



Operations Manual

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SECTION 1: PURPOSE, AUTHORITY & GOVERNANCE

1.1 Purpose & Scope of This Manual

This Operations Manual establishes the **foundational operating standards, governance structure, and non-negotiable expectations** for all Aylara Pelvic Health clinics.

Its purpose is to:

- Protect the integrity of the Aylara Pelvic Health brand and patient experience
- Ensure consistent, high-quality clinical and operational execution
- Provide clear authority, accountability, and decision-making structure
- Support sustainable growth across current and future clinic locations

This manual defines **what must be followed, who holds authority, and how decisions are governed** across the Aylara Pelvic Health system.

1.2 Applicability

This manual applies to **all Aylara Pelvic Health operations**, including but not limited to:

Corporate-Owned Clinics

- Fully owned and operated by Aylara Pelvic Health
- Subject to all provisions of this manual without exception

Franchise-Owned Clinics

- Independently owned but contractually bound to Aylara Pelvic Health standards
- Subject to this manual, franchise agreements, and applicable addenda
- Required to maintain full brand, clinical, and operational compliance

No clinic may opt out of any section of this manual unless **explicit written authorization** is granted by Aylara Pelvic Health corporate leadership.

1.3 Governing Authority & Ownership Structure

Governance authority resides with:

- Aylara Pelvic Health Ownership & Executive Leadership
- Authorized Directors and Designated Officers
- Clinic-level leadership (e.g., Clinic Directors) are granted **delegated authority**, not independent authority.

Final decision rights remain with ownership unless otherwise documented.

1.4 Required Compliance

All Aylara Pelvic Health clinics must operate in full compliance with:

- Federal, state, and local healthcare regulations
- Professional licensing requirements
- HIPAA and patient privacy laws
- Employment and labor laws
- This Operations Manual and all referenced SOPs

Failure to comply may result in:

- Corrective action
- Operational intervention
- Financial penalties
- Suspension or termination of clinic affiliation

1.5 Document Control, Versioning & Update Authority

This manual is a **controlled document**, updated annually by Aylara corporate leadership.

- Updates may only be issued by authorized Aylara Pelvic Health leadership
- Clinics are responsible for ensuring they are operating from the **current version**

Unauthorized modification, redistribution, or selective use of this manual is prohibited.

This manual will be reviewed in the first quarter of each calendar year.

1.6 Mandatory Adherence Statement

All clinic owners, directors, providers, and staff acknowledge that:

- Compliance with this manual is a **condition of employment or affiliation**
- Deviation from established standards without approval is not permitted
- “Local preference” does not supersede system standards

Non-negotiable Standard: Aylara Pelvic Health’s success depends on **consistency, integrity, and shared accountability**. This manual exists to protect patients, providers, the brand, and the long-term vision of the organization.

SECTION 2: MISSION, VISION & VALUES

This section defines the philosophical and operational foundation of Aylara Pelvic Health. Every policy, clinical decision, hiring choice, patient interaction, and growth initiative must align with the principles outlined below. These are not aspirational statements—they are enforceable standards that guide how the organization functions day to day.

2.1 Purpose of Aylara Pelvic Health

The **purpose** of Aylara Pelvic Health is **to elevate life's milestones** by healing, educating and empowering individuals with their pelvic health at every stage of life.

Pelvic health impacts confidence, mobility, intimacy, childbirth, aging, athletic performance, and overall quality of life. Aylara exists to ensure that no patient navigates these milestones without expert support, dignity, and individualized care.

Our purpose anchors the organization in meaningful impact—not volume, speed, or transactional care. Every role within Aylara exists to support this purpose, directly or indirectly.

2.2 Mission Statement

We empower anyone with a pelvis to live their best life through personalized, first-class care.

This mission defines *how* we serve:

Care is **personalized**, not protocol-driven alone
Care is **first-class**, not average or insurance-minimum
Care is **empowering**, not dependency-creating

Every patient interaction should leave the individual more informed, confident, and capable than when they arrived.

2.3 Vision for Patients, Providers & Communities

To transform millions of lives through curated, boutique pelvic floor therapy.

Vision for Patients

Patients experience:

- Care that is clinically excellent and emotionally safe
- Treatment plans that respect individuality, privacy, and goals

- A sense of being seen, heard, and supported—never rushed or minimized

Vision for Providers

Providers experience:

- Autonomy within a values-aligned clinical framework
- Opportunities for mastery, specialization, and leadership
- A workplace that honors integrity, growth, and balance

Vision for Communities

Communities experience:

- Increased awareness, education and normalization of pelvic health care
- Access to high-quality, ethical, and compassionate services
- A trusted local provider that elevates standards of care

Aylara’s vision extends beyond clinics—it influences culture, education, and long-term health outcomes. In order to realize our Vision, we need to truly understand what it means to “transform lives” and lean into each patient’s journey *with them*.

2.4 Core Values & Behavioral Standards

Aylara’s core values define expected behavior. These values apply equally to leadership, clinicians, staff, contractors, and partners.

Have Faith

We recognize a divine influence that guides and sustains us.

Behavioral Standard:

- Act with integrity even when unobserved.
- Make decisions rooted in trust, stewardship, and long-term good.

Show Love

We strive to love others without conditions.

Behavioral Standard:

- Treat patients, teammates, and partners with dignity and respect.
- Communicate with empathy, patience, and professionalism.

Pursue Growth

We are actively engaged in reaching our individual and collective potential.

Behavioral Standard:

- Seek continuous learning and skill development.
- Embrace feedback and accountability for improvement.

Stay Committed

We are wholeheartedly dedicated to our Purpose.

Behavioral Standard:

- Keep our purpose in mind as you make decisions each day.
- Proactively find ways to improve the client experience in each process and system.

Create Safety

We provide space for people to feel physically, emotionally, and mentally secure.

Behavioral Standard:

- Conduct yourself in a way that makes others feel safe.
- Recognize that everyone has different experiences and paradigms.

