

wellNetMind — value assessment

31 October 2026. What the reception Mac is worth beside wellNet on the phones, what it is not, and who should buy it.

wellNetMind runs on a **reception Mac Mini**. It is optional. wellNet on the practice phone is the diary of record. A clinic can book, take payment, and keep notes with **no Mac**.

1. The question this Mac answers

A SaaS diary (Fresha and the like) sells one thing: the book lives in **their** cloud, and extras hang off that store.

wellNet sells the opposite: the book lives on **the practice phone**. The Mac is not a second diary of record. It is a **reception desk** — a catalogue of extra services in the building, and, if the practice turns the hub on, a **copy** of the book for accounts and reminders.

The value of wellNetMind is therefore not “replace the phone.” It is:

1. Keep the private diary off a shared vendor cloud.
2. Give reception a quiet place for bills, forecasts, and the public page preview.
3. Leave a path to later reception work without moving the client file onto the public internet.

2. What the practice already has without this Mac

Need	Where it is met
Book, cancel, notes, till	wellNet on the practice phone
Staff working day	Staff phone: Start of Day / End of Day on clinic Wi-Fi
Public information page	wellNet Manage → Information page
Public book page and card prepayments	wellNet Online booking (£3 / month) and the practice’s own Stripe account
Staff or practice takings	wellNet Reports on the phone

If the clinic is one or two people and never wants bills, VAT-shaped files, or a reception preview, **do not sell them a Mini**. The phone is enough. That is a feature, not a gap.

3. Value wellNetMind adds

3.1 The diary stays at the edge

After Backup to Hub, this Mac holds a **copy** on clinic Wi-Fi. The public page still sees only a noticeboard. Occupied time is a busy block — never who, what treatment, or why.

- A break-in at L5 or on the public site does not yield every clinic’s client file.
- The Mac is not opened on the public internet. The hub is clinic Wi-Fi only.
- Accounts reports on this Mac **do not list client names**.

This is not a claim that a stolen Mini or an unlocked screen is harmless. Procedures stay in the wellNet user manual.

3.2 Reception work that does not belong on a phone

Work	Why the Mac is the better place
Practice bills	Rent, water, insurance — not till sales. Recorded here.
One-off invoices	A Saturday event or hire. Not a wellNet client sale.
Practice / VAT / payable / receivable reports	Till totals from the copy, plus bills and invoices. CSV or PDF for the accountant. wellNetMind does not send VAT to HMRC.
Cash-flow look-ahead	At most two months. Booked slots (no names), unpaid invoices, bill dates. A forecast, not a bank balance.
Stock / reordering	Levels from wellNet inventory on this Mac; reorder notes stay here.
Tax wording and year-end figures	Stay on this Mac. Not published.
Information page preview	Copy the URL, preview the card. Publishing stays on the phone.

3.3 Reminders from the copy

If listening is on, wellNetMind is open, and the practice mailbox is saved on this Mac, a due reminder can go out from the diary copy. Secrets stay in the Mac Keychain. The phone remains the diary of record.

3.4 A catalogue the practice can grow into

- **Live:** Information page (preview).
- **On this Mac:** Voice notes, tax, accounts, stock.
- **Coming later as live services:** Treatment history analysis, therapist wages, employee due diligence. Online booking on the phone is already live.

3.5 What this Mac is worth in money

Practice economics, not a price list.

If they...	Without wellNetMind	With wellNetMind
Already run wellNet on phones	£0 extra Mac	One Mini + time to turn the hub on
Pay a SaaS diary + add-ons	Monthly per-staff / per-location cloud fee	Phone subscription for online booking (£3 / month) + own Stripe; Mac is a one-off desk
Need accountant files	Export from the phone (client names on CSV) or retype bills	VAT-shaped and payable/receivable files without client names
Need a public page	Already on the phone	Preview and URL on reception; same page

The Mac pays for itself when the practice wants **desk accounts** or **reminders from a copy**, not when they only want to book.

4. Who should buy it

Worth a Mini — more than one therapist, and someone sits reception; they want bills, invoices, or a two-month look-ahead; they want the public URL on a screen in the building; they accept that the phone stays the diary and will Backup to Hub.

Do not lead with the Mac — sole practitioner whose phone is the desk; they will not leave a Mini on clinic Wi-Fi; they expect the Mac to take bookings or to be the only copy of the book.

5. Limits

- wellNetMind does **not** take bookings and does **not** replace the practice phone.
- Staff phones get the day from the practice phone, not from this Mac.
- Switching the information-page tile off does not unpublish the website.
- A later aim — one live diary with the Mini as authority — is direction, not current value.

6. Assessment

Lens	Judgement
Strategic	Strong. The Mac completes the “diary at the edge” story without putting the client file on a public host.
Today’s usable value	Moderate and specific: preview, hub copy, bills/invoices/reports, stock, optional reminders.
Catalogue value	High for practices that will grow; low if they only needed a booking SaaS.
Risk if oversold	High. Anyone who thinks the Mini is a hosted diary in the building will be disappointed.
Fit with wellNet	Complementary. Sell the phone first. Offer the Mac as the reception desk when they ask for accounts or a screen in the room.

wellNetMind is the reception catalogue on a Mac in the building. The diary stays on the practice phone. The Mac holds a copy for accounts and reminders — not a second cloud book.