

Business Improvement Projects

IN ACTION

Case Study

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Curantis is a Portuguese health and wellness clinic, which operates in this area and seeks to provide its customers with a better quality of life, through the knowledge of the needs of each one of them, and providing a wide range of services.

Curantis: pandemic situation made the business flourish

Considered a modern and versatile space, Curantis is located in the city of Estarreja, belonging to the municipality of Aveiro. Created in February 2018, this clinic defined, from the outset, its main objectives, which are: innovation; quality; and excellence.

It has an extensive team of professionals of excellence, and stands out for dedicating itself to physical, mental and spiritual balance. The services offered include prevention, education, treatment, rehabilitation and specialized technical assistance.

Summary

Curantis's values are well defined, thus showing its proximity and authenticity to the customer. These values are enumerated as follows:

- Integrity, Clarity, Loyalty, and Confidentiality with the client in the processes inherent to its management, promotion, and development;
- Guide our action with Respect for the values of human life, by the exercise of Ethics and Professional Deontology, with the customer always in 1st place;
- Market orientation, promoting customer satisfaction and loyalty;
- Motivation of employees, creating conditions for the success of organizations, valuing people;
- Value Creation, continuously improving performance, and recognizing merit in evaluation and improvement;
- Responsibility, respecting the principles of Economic, Social, and Environmental Development.



SERVICES:

→Clinical and Health

Psychology

→Neurolinguistic Coaching

→Sports Coaching

→Mindfulness

→Speech Therapy

→Occupational Therapy

→Psychomotricity

→Psychopedagogy

→Pedology

→Clinical Hypnosis

→Specialized Physiotherapy

→Traditional Chinese Medicine

→Integrative Medicine

→Aesthetic treatments

→Reiki

→Integrative Reflexology

→Sound Therapy

→Massages

"Taking into account that everyday life is increasingly demanding, and a constant challenge to a healthy and balanced lifestyle, CURANTIS ensures the harmony and stability of its customers, responding with the highest quality standards."

The clinic has a solid digital presence, either through its website, where you can find more detailed information about its work, or through social networks, Facebook and Instagram, where they disclose daily their services and some news. With the Covid-19 pandemic, Curantis had to look for solutions to continue to provide its customers with consultations and classes, as one of its biggest concerns was to keep in touch with them.

"The internet allowed the provision of a wide variety of online classes and consultations; so the Social networks led us to promote our services."

There was a strong demand for psychology teleconsultations due to the need for psychological support. Since then, these have come to stay, and according to Curantis, it has been very well accepted by patients. These changes made the business flourish, and to this day, it has seen a large number of appointments.

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PRONTO is a project funded by the Erasmus+ programme. PRONTO incorporates best practice project management enabling micro and small businesses to plan and implement high impact business improvement projects.

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