Be Transparent

We set clear expectations, openly share information, and make decisions in a visible manner to foster trust and alignment.

Behavioral Standard:

- Ensure you are truthful and open in your communication.
- Be clear, concise, and decisive with guidance from our mission, vision, and values.

Failure to uphold these values is a performance issue, not a personality difference.

2.5 Patient-First Care Philosophy

Aylara operates under a **Patient-First Care Philosophy**, meaning:

- Clinical decisions prioritize patient outcomes over convenience or volume
- Treatment plans are tailored, not templated
- Time, education, and trust are essential components of care

“Healing at your core.” is not just a motto—it is a commitment to address root causes, not just symptoms. Patient-first care requires:

- Listening before diagnosing
- Educating before treating
- Empowering before discharging

Every operational system—scheduling, documentation, billing, marketing, and staffing—must support this philosophy.

2.6 Mission as an Operational Decision Filter

All decisions at Aylara Pelvic Health must pass the following filter:

- Does this align with our **purpose** of elevating life's milestones?
- Does this support our **mission** of personalized, first-class care?
- Does this advance our **vision** of transforming lives at scale without sacrificing quality?
- Does this reflect our **core values** in action?
- Does this serve the **patient first**?

If the answer to any of these questions is **no**, the decision must be reconsidered or rejected.

This filter also applies to:

- Hiring and termination decisions
- Clinical protocols and service offerings
- Partnerships, vendors, and marketing
- Growth, expansion, and financial strategy

2.7 Our Concord

Always adhere to Aylara's Concord when issues arise:

- Choose Grace: In moments of uncertainty, assume the best in others. Approach questions or concerns with a mindset of curiosity and kindness.
- Go to the Source: Speak with the person involved when concerns arise. Encourage others to do the same by guiding conversations back to the source.
- Lead with Gratitude: Make it a habit to share specific and positive feedback regularly. Build trust and reinforce strong culture by highlighting what is working well.
- Be Accountable: Own your contribution to both successes and failures. Share bad news early and often. Reinforce with positivity.

Non-negotiable Standard: Alignment with the Mission, Vision, Core Values, Purpose, and Concord is non-negotiable.

SECTION 3: BRAND AND IDENTITY STANDARDS

3.1 Aylara Pelvic Health Brand Overview

Because Aylara Pelvic Health & Wellness is a premium, boutique pelvic floor therapy brand, it must be positioned at the intersection of clinical excellence and elevated wellness experience at all times. The brand reflects a **high-end, modern, and calming environment** designed to remove stigma, create safety, and deliver transformative care. Aylara is not positioned as a traditional medical clinic. It is a **curated wellness experience** grounded in clinical outcomes, trust, and patient empowerment.

All client-facing literature, interactions, and experiences need to reflect this.

Core brand pillars:

- Clinical expertise with measurable outcomes
- Elevated, spa-like patient experience
- Discreet, safe, and judgment-free environment
- Education-driven care and long-term wellness

3.2 Patient Experience Positioning

Patient Experience Standard:

Every interaction—digital, physical, or verbal—must reflect:

- **Safety** → Patients feel emotionally and physically secure
- **Clarity** → Expectations, pricing, and treatment plans are transparent
- **Respect** → Every patient is treated with dignity and without judgment
- **Elevated Care** → The experience feels intentional, clean, and refined

Positioning statement:

Aylara is a **premium pelvic health provider** where patients choose care not because they have to, but because they trust the experience and outcomes.

3.3 Brand Authority, Ownership & IP Protection

All Aylara brand assets are **centrally owned and controlled** by corporate leadership.

This includes:

- Logos and logo variations
- Brand name and trademarks
- Color palette and typography
- Marketing materials and templates
- Website and digital assets

Requirements:

- No clinic, employee, or franchisee may alter or recreate brand assets
- No unauthorized logos, colors, or fonts may be used
- All marketing materials must follow approved templates or receive approval
- Any misuse of brand assets is considered a compliance violation

Brand consistency is mandatory to maintain **market trust, premium positioning, and franchise integrity**.

3.4 Tone, Voice & Messaging Standards

Aylara communication must reflect a consistent voice across all platforms.

Voice Characteristics:

- Calm, confident, and professional
- Warm but not casual
- Educational, not sales-driven
- Empowering, not clinical or sterile

Messaging Principles:

- Simplify complex medical topics
- Normalize conversations around pelvic health
- Focus on outcomes and quality of life
- Avoid fear-based or overly technical language

Do Not:

- Use overly clinical jargon without explanation
- Use slang or casual internet language
- Overpromise outcomes
- Create messaging that feels transactional or impersonal

3.5 Visual Identity Standards

All visual elements must remain consistent across all clinics and materials.

Logo Usage

- Only approved Aylara logos may be used.
- Logos must not be stretched, recolored, or modified.
- Maintain clear space around all logo placements.
- Do not overlay logos on cluttered or low-contrast backgrounds.

Color Palettes (Approved Only)

Color	Hex Code	Usage
Black	#000000	Primary text, contrast
Light Gray	#C9CBD1	Secondary elements
Soft Gray	#F4F4F4	Backgrounds
Gold Accent	#E2C263	Highlight, premium accent
White	#FFFFFF	Primary background

Rules:

- No additional colors are permitted.
- Gold is used sparingly for emphasis and premium feel.
- Maintain a clean, minimal aesthetic.

Typography (Approved Only)

- **Nickainley** → Signature / accent font (used sparingly)
- **Glacial Indifference** → Primary font for all body text and headings

Rules:

- Do not substitute fonts.
- Do not overuse Nickainley (reserved for branding accents).
- Maintain clean, readable hierarchy.

Signage & Clinic Presentation

All physical spaces must reflect the brand visually.

