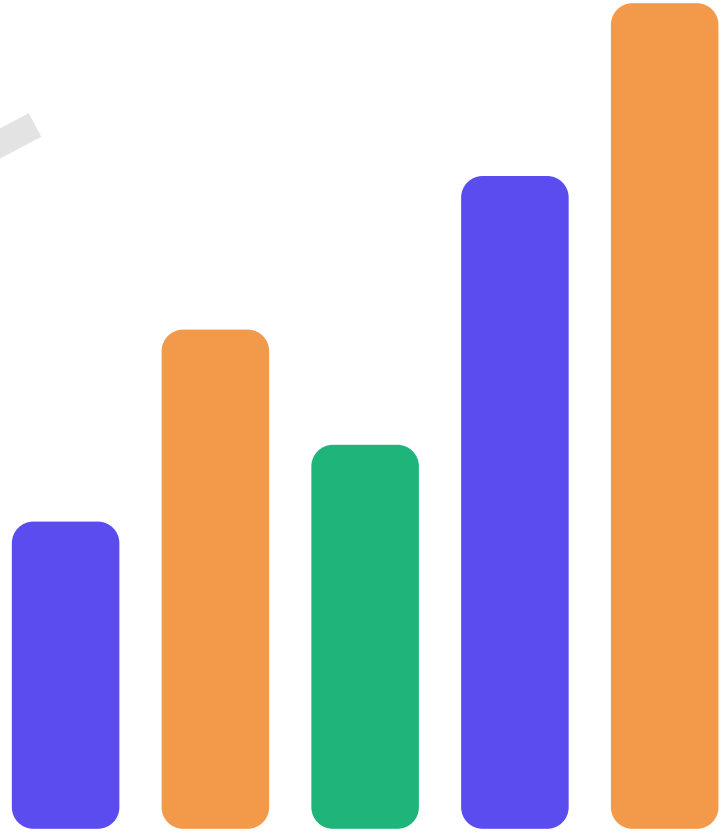
SEED ROUND - 2027

Fernway

Scheduling and no-show prevention for independent physiotherapy clinics.

Jordan Ellis, Co-founder & CEO - jordan@fernway.example

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Clinics lose 1 in 8 appointments to no-shows

The problem, in numbers

12%

No-show rate

Average across the 140 clinics we interviewed in 2026

$41k

Lost per clinic / year

Unbilled sessions for a 4-therapist practice

6 hrs

Admin per week

Spent rebooking by phone and text

71%

Still use paper or Excel

For waitlists and rebooking

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Independent clinics cannot afford enterprise practice-management suites, so they patch the gap with phone calls and spreadsheets.

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Fernway fills empty slots automatically

- Two-way text reminders that patients actually answer
- Smart waitlist: a cancelled slot is offered to the next patient in under 2 minutes
- Deposit and card-on-file for repeat no-show patients
- Works next to the clinic's existing billing system; no migration

Why now

Text messaging costs fell 60% since 2022.

Clinics now accept online booking: 58% of patients book after hours.

Insurers started publishing no-show penalties in 2026.

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How it works for a clinic

01 Connect

- Import the calendar in one click
- Live in under a day

02 Remind

- Texts at 48h and 3h
- Patients confirm or cancel by reply

03 Refill

- Freed slot goes to the waitlist
- First to accept gets it

04 Report

- Weekly fill-rate report
- Revenue recovered per therapist

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