

# Practice management, without the rip-off.

The full picture of booki: what it does, how it treats your data, and what it costs. Written for practitioners who read past the headline before trusting software with their practice.

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## CHAPTER 01

# What booki is

booki is complete practice management for health practitioners: sports therapists, physiotherapists, massage therapists, osteopaths, podiatrists, chiropractors, counsellors, and anyone else who runs a diary of clients and keeps clinical records.

It is built for **small businesses**: the solo practitioner renting a room, and teams of two or three sharing a space. People who need professional software, proper clinical governance, real payments, real accounting, but have no interest in paying enterprise prices for it.

One subscription covers everything: the calendar, online booking, a client portal, clinical notes that sign and lock, invoicing and a cash desk, card payments, gift vouchers and session packages, SMS and email reminders, bulk campaigns, expense tracking, and a UK tax engine that estimates your bill as you earn.

**£19 per month. Up to five practitioners. No tiers, no per-seat fees, no feature gating.** A 21-day free trial with no card required. Society of Sports Therapists members pay £12 per month.

## CHAPTER 02

# Why booki exists

booki was built by a practising sports therapist with twenty years in clinic, not by a software company guessing at what a clinic day looks like.

After years on the market-leading systems, the pattern was always the same: they do the job, but the day-to-day feels designed by someone who has never worked a fully booked Tuesday. The little things take too many clicks or don't exist: changing your availability without leaving the diary, drafting a note between clients and finishing it later, copying your booking link to answer a text. And the bills creep: per-seat charges as soon as you share a room, messaging fees you only discover on the invoice, and export tools that make leaving harder than it should be.

So booki was built around the workflow first, the in-between minutes of a real clinic day, and priced the way small practitioners wish software was priced: one honest number, everything included, and your data free to leave whenever you want it to.

booki runs real practices today, including the founder's own. Every feature ships because a working clinic needed it, and gets used in anger the same week it's built.

## CHAPTER 03

# The platform, workflow by workflow

## Your diary

The calendar is the front page of booki and most days you never need to leave it. Five views (day, working week, full week, an adaptive "My Week" that shows only the days you actually work, and month), drag-and-drop rescheduling with a live preview, and single-click booking. Recurring appointments handle daily/weekly/monthly patterns with proper "this one only" versus "all future" editing. Blocks and time off carry their own repeat rules, and if a block lands on booked clients, booki creates reschedule tasks for each of them automatically.

Availability is edited straight from the diary: add or change a day's hours and apply it to future weeks in two clicks. A privacy mode masks client names for screen-sharing, and a session lock screen protects an unattended machine. The diary updates live: an online booking or cancellation appears within seconds, without a refresh.

Every appointment card carries its own status strip: payment state, reminder state, clinical-note state, whether it was booked online, and package progress. A glance at the week tells you what needs doing.

## Online booking & the client portal

Every practice gets a branded public booking page at [booki.health/book/your-practice](https://booki.health/book/your-practice): your logo, your colours, your services. Clients pick a service, see colour-coded availability, enter their details, and they're booked. No account required. Returning clients are matched by email or phone automatically, so your records stay clean.

You control lead time, how far ahead clients can book, your cancellation window, and whether booking takes payment: none, optional, a deposit, or payment in full. Teams show a "who would you like to see?" step.

The portal gives clients a place to view upcoming appointments, book again, reschedule or cancel within your policy, see their history and packages, and view and pay invoices, which quietly removes a surprising amount of your admin.

## The waitlist that fills its own gaps

Clients join your waitlist with preferred days and time ranges: from the booking page when you're full, or added by you. When a slot frees up, from a cancellation, a moved appointment, or new availability, booki matches the best waiting client, **books them into the gap itself**, and emails them the confirmation. No phone-around, no offer-and-hold dance. A cancelled slot is often refilled before you've noticed it was empty.

## Clients

Full client records: contact details with multiple email addresses, medical history, emergency contacts, consent timestamps, appointment history, packages, notes, and documents. Linked accounts handle couples and families, including shared session packages. A duplicate scanner finds likely duplicates by email, phone, and name, and merges them field by field without losing a single appointment, invoice, or note.

## Clinical records & governance

Notes in SOAP, DAP, or free text, with templates you define per section. Draft as you go between clients, then finish properly later. When a note is ready, you **sign and lock** it: it becomes permanently read-only, enforced at the database level, not just hidden behind the interface. Corrections go in as addendums, timestamped and attributed, exactly as clinical governance expects. Referral letters generate from templates with client, practitioner, and note details auto-filled.

Around the records themselves: a documents library for consent and assessment forms with an auditable consent trail, a CPD log with certificate attachments, and a registrations panel for your governing bodies, insurance, and ICO details. The paperwork side of practising, kept in one place.

## Getting paid

The cash desk works like a till: add the session, products, or a custom charge, take payment, done. Three paths for every invoice: pay now (cash, card, bank transfer, gift voucher, or complimentary), send a payment link by email or SMS, or leave it on account.

Card payments run on Stripe. Connect your own Stripe account and money settles **directly to your bank**. booki never holds your funds. With a supported card reader, one tap in the cash desk sends the amount to the reader; your client taps their card and the invoice marks itself paid in seconds. QR-code payments work from the chair. If you already use another reader, keep it: manual payments record alongside everything else.