Standards:

- Clean, minimal, and uncluttered design
- Neutral tones using approved color palette
- High-end, spa-like environment
- Consistent signage using approved fonts and logo placement

Required Elements:

- Clear exterior branding signage
- Interior brand consistency (walls, decor, materials)
- Professional, uniform presentation across all locations

3.6 Brand Use Across Clinics & Growth Markets

Brand consistency must be maintained across all current and future locations.

Non-Negotiables:

- Identical use of logos, colors, and fonts
- Consistent patient experience across all clinics
- Alignment with brand tone and messaging

Local Flexibility (Within Guidelines):

- Community-specific events and outreach
- Local social media content (must follow brand voice)
- Market-specific messaging (with approval if needed)

Prohibited:

- Rebranding or modifying Aylara identity at the local level
- Creating independent sub-brands
- Deviating from visual or messaging standards

Non-negotiable Standard: Ensure that any patient, in any market, experiences **the same level of trust, quality, and brand recognition** associated with Aylara.

SECTION 4: CLINIC ENVIRONMENT & FACILITY STANDARDS

The Aylara Pelvic Health clinic environment is a physical expression of our mission: **first-class, personalized pelvic health care delivered in a curated, boutique setting.**

Every location must meet or exceed the following facility, environment, and operational standards to ensure consistency, safety, and brand integrity across the Aylara Pelvic Health system.

4.1 Required Clinic Layout & Functional Zones

Each Aylara clinic must be intentionally designed to support privacy, calm, efficiency, and clinical excellence. Clinics must include the following **required functional zones**:

Required Zones

- Reception / Welcome Area
- Patient Waiting Area
- Front Desk / Check-In Station
- Private Treatment Rooms
- Physical Therapy/Exercise Room outfitted with gym equipment
- Restroom(s) accessible to patients
- Clinical Storage & Supply Area
- Staff Work Area (can be shared or private)
- Laundry / Utility Area (on-site or approved off-site service)
- Break Room
- Area for children to wait without disturbing other patients

Layout Standards

- Patient movement should flow intuitively from entry → check-in → treatment → checkout without confusion or congestion.
- Treatment rooms must be fully enclosed, sound-buffered, and visually private.
- Restrooms, hallways and doorways must comply with ADA accessibility standards.
- The clinic must feel calm, uncluttered, and intentionally designed—not clinical or sterile.

Prohibited Conditions

- Spaces that compromise privacy
- Visible storage clutter in patient-facing areas
- Clutter and messes
- Visible food or staff personal items
- Strong scents or smells

Decoration and Design

All Aylara locations must engage our designated design team.

- Decor must be modern/contemporary and have a spa-like feel.
- Each clinic is allowed one public bulletin board for flyers or advertisements of local like-minded businesses or events.
- Others' business cards can be kept accessible for referrals, but not visible.

4.2 Front Desk, Patient Flow & Hospitality Standards

The front desk is the **emotional and operational anchor** of the clinic. It sets the tone for trust, safety, and professionalism.

Patients should receive a small gift at their first appointment, and another small gift upon graduation from their visits.

Front Desk Standards

- Staffed during all patient hours
- Desktop not visible from waiting area
- Clean, organized, and free of personal items
- Branded materials only (Aylara signage, literature, approved décor)

Patient Flow Expectations

1. Patient is greeted warmly within 30 seconds of arrival.
2. Check-in is efficient, discreet, and respectful of privacy.
3. Patients are escorted to treatment rooms when possible.
4. Checkout includes clear next steps, scheduling, and billing transparency.

Hospitality Principles

- Speak calmly and clearly.
- Never discuss other patients within earshot.
- Offer water or tea where appropriate.
- Maintain a tone of confidence, warmth, and professionalism at all times.

4.3 Treatment Rooms & Equipment Standards

Treatment rooms are sacred clinical spaces where healing occurs. They must support both physical care and emotional safety.

Treatment Room Requirements

- Minimum of one adjustable treatment table per room
- Full-privacy closure
- Chair or bench for patient belongings
- Wall hooks or storage for clothing
- Soft, neutral lighting (overhead + lamp preferred)
- Sound mitigation (white noise, music, or insulation)
- Clock
- Supply cupboard or cart

Clinical Equipment Standards

- Adjustable treatment table
- Clean linens for each patient
- Pillows, bolsters, and props in good condition
- Pelvic health-specific tools as approved (internal and external)

4.4 Equipment, Supplies & Approved Vendors

Consistency across locations is critical for quality control, patient experience, and risk management.

Equipment & Supply Guidelines

- All major equipment must be approved by Aylara corporate leadership.
- Disposable supplies must meet medical-grade standards.
- Reusable tools must be cleanable and stored properly.

We may develop an approved vendor list in the future as we grow.

Inventory Management

- Minimum stock levels must be maintained.
- Expired or damaged supplies must be discarded immediately.
- Storage areas must be labeled and organized.

4.5 Safety, Cleanliness & Infection Control

Patient safety and trust are non-negotiable.

Cleanliness Standards

- Treatment rooms cleaned between every patient.
- Daily cleaning of all patient-facing areas.
- Weekly deep clean of clinic.

Infection Control

- Follow all state and federal healthcare sanitation regulations.
- Gloves used when clinically indicated.
- Single-use items disposed of immediately after use.
- Linens laundered after every patient.
- Sharps bins for needle disposal.

Safety Requirements

- Emergency exits clearly marked.
- First-aid kit accessible.
- Biohazard disposal procedures followed where applicable.
- Incident reports completed for any safety event.

4.6 Opening, Closing & Daily Operations (High-Level)

Each clinic must follow standardized opening and closing protocols to ensure consistency, safety, and readiness.

Opening Standards

- Clinic opens clean and fully stocked.
- Treatment rooms prepped and reset.
- Systems powered on and operational.
- Front desk ready before first appointment.
- Turn on waiting room music - must be soft, relaxing, no ads

Daily Operations (High-Level)

- Maintain patient flow and schedule integrity.
- Address facility issues immediately.
- Document any operational concerns.
- Protect patient privacy at all times.

