are compelling. Importantly, the clinics retain their own culture, branding, and identity. Practitioners should not see changes to the things that really matter to them but they will feel the benefits of additional support. Rather than the diminishing service quality so often associated with group acquisitions, patients benefit from renovated premises, investments in technology, more services offered under one roof and more practitioner availability as we grow our teams. Our clinics function as genuine community hubs – patients know their clinicians and love interacting with the receptionists behind the desk, and that is a legacy we are proud to maintain.

### **We provide generous liquidity and become long-term partners**

Most of our partners are founders who have spent 20-30 years building their businesses. They're looking for a liquidity event and an eventual path to retirement. We provide fair value with the confidence that what they've built will be in safe hands.

As a clinic owner, you may only have nights and weekends to experiment with new ideas. We, on the other hand, can dedicate our full working week to testing solutions - from marketing, to AI to operational tools.

### **Support, innovation and connection for clinic owners**

We hear repeatedly how isolating it can feel at the top. You have a team, but rarely someone at your level to collaborate with. Many of our founders value the opportunity to connect with other clinical directors in the group, sharing insights, challenges and best practices in a trusted network. That, coupled with MSKPN membership, makes for a compelling combination.

[Learn more at www.mskpn.co.uk](http://www.mskpn.co.uk)