

# CASE STUDY - HP Health Group

## Health, vitality and business growth through the pandemic



### KEY POINTS

#### Support Received

- Webinars and Action Planning Workshops

#### Outcome

- Upskilling the business
- Development of marketing strategy

HP Health Group is a health and wellbeing company based in Nottingham and covering the Midlands, with many services also taking place online. The business established during the first Coronavirus lockdown after they experienced the difficulties that friends and family had who were struggling to maintain their health and wellbeing, especially with the many changes that disrupted normal daily routines at that time. They believe that it is of utmost importance that people are healthy at work, both physically and mentally and they want to do this at the client's convenience. Their services include in-house Physiotherapy clinics, health and wellbeing days including (Physiotherapy, Psychology, Nutrition and Personal Training consultations), in house exercise classes, a wellbeing subscription service and more. These services are proven to reduce time off work, increase productivity and the overall health of workforces.

Due to starting the business in the middle of a pandemic, HP Health found it a challenge to reach out to or meet new clients. Webinars provided by the D2N2 Growth Hub on topics such as marketing, advertising, and using LinkedIn have therefore been particularly valuable. As a result of the guidance and knowledge gained, the business have since begun to formulate their own marketing strategy. In addition, they have been able to continuously update and improve their website, utilising information from webinars on SEO optimisation among others, to ensure that the website is of a high standard and reaching as many new customers as possible online.

*"The growth hub has assisted not only in developing the business, but also myself as a business owner. As someone who is new to running a business, I could find myself spending hours trying to find information which could all be found in a single webinar provided by the growth hub. I have therefore been able to invest the time I have saved in developing the business further, implementing positive changes from the knowledge I acquired, which have since started to become apparent.*  
**Ben Healey, Co-Founder HP Health Group**

*The growth hub has given us the confidence to progress the growth of our business. It provides the tools for new ideas and cements the ideas we do have to show were progressing in the right direction. Without the Growth Hub we would struggle as a new business to find new tools relative to our goals but the Growth Hub allowed us to pick and choose relevant webinars and we even found that we would try different webinars that would not only help our business grow but us as individuals as well.*  
**Josh Palmer, Co-Founder HP Health Group**

[info@d2n2growthhub.co.uk](mailto:info@d2n2growthhub.co.uk)

0333 006 9178

[www.d2n2growthhub.co.uk](http://www.d2n2growthhub.co.uk)