Closing Standards

- All treatment rooms cleaned and reset.

- Laundry processed or secured.
- Equipment powered down as required.
- Doors locked and alarms activated.

Non-Negotiable Standard

Every Aylara location must deliver a **consistent, elevated, and emotionally safe environment**.

Facilities that fail to meet these standards may be subject to corrective action, retraining, or compliance review.

SECTION 5: CLINICAL SERVICES FRAMEWORK

The Aylara Pelvic Health clinical framework exists to ensure **consistent, high-quality, evidence-based care** across all locations while preserving the personalized, first-class experience that defines the Aylara brand.

All clinical services must align with this framework to protect patient outcomes, provider integrity, and franchise compliance.

5.1 Service Philosophy & Scope of Practice

Aylara clinics deliver **specialized physical therapy services** with a primary emphasis on pelvic health across the lifespan.

Service Philosophy

- Care is **patient-centered**, not protocol-centered
- Treatment is **high-touch, individualized, and education-driven**
- Healing is addressed through whole body **movement, manual therapy, nervous system regulation, and empowerment**
- Patients are active participants in their care—not passive recipients

Scope of Practice

- All services must fall within the legal scope of physical therapy as defined by state and federal licensure laws.
- Physical therapy services must be delivered by physical therapists, licensed in the state of practice and who have passed the National Physical Therapy Exam (NPTE).
- All Aylara-employed physical therapists must have a PRPC certification or approved equivalent or must obtain such within 2 years of employment.
- No clinic may offer services outside licensure or training requirements, including giving advice or opinions on subjects without licensure or training.

5.2 Core Service Lines

Each Aylara clinic must offer the following **core service lines**. Optional expansion services or partnerships (anything besides pelvic physical therapy) require approval from Aylara corporate leadership and must be limited to services that focus on wellness, and *not* aesthetic services.

Pelvic Floor Physical Therapy

This is the **foundational and defining service** of Aylara.

Includes (but not limited to)

- Pelvic pain
- Incontinence (urinary and bowel)
- Urinary Dysfunction
- Pelvic organ prolapse
- Sexual dysfunction
- Bowel dysfunction
- Post-surgical pelvic rehabilitation
- Core and pelvic stability dysfunctions

Clinical Expectations

- Internal and external assessment when indicated
- Trauma-informed consent at all times
- Education as a standard component of care; teaching in an effective manner so the patients feel they can understand their body

Women's Health (Prenatal & Postpartum)

Focused on supporting women through pregnancy, birth preparation, and postpartum recovery.

Includes

- Prenatal pelvic floor care
- Birth preparation and labor strategies
- Postpartum rehabilitation
- Diastasis recti management
- Return-to-movement and strength programming
- Orthopedic complaints during pregnancy
- Pelvic Girdle Pain

Care Philosophy

- Preventative, not reactive
- Strength-based, not fear-based
- Rooted in education and autonomy; patients should feel empowered to care for themselves between visits

Orthopedic Physical Therapy

Orthopedic care is offered **in support of whole-body integration**, not as a stand-alone identity.

Includes

- Spine and joint conditions
- Postural dysfunction
- Movement-related pain
- Injury recovery impacting pelvic or core systems

Integration Requirement

Orthopedic treatment must align with pelvic health principles and whole-body movement patterns.

Wellness & Preventative Care

Wellness services support long-term health, performance, and resilience.

Includes

- Movement optimization
- Breathwork and nervous system regulation
- Preventative pelvic health education
- Maintenance care where clinically appropriate
- Workshops

Clinics may also organize and provide retreats for patients. These can be another revenue source and are optional for patients. Please pitch these to Aylara corporate leadership for guidance and approval.

Boundaries

- Must remain clinically justified
- No cosmetic, aesthetic, or non-therapeutic services permitted

5.3 Patient Experience Model

The patient experience is a **clinical standard**, not a marketing feature.

Experience Pillars

- Safety (physical and emotional)
- Clarity (education and expectations)
- Empowerment (self-efficacy)
- Consistency (across providers and locations)

Care Journey

1. Thorough initial evaluation

2. Collaborative goal-setting
3. Individualized treatment plan
4. Progress review using the Aylara Care Plan
5. Discharge with tools, confidence, and clarity
6. Ongoing education after discharge using approved followup program

Patients should leave feeling:

- Heard
- Educated
- Respected
- Capable of managing their health

5.4 Clinical Quality & Care Standards

All Aylara clinics must meet or exceed the following **clinical care standards**:

Provider Standards

- Active state licensure, including PRPC within 2.5 years of hiring
- Ongoing pelvic health education
- Adherence to Aylara clinical protocols
- Trauma-informed care training

Documentation Standards

- Clear evaluation findings
- Measurable goals
- Treatment justification
- Progress tracking
- Discharge summaries when appropriate

Care Consistency

- Treatment plans must be individualized, not templated
- Frequency and duration must be clinically justified
- Reassessment occurs regularly

5.5 Evidence-Based Outcomes Expectations

Aylara is committed to **measurable, meaningful outcomes**.

Outcome Expectations

- Functional improvement

- Symptom reduction
- Improved quality of life
- Patient understanding of condition and care plan

Measurement Tools

- Patient-reported outcome measures
- Functional assessments
- Clinical reassessment benchmarks

Quality Oversight

- Clinics may be audited for outcome consistency
- Providers must demonstrate clinical reasoning behind care decisions
- Care plans must evolve based on patient response

Specific metrics will be required, as outlined in section 8 of this manual.

5.6 Approved vs. Prohibited Services

Approved Services

- Physical therapy services within licensure
- Pelvic health evaluations and treatments
- Manual therapy and therapeutic exercise
- Neuromuscular re-education
- Patient education and home programs
- Wellness services with clinical justification

Prohibited Services

- Medical diagnosis outside PT scope
- Cosmetic or aesthetic procedures
- Unlicensed alternative therapies
- Services without evidence-based support
- Any service that compromises patient safety or brand integrity

Approval Requirement

Any new service offering must receive **written approval** of the full scope of the standard operating procedure from Aylara corporate leadership prior to implementation.

