

Kareem Hassanein

MSc PT | BSc Kin

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Profile

Clinical operations and implementation specialist with 5+ years driving workflow optimization, software rollouts, and process improvement across multidisciplinary clinical and professional services environments. Track record of client acquisition, retention, and caseload growth generating \$600K+ in clinical revenue and 8,000+ hours of client-facing delivery. Proven ability to lead adoption of new systems, reduce clinician documentation burden, and deliver measurable operational gains across clinical, legal, and med-tech environments.

Marketing, Customer Acquisition & Retention

- Built and scaled a local SEO acquisition engine across 6 service lines and 8 GTA municipalities, publishing condition-specific pages, implementing technical fixes, and deploying schema to increase multi-service patient discovery
- Designed and implemented conversion flows from service page to booking, adding CTAs, structured funnels, and automated review capture integrated into the practice management system to improve lead-to-booking conversion
- Increased positive Google reviews by 125% over 12 months for a private physiotherapy clinic by implementing QR-based feedback capture embedded into the patient visit flow
- Established referral relationships across 5 allied health disciplines and implemented repeatable outreach and follow-up workflows that increased physiotherapy caseload in a multidisciplinary clinic
- Top revenue-generating clinician for 3 consecutive years (team of 6), generating \$600K+ through retention workflows, consistent throughput, and high rebooking rates
- Ranked #1 in Halton-Niagara for personal training sales (\$230K in 14 months) by improving consultation-to-close conversion and building long-term retention routines
- Generated \$145K in personal training revenue over 8 months through client acquisition and retention execution, recognized as top sales performer company-wide

Digital Transformation & Operations Improvement

- Led end-to-end rollout of Heidi AI (evaluation to go-live), driving 100% clinician adoption in 8 weeks, reducing documentation by ~3 hours/week per clinician, and eliminating ~\$20K in annual admin cost
- Mapped intake, drafting, and client communication workflows to surface bottlenecks and translate findings into automation-ready requirements and implementation priorities
- Built an LLM-based drafting automation system (Claude Code) that cut document generation time ~85%, improved consistency through SOPs, and enabled scalable reuse via a template library
- Built and launched a healthcare web platform (Next.js) with integrated booking, Google Reviews API, and AODA-compliant accessibility; implemented CI/CD via GitHub and Vercel
- Redesigned booking and scheduling across 6 specialties with multi-provider availability, reducing intake friction and accelerating time-to-appointment
- Designed and launched a clinic website with service pages, provider profiles, and integrated booking aligned to service-line growth
- Conducted clinician workflow review for a medical device startup, documenting usability friction and delivering integration recommendations to support deployment readiness
- Led monthly operating reviews for a 25-person team, converting corporate targets into weekly execution plans; monitored daily revenue and retention trends to deliver targeted coaching interventions

Physiotherapy & Personal Training

- Managed 250+ patients annually (6,000+ sessions over 3 years) while improving scheduling efficiency, documentation consistency, and patient feedback capture
- Improved adherence and continuity of care by tailoring education, expectations, and progression plans to patient goals, barriers, and readiness
- Prepared physician and specialist correspondence to accelerate investigations, clarify clinical requests, and coordinate multidisciplinary care
- Delivered 2,000+ hours of 1:1 training, retaining clients through structured assessments, individualized programming, and consistent progress tracking/accountability
- Delivered operational and workforce analysis supporting CPA initiatives on physiotherapist retention and working conditions, collaborating directly with the CEO

Employment History

Digital Strategy & Operations Lead / RPT	Endorphins Health and Wellness Centre	Oct 2024-Present
Workflow Automation Consultant	Tax Relief Counsel (Solo Law Firm)	Jan 2025-Present
Clinical Advisor	Neuro-Mod (Medical Device Startup)	Jul 2025-Present
Registered Physiotherapist	Movement Solutions Physiotherapy	Oct 2021-Sep 2024
Registered Physiotherapist	PhysioMax Wellness	May-Oct 2021
Assistant Fitness Manager	GoodLife Fitness, Burlington	Apr 2016-Jan 2017
Personal Trainer	GoodLife Fitness, Ancaster	Jun 2013-Jan 2015

Education

MSc Physiotherapy with Distinction	Robert Gordon University, Aberdeen	2018-2019
BSc Kinesiology Honours	McMaster University, Hamilton	2011-2016

Tools & Technologies

Platforms	Development	Analytics & SEO
AI Clinical Documentation	Claude Code	Google Business Profile
Practice Management	GitHub	Google Analytics
Project Management	Vercel	Google Tag Manager
Google Workspace	REST APIs	Search Console
Microsoft Office	Webhooks	Lighthouse

Skills

Client & Stakeholder	Implementation	Operations
Client acquisition, retention & growth Caseload management Consultation-to-close Stakeholder alignment Escalation handling	Implementation planning & go-live Workflow configuration Training enablement UAT support & issue triage Post-go-live stabilization Change management	Process & intake optimization Workflow mapping SOPs & playbooks QA / quality checks Capacity planning Process standardization

Extracurricular

Semi-Professional Soccer Player

Cove Rangers, Scottish Highland Football League

Jan 2018-Dec 2018

Brantford Galaxy, Canadian Soccer League

Jan 2015-Jan 2017