



## Case Study – Critical Friend

### Leicestershire Psychology clinic expands its services across the UK

Purple House Clinic is a Clinical Psychology practice, with its main surgery premises in Loughborough, Leicestershire. The company contacted Incrementa, as they had started to see a very high level of demand for their services and were unsure of the most financially viable way forward.

- **Problem**

The company established in 2013 had grown significantly and wanted to find a way to expand their services to more geographical locations. The challenge for Incrementa was how to manage the growth to ensure the company remained financial healthy.

- **Support provided by Incrementa**

Working closely with the client Incrementa looked at ways they could unlock the true potential of the company.

- Incrementa provided support to make key business decisions such as when to employ more staff and lease premises
- The team at Incrementa also helped with marketing guidance and financial modelling

- **Outcome**

- A franchise model for Purple House was set up, which provided the ideal model for Purple House's expansion in Scotland and in the East Midlands

- **Testimonial**

“Incrementa joined us at a time when we had started to have a very high level of demand for our services. There were lots of different possibilities for growth and we were unsure in which direction to go. With Incrementa's help, we have been able to focus our efforts on expanding our services locally within our own practice whilst also growing the Purple House network nationally.”

Purple House's Clinical Director Dr Katie Morris

For further information about how Incrementa can help to support your business email [enquiries@incrementa.co.uk](mailto:enquiries@incrementa.co.uk) or call 0116 2793652