Non-Negotiable Standard

Aylara clinics do not chase trends. We deliver **intentional, evidence-based care** that protects patients, providers, and the long-term strength of the brand.

SECTION 6: ORGANIZATIONAL STRUCTURE & ROLES

Aylara Pelvic Health & Wellness operates under a **clear, intentional organizational structure** designed to protect clinical quality, brand integrity, and operational efficiency across both corporate-owned and franchise locations.

This section defines **roles, authority, and accountability**.

Human resource policies, employment terms, corrective action, and performance management are addressed in the **Employee Handbook**.

6.1 Organizational Structure Overview

Aylara clinics operate within a **clearly-defined leadership model**:

- **Corporate Leadership** establishes brand standards, clinical frameworks, and operational requirements.
- **Clinic-Level Leadership** executes day-to-day operations in alignment with those standards.
- **Franchise Locations** maintain operational autonomy within defined system boundaries.

This structure ensures:

- Consistent patient experience
- Clinical excellence
- Scalable growth
- Clear accountability at every level

6.2 Standard Clinic Organizational Chart

(Corporate-Owned vs. Franchise-Owned)

Corporate-Owned Clinic Structure

- Corporate Leadership
 - Clinical Oversight
 - Operations Oversight
 - Human Resources
 - CFO
 - Training Coordinator
- Clinic Director / Lead Therapist
- Physical Therapists

- Front Desk / Patient Care Coordinator
- Optional & Growth Roles (as applicable)

Franchise-Owned Clinic Structure

- Franchise Owner
- Clinic Director / Lead Therapist
- Physical Therapists
- Front Desk / Patient Care Coordinator
- Optional & Growth Roles (as applicable)

6.3 Required Roles, Certifications, & Scopes of Work

Each Aylara clinic must maintain the following **required roles** to operate.

Clinic Director / Lead Therapist

Primary Function

Clinical leadership, quality oversight, and alignment with Aylara standards.

Core Responsibilities

- Clinical supervision and mentorship
- Oversight of treatment quality and outcomes
- Implementation of Aylara clinical frameworks
- Coordination with ownership or Aylara corporate leadership
- Support of clinic culture and standards
- Patient evaluations and treatment
- Documentation and outcome tracking
- Patient education and discharge planning
- Adherence to clinical protocols
- Cleaning equipment, tools, and laundry after patient use
- Participation in keeping the clinic clean
- Ensuring equipment is in good condition (treatment equipment and office equipment)
- Ensuring equipment stock is sufficient
- Local advertising

Required Credentials

- Active state Physical Therapy license
- Federal PRPC license
- Advanced training in pelvic health (PRPC, WCS, APTA Capp-Pelvic, or approved equivalent) within 2 years of hire date
- Experience in management and finance

- Fit the Hire Aligned criteria

Authority

- Clinical decision-making
- Treatment standards enforcement
- Escalation of concerns

Physical Therapist

Primary Function

Direct patient care delivery consistent with Aylara's clinical philosophy.

Core Responsibilities

- Patient evaluations and treatment
- Documentation and outcome tracking
- Patient education and discharge planning
- Adherence to clinical protocols
- Cleaning equipment, tools, and laundry after patient use
- Participation in keeping the clinic clean
- Restocking Equipment

Required Credentials

- Active state Physical Therapy license
- Pelvic health training (PRPC, WCS, APTA Capp-Pelvic, or approved equivalent) within 2 years of hire date
- Fit the Hire Aligned criteria

Authority

- Patient care decisions within scope of practice
- Clinical judgment related to treatment planning

Front Desk / Patient Care Coordinator

Primary Function

Patient experience coordination and administrative flow.

Core Responsibilities

- Patient check-in and checkout
- Scheduling and communication
- Billing coordination
- Maintaining hospitality and brand tone

- Tracking and stocking supplies
- Participation in keeping the clinic clean

Required Training/Credentials

- Must have admin experience
- Aylara front desk systems training
- HIPAA and privacy compliance training
- Fit the Hire Aligned criteria

Authority

- Scheduling and administrative coordination
- Patient communication within defined protocols

6.4 Optional & Growth Roles

As clinics scale, the following roles may be added *with approval*.

Physical Therapy Assistants / Technicians

Function

- Support licensed therapists within legal scope
- Assist with patient flow and exercise supervision

Requirements

- Must operate under licensed therapist supervision

Marketing Liaison

Function

- Local marketing execution
- Community partnerships
- Referral relationships

Boundaries

- Must follow Aylara brand and marketing standards
- No independent brand representation authority

Operations Support

Function

- Scheduling support
- Inventory coordination
- Systems support

Boundaries

- Operational support only
- No clinical authority

Janitorial Support

Function

- Keeping floors, bathrooms, and windows clean
- Cleaning supply inventory coordination
- Emptying trash

Boundaries

- Janitorial support only
- No clinical authority

6.5 Role Authority, Accountability & Decision Rights

Authority Principles

- Clinical decisions → Licensed clinicians only
- Operational decisions → Clinic Director / Owner within system standards
- Brand decisions → Corporate oversight

Accountability Structure

- Every role has a single direct supervisor
- Performance accountability follows Employee Handbook protocols
- Operational non-compliance may result in corrective action or retraining

Decision Rights

- Staff may act autonomously within their defined role scope
- Decisions outside scope must be escalated

6.6 Escalation & Leadership Oversight

Clear escalation pathways protect patients, staff, and the brand.