Session packages sell blocks of sessions that track themselves: booki spots the active package at checkout and completes a prepaid session in one click. Gift vouchers come with a designer, unique codes, expiry dates, and partial redemption.

## Money & tax

The accounts dashboard shows revenue, outstanding balances, average per session, busiest and quietest times, and income by payment method, for any date range including UK tax years. Expenses support business-use percentages and recurring entries.

The tax engine is built for the UK: self-employed income tax and National Insurance with current HMRC rates, VAT-threshold tracking, and a monthly set-aside figure so the January bill never surprises you. Branded PDF reports for revenue, expenses, and estimated tax are ready for your accountant.

## Communications

Booking confirmations, reminders, cancellations, reschedules, invoices, and receipts go out automatically, branded as your practice, with wording you can edit. Email is included free. SMS is a transparent optional add-on: prepaid bundles from £18 for 250 texts, pay-as-you-go at 8p, credits that never expire, and an automatic fall-back to email if credits run out. Every message is logged with delivery status.

Bulk campaigns send branded email or SMS to your whole list or a selection, with personalisation placeholders, or paste your own HTML for fully designed newsletters.

## Switching to booki

Export your clients, appointments, and invoices from your current system as CSV or Excel, drop the files into booki's import, and AI maps their columns onto booki's fields for you to review. Dates in odd formats are detected; unmatched clients get a review step rather than silent guesswork; and booki checks for exports that look **cut short**, a genuinely common failure in practice-software exports, so you find out before records go missing, not months later.

The door swings both ways: nine one-click export types (clients, appointments, accounts, clinical notes, services, products, packages, vouchers, expenses) mean your data is never locked in. Most practices are fully set up within an afternoon.

## Teams

Up to five practitioners are included in the one price. Each gets their own diary, availability, services with per-person pricing, and clinical notes, while clients and records are shared across the practice. Owners can book on behalf of anyone, and the public booking page lets clients choose their practitioner.

## CHAPTER 04

# Trust, security & compliance

booki handles special-category health data, and is engineered accordingly. This chapter is the detail behind the badges.

## Where your data lives

Layer	Location
Application hosting	Vercel: London, UK (lhr1)
Database (Postgres)	Supabase: London, UK (EU West 2)
File storage	Supabase Storage: London, UK, private buckets
Transactional email	AWS SES: London, UK (eu-west-2)
SMS delivery	UK-routed provider, London region
Card payments	Stripe (your own Stripe account: funds never touch booki)

Client records are stored and processed in the United Kingdom, end to end, and encrypted at rest.

## Security architecture

Every table in booki's database carries **row-level security**: practice-to-practice isolation is enforced by the database engine itself on every query, not just by application code.

Practitioner accounts and client portal accounts run on two fully separated authentication systems, so a client login can never reach practitioner surfaces.

On top of that: encrypted connections everywhere (HTTPS with HSTS), strict security headers including a content-security policy, signed short-lived URLs for document access, a session lock screen for unattended machines, and administrative access gated behind one-time-passcode verification with every action audit-logged. The platform's security posture is audited and regularly reviewed, and signed clinical notes are immutable at the database layer, not merely hidden by the interface.

## GDPR

For your client data, **you are the controller and booki is the processor**. The relationship is set out in our Data Processing Agreement ([booki.health/dpa](https://booki.health/dpa)), which covers processing purposes, technical measures, and our sub-processor register. booki Health Ltd is registered with the Information Commissioner's Office.

The rights tooling is built in, not a support ticket: consent timestamps on client records, a nine-type data export for access and portability requests, and hard deletion with full cascade for erasure requests. When a subscription ends, data follows a documented retention lifecycle: read-only access with export, reminders before anything is removed, then permanent deletion (or a £5/month storage plan if you'd rather keep read-only access indefinitely).

## CHAPTER 05

# Pricing, in full

One plan. Everything in Chapter 3 is included in it. There is no "Pro" tier hiding the features you actually wanted.

Item	Price
booki: everything included, up to 5 practitioners	£19 / month
Society of Sports Therapists members	£12 / month
Referral discount	£1 off per paying referral, down to a minimum of £5 / month
Free trial: full access, no card	21 days
SMS bundle: Starter, 250 texts	£18
SMS bundle: Standard, 500 texts	£35
SMS bundle: Bulk, 1,000 texts	£67.50
SMS pay-as-you-go	£0.08 / text
Storage plan after cancelling (read-only + export, optional)	£5 / month

Email reminders, confirmations, and campaigns are free and unlimited. SMS credits never expire. Online card payments carry Stripe's standard processing fee plus a small platform fee: you only pay when you get paid, and manual payments (cash, bank transfer, your own reader) cost nothing. No contracts: cancel any time and keep full access to the end of the period you've paid for.

When you compare, compare the **total**: the monthly price plus the per-seat fees, the messaging costs, and the add-ons that appear once you're signed up elsewhere. booki's number is the whole number.

## CHAPTER 06

# Getting started

Start a free trial at **booki.health**: 21 days, every feature, no card. The setup wizard walks you through your business details, services (scan your website or a photo of your price list and AI builds the list for you), availability, and branding. If you're switching systems, the import tool brings your clients, appointments, and invoices across the same day.

Questions first? Write to [admin@booki.health](mailto:admin@booki.health). You'll be answered by someone who treats clients with this software every week.

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