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How I got here

Osteopath Anisha Joshi on her career journey

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Raised by hard-working parents above her family's corner shop in Godalming, Surrey, Anisha Joshi saw first-hand how dedication pays off. But it was her older sister, Reena, who inspired her to pursue osteopathy. After opening her first clinic in Hitchin, Hertfordshire, in 2010, Joshi followed with a central London practice, then in 2020, the sisters joined forces. Awarded Principal Osteopath of the Year in 2019, Joshi has grown a loyal following on social media and a client list that includes A-list celebrities.

I KNEW I WANTED TO BECOME AN OSTEOPATH WHEN I WAS 12. I always loved science, and my older sister, Reena, was studying osteopathy at university at the time – I remember her showing me how I could feel my own liver by breathing in and placing my fingertips beneath the edge of my ribs. To help her revise for exams, I memorised all the anatomy and went on to study at the British College of Osteopathic Medicine myself.

AFTER GRADUATING, I WAS OFFERED A JOB AT A CLINIC IN SYDNEY, AUSTRALIA. I loved it there and gained so much experience, but I always harboured an ambition to run my own osteopathy business. When I came home, I found a clinic for sale in Hertfordshire and begged the bank for a loan. Generously, my parents also offered to remortgage their house so that I could afford the deposit – I was so grateful, and later repaid them.

I COULD NEVER HAVE IMAGINED HOW BIG SOCIAL MEDIA WOULD BECOME, but by 2018 it became clear that it could be a valuable tool for marketing and gaining new clients. A friend suggested that I share videos online, mixing my personality with my knowledge to show people how to look after their bodies. As a result, my client list grew rapidly and now most of my clients – including some famous faces – come to me through Instagram.

IT WAS ONLY WHEN I NEARLY LOST THE BUSINESS DURING THE PANDEMIC THAT I THOUGHT

ABOUT JOINING FORCES WITH MY SISTER. It was our accountant who suggested we merge and it's worked out really well – we play to our strengths. Reena is much better at looking after the admin, while I'm more creative when it comes to marketing. The benefit is that we've each been able to give up the bits we dislike!

AN AVERAGE DAY FOR ME BEGINS

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AT 5.30am,

When I wake up and go to the gym, then I'll go to one of our clinics – Reena and I split our time evenly across the sites in Hitchin and Soho. I'll see up to 15 patients a day about anything from shoulder pain, lower back pain and sciatica to problems in patients' hips and knees. In between appointments, I'll send emails and film content for Instagram, then get home at around 8pm.

ONE MOMENT THAT'S ALWAYS STUCK WITH ME IS WHEN A PATIENT CAME IN WITH NECK PAIN WHILE GOING THROUGH A DIVORCE.

She was really upset and spent a lot of the appointment crying. Normally in the first session, I'd treat her after testing, but I ran out of time. I was about to tell her I'd treat her next time when she actually said she already felt much better, and, in that moment, I realised just how important the connection between our mind and body is – some of the pain was a result of what she was going through.

OUR PATIENT LIST IS GROWING ALL THE TIME.

Right now, I spend my time between London and Dubai, where I treat regular patients at another clinic. There's definitely a different focus on health there – people prioritise preventative healthcare, whereas, in the UK, the focus is only really on the cure.

EVERY DAY IS REWARDING IN THIS JOB, but in the future we'd love to open more clinics and encourage young people to study osteopathy. There are so many fun sides to my job, such as appearing on This Morning

To give advice to viewers, but I'd love to mentor other osteopaths, too. Whatever

I'm doing, it's always about impacting people's everyday lives in positive ways.

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