Escalation Triggers

- Clinical safety concerns
- Ethical or compliance issues
- Scope-of-practice questions
- Brand or standard deviations
- Patient complaints beyond resolution scope

Escalation Pathway

1. Immediate Supervisor
2. Clinic Director / Lead Therapist
3. Franchise Owner or Aylara Corporate Leadership
4. Corporate Clinical or Operations Oversight (as applicable)

Documentation

All escalated issues must be documented according to Employee Handbook and compliance standards.

Non-Negotiable Standards

Clarity of roles is essential to safety, trust, and scale.

Aylara clinics operate with **defined authority, clear accountability, and disciplined escalation**—without ambiguity.

Regardless of ownership model, **clinical authority and patient care decisions must always remain with licensed clinicians.**

SECTION 7: ONBOARDING AND TRAINING

7.1 Hiring Philosophy & Cultural Alignment

Aylara's success is rooted in people first—specifically, individuals who align deeply with our mission, values, and standard of care. Hiring decisions are made with long-term culture, patient experience, and brand integrity in mind.

Hiring Philosophy

Aylara hires for:

- **Character before credentials** (while still meeting all licensure and certification requirements - licensure must be verified)
- **Alignment with Aylara's mission and values**
- **Coachability, humility, and commitment to growth**
- **Emotional intelligence and patient-centered presence**
- **Operational reliability and accountability**

Technical skills can be developed; cultural misalignment cannot.

Cultural Alignment Expectations

All team members are expected to:

- Uphold Aylara's **mission, vision, purpose, and core values** in daily behavior
- Contribute to a **safe, respectful, and elevated clinical environment**
- Communicate with professionalism, clarity, and compassion
- Take ownership of their role and outcomes
- Protect the Aylara brand through consistent conduct and decision-making
- Adhere to Aylara's Concord when issues arise:
 - Choose Grace: In moments of uncertainty, assume the best in others. Approach questions or concerns with a mindset of curiosity and kindness.
 - Go to the Source: Speak with the person involved when concerns arise. Encourage others to do the same by guiding conversations back to the source.
 - Lead with Gratitude: Make it a habit to share specific and positive feedback regularly. Build trust and reinforce strong culture by highlighting what is working well.
 - Be Accountable: Own your contribution to both successes and failures. Share bad news early and often. Reinforce with positivity.

Hiring is considered complete **only when cultural alignment is demonstrated** after the 90-day probationary period, not merely when a position is filled.

Note: All employment classifications, equal opportunity policies, communication standards, conduct expectations, and disciplinary matters are governed by the Employee Handbook.

7.2 Onboarding & Training Expectations

Aylara operates under a **structured, standardized onboarding model** to ensure consistency across all locations while allowing for role-specific depth.

Onboarding Objectives

The onboarding process is designed to:

- Integrate new hires into Aylara's culture and expectations
- Establish clinical, operational, and brand standards
- Reduce variability in patient experience
- Ensure compliance, safety, and confidence from day one
- Accelerate competence in each role

Standard Onboarding Components

All new team members complete the following:

1. Pre-Start Preparation

- Required paperwork and credential verification
- Access to systems, tools, and training platforms
- Review of the Employee Handbook
- Verified references

2. Orientation (virtual with coach)

- Aylara mission, vision, values, and care philosophy
- Brand standards and patient experience expectations
- Clinic workflows, scheduling systems, and documentation standards
- HIPAA, compliance, and safety protocols
- Role-specific scope of responsibility

3. Role-Specific Training (virtual with coach)

- Clinical staff: treatment standards, documentation expectations, outcomes tracking, and care protocols
- Front desk/support staff: patient flow, scheduling, communication scripts, billing basics, and service recovery
- All roles: escalation pathways and decision authority

4. **Shadowing (at established corporate practice)**

- Structured observation of various roles (timelines determined by Aylara corporate leadership per hire)
- Ongoing feedback during ramp-up period

Training Accountability

- Completion of onboarding is **mandatory**, not optional
- Leaders are responsible for verifying training completion
- Team members are responsible for asking questions and seeking clarity
- Training gaps are addressed immediately, not deferred

7.3 Performance Management & Reviews

Performance management at Aylara is continuous, transparent, and growth-oriented. Reviews are not punitive; they are tools for clarity, alignment, and excellence.

Performance Expectations

All team members are evaluated regularly on:

- Adherence to Aylara values and culture
- Role competency and execution
- Quality of patient experience delivered
- Reliability, accountability, and professionalism
- Willingness to learn, improve, and adapt

Review Structure

Performance feedback may include:

- **Initial probationary review** (at 30, 60, 90 days)
- **Regular performance check-ins**
- **Annual or semi-annual reviews**
- **Real-time coaching and corrective feedback**

Metrics may include:

- Clinical outcomes (where applicable)
- Patient satisfaction and feedback
- Documentation accuracy and timeliness
- Operational efficiency
- Team collaboration and communication

Addressing Performance Issues

- Issues are addressed early and directly
- Expectations are clarified in writing when needed
- Support and training are provided when appropriate
- Persistent misalignment may result in corrective action

Note: All formal disciplinary actions, corrective processes, and termination procedures are governed by the Employee Handbook.

7.4 Continuing Education & Career Growth

Aylara is committed to long-term professional development and believes growth benefits both the individual and the organization.

Continuing Education Expectations

- Clinical staff are expected to maintain licensure and required CEUs
- Continuing education should align with Aylara's service lines and standards of care
- Learning is viewed as a **professional responsibility**, not an optional benefit

Career Growth Philosophy

Aylara supports:

- Skill expansion within current roles
- Leadership development for high-performing team members
- Specialization aligned with patient needs and clinic growth
- Internal advancement when possible

Growth opportunities may include:

- Advanced clinical training and certification assistance, provided by the clinic
- Mentorship or leadership responsibilities
- Participation in program development or training initiatives
- Expanded scope as the organization scales

Non-negotiable Standard: Onboarding and training are a strategic function—not an administrative task—ensuring every Aylara team member delivers consistent, elevated, and mission-aligned care across all locations.

SECTION 8: SYSTEMS & TECHNOLOGY

Aylara operates on standardized, approved systems to ensure consistency, data integrity, compliance, and an elevated patient experience across all locations. All team members are required to use designated platforms as outlined below. Substitutions or workarounds are not permitted without written approval from Aylara corporate leadership.

8.1 Required Systems

All Aylara locations must use the following core systems. These platforms are considered **non-negotiable infrastructure** for operations, reporting, and compliance.

Customer Relationship Management: Aylara CRM

Aylara CRM serves as Aylara's primary customer relationship management and marketing automation platform. Each location must run a HIPPA compliant version through the corporate office.

Required uses include:

- Lead capture and intake workflows
- Patient communication automation (text/email)
- Follow-up sequences and reactivation campaigns
- Internal tracking of inquiry-to-conversion metrics
- Marketing and referral source tracking
- Phone system

CRM data must be kept current and accurate to support reporting and patient experience continuity.

Electronic Medical Records (EMR): PT Everywhere

PT Everywhere is Aylara's EMR system.

Required uses include:

- Patient intake and documentation
- Evaluation and progress notes
- Treatment plans and outcomes tracking
- Scheduling and visit management
- Compliance with clinical documentation standards
- Patient billing

All clinical documentation must be completed **within PT Everywhere**. No external charting or shadow records are permitted.

Accounting: QuickBooks Online (QBO)

QuickBooks Online is used for all accounting and financial tracking.

Aylara corporate has banking relationships that you can consider.

Required uses include:

- Revenue and expense tracking
- Payroll integration
- Vendor payments and reconciliation
- Financial reporting

All financial entries must be timely, accurate, and aligned with corporate accounting standards.

Note: Payroll and compensation policies are governed by the Employee Handbook.

***Learn more about required financial metrics in Section 10 of this manual.*

Office Documentation: Google Workspace (G-Suite)

Google Workspace is Aylara's approved platform for internal documentation and collaboration.

Required uses include:

- Internal forms and templates
- Shared calendars and internal communication
- Secure document storage

All operational documents must follow Aylara's approved naming conventions and folder structures.

Resource Portal

Aylara's Resource Portal is available with a login for each employee.

This houses all the resources and documentation referenced in this Operations Manual.

Required uses include:

- Scopes of Work
- Protocols
- Templates
- Best Practices
- Marketing Materials

All employees in all locations are expected to reference the Resource Portal for all information mentioned in this manual.

8.2 Documentation Standards

Accurate, timely, and standardized documentation is essential to patient safety, legal compliance, and operational clarity.

General Documentation Expectations

All documentation must be:

- Clear, accurate, and objective
- Completed in real time or within required timeframes
- Stored in the appropriate approved system
- Free from personal opinions, assumptions, or informal language

Clinical Documentation

Clinical documentation must:

- Reflect medical necessity and skilled care
- Align with Aylara treatment standards
- Be completed within required EMR timelines
- Support outcomes tracking and compliance audits

Incomplete, late, or inconsistent documentation is considered a performance and compliance issue.

8.3 Required Operational Metrics

Aylara uses standardized metrics to drive decision-making, accountability, and growth. Metrics are reviewed regularly at the clinic and organizational level. All required metrics are certified by each location each month, quarter, and year.

Core Operational Metrics

- New patient inquiries and conversions
- Visit volume and utilization
- Schedule fill rates
- Cancellation and no-show rates
- Average visits per plan of care

Clinical & Experience Metrics

- Patient satisfaction and feedback
- Outcomes and goal achievement (as applicable)
- Retention and completion of care plans

Financial Metrics

****Please see section 10 of this document for required financial metrics.**

All locations must maintain accurate data entry to ensure reporting integrity.

8.4 Access, Security & HIPAA Controls

Protecting patient data and company information is a core operational responsibility.

Access Controls

- System access is role-based and limited to job function
- Logins are individual and may not be shared
- Access is granted and revoked by authorized leadership only

HIPAA & Data Security

All team members must:

- Follow HIPAA and privacy regulations at all times
- Access only information necessary to perform their role
- Log out of systems when not in use
- Protect patient information from unauthorized access or disclosure

Any suspected data breach, security incident, or unauthorized access must be reported immediately.

8.5 Training & Support Expectations

Technology competence is a condition of employment at Aylara.

Training Expectations

- Initial system training is required during onboarding
- Ongoing training may be required with system updates or role changes
- Team members are responsible for maintaining proficiency in required systems

Support & Troubleshooting

- Users should follow established internal support pathways
- System issues should be documented and escalated promptly
- Workarounds that compromise data integrity or compliance are not permitted

Failure to properly use required systems may result in corrective action.

Non-Negotiable Standard:

Our systems and technology are foundational infrastructure—ensuring Aylara operates with clarity, consistency, compliance, and confidence.

SECTION 9: MARKETING GOVERNANCE

Aylara's brand is a strategic asset. Marketing exists to educate, build trust, and create long-term relationships—not to chase trends or short-term attention. All marketing activity must protect clinical integrity, patient trust, and brand consistency across every location.

Aylara corporate leadership maintains centralized control of national marketing and brand strategy. Franchise locations are permitted limited local marketing within defined guardrails.

9.1 Marketing Philosophy (Education-Driven, Trust-Based)

Aylara marketing is grounded in **education, credibility, and trust**.

Marketing efforts must:

- Educate rather than sensationalize
- Build confidence in care, not urgency through fear
- Reflect clinical accuracy and ethical standards
- Position Aylara as a trusted authority in pelvic health and wellness
- Maintain a calm, elevated, and professional brand voice

Marketing is an extension of patient care. Anything that erodes trust, misrepresents outcomes, or compromises professionalism is not permitted.

9.2 Clinic vs. Corporate Marketing Authority

Corporate Marketing Authority

The corporate marketing team maintains exclusive authority over:

- Brand strategy and positioning
- Logos, color palettes, fonts, and visual identity
- Website content, structure, hosting, and SEO
- National advertising and campaigns
- Messaging frameworks and brand voice standards
- Marketing systems and CRM infrastructure

Franchise locations may not create independent websites, landing pages, or SEO strategies.

Website & SEO

- All clinics operate under Aylara's centralized website ecosystem
- Local pages and content are managed by the corporate marketing team
- No location may independently manage SEO, paid search, or website content

9.3 Approved Marketing Channels

Franchise locations are permitted to engage in **localized marketing efforts** only within approved channels and guidelines.

Social Media

Local clinics may:

- Post about clinic-specific events, workshops, and community involvement
- Share approved educational content
- Highlight clinic culture, staff, and environment
- Promote locally hosted, corporate-approved initiatives

Requirements:

- The corporate marketing team will set up your social accounts and give you access.
- All accounts must follow Aylara naming conventions
- Content must align with brand standards and messaging guardrails as outlined below.
- Corporate reserves the right to remove, edit, or restrict content

Community Events

Franchises may:

- Participate in local events
- Host educational workshops or open houses
- Engage with community organizations

All events must:

- Align with Aylara's educational vision for communities (section 2.3)
- Be presented professionally and accurately
- Avoid medical claims or guarantees
- Follow approved branding and messaging

Provider Referrals

Relationship-building with local providers is encouraged when done ethically and professionally.

Referral outreach must:

- Be educational and collaborative
- Avoid inducements, incentives, or quid-pro-quo arrangements
- Follow healthcare compliance standards
- Use approved materials when available

9.4 Franchise Marketing Rules

Franchise locations must adhere to the following rules:

- No independent branding or logo modifications
- No creation of unapproved marketing materials
- No paid advertising without corporate approval
- No medical claims, outcome guarantees, or comparative superiority claims
- No discounting or promotional offers without corporate approval
- No influencer partnerships or testimonials without corporate approval

Failure to follow marketing rules may result in corrective action, content removal, or loss of local marketing privileges.

9.5 Content Guidelines & Messaging Guardrails

All marketing content must:

- Be truthful, accurate, and clinically appropriate
- Use inclusive, respectful, and professional language
- Avoid fear-based, shame-based, or exaggerated messaging
- Protect patient privacy at all times

Prohibited Content Includes:

- Before-and-after claims implying guaranteed outcomes
- Medical advice outside approved educational scope
- Testimonials that violate compliance or privacy standards
- Personal opinions presented as medical fact
- Political, controversial, or polarizing content

When in doubt, content must be reviewed by the corporate marketing team before posting.

9.6 Lead Tracking, Conversion & CRM Expectations

All leads—regardless of source—must be captured and tracked within Aylara’s approved CRM system.

Expectations include:

- Accurate source attribution
- Timely follow-up
- Consistent communication standards
- Proper handoff from marketing to intake

Local marketing efforts must feed into centralized systems to maintain reporting integrity and optimize performance across locations.

9.7 Required Marketing Metrics to Report

All required metrics will be reviewed and discussed on a regular basis with Aylara corporate leadership.

- List size
- Total number of leads generated
- Total number of leads won
- Total number of Active Patients
- Cost Per Patient
- Practice 25 list (medical providers)
- Practice 25+ list (local businesses)

9.8 Reviews, Reputation & Referral Standards

Aylara's reputation is built on patient experience, not solicitation pressure.

Reviews

- Patients may be invited to share feedback through approved channels
- Incentivized reviews are prohibited
- Review responses must be professional, respectful, and HIPAA-compliant
- Negative feedback is addressed constructively and internally

Referrals

- Referrals are earned through care quality and trust
- Referral relationships must remain ethical and transparent
- Any formal referral programs must be approved by corporate

Non-negotiable Standard: Marketing is a governed, strategic function—balancing centralized brand protection with thoughtful local engagement—ensuring every Aylara location builds trust the same way: through education, integrity, and consistency

SECTION 10: FINANCIAL OPERATIONS & CONTROLS

10.1 Financial Governance

Financial governance within Aylara operates under centralized oversight. Corporate leadership establishes financial standards, systems, and reporting requirements to ensure consistency across all locations.

Franchisees and clinic operators may not independently implement financial processes, pricing structures, payment systems, or revenue models outside of those approved by Aylara corporate leadership.

Financial transparency and cooperation are required conditions of operating an Aylara location.

10.2 Financial Stewardship Philosophy

Aylara views financial stewardship as both a business responsibility and an ethical obligation.

Financial operations are guided by the following principles:

- Transparency and accuracy at all levels
- Predictable, repeatable systems
- Conservative risk management
- Accountability for resources entrusted to the organization
- Long-term sustainability over short-term gains

Every financial decision should support:

- Quality patient care
- Team stability
- Brand integrity
- Scalable growth

10.3 Revenue Models

Aylara clinics operate under a cash pay model. Any other model must be approved in writing by Aylara corporate leadership.

Approved revenue sources may include:

- Cash-pay physical therapy services
- Wellness, educational, or preventative programs
- Workshops or events aligned with clinical scope

All revenue models must:

- Align with Aylara's clinical philosophy
- Follow regulatory and payer requirements
- Be approved by Aylara corporate leadership prior to implementation

Unapproved revenue streams are not permitted.

Examples of Prohibited Revenue Activities

The following are not permitted without written corporate approval:

- Insurance billing when operating under the cash-pay model
- Medical services outside the approved clinical scope
- Affiliate marketing arrangements involving patient referrals
- Revenue-sharing arrangements with external providers
- Selling unapproved products or supplements
- Discount platforms (e.g., Groupon-style offers)

10.4 Pricing, Billing & Insurance Overview

Pricing Standards

- Pricing structures are standardized or approved by Aylara corporate leadership.
- Clinics may not independently discount, bundle, or alter pricing without approval.
- Promotional pricing requires written approval.

Billing

- Billing must be accurate, ethical, and compliant.
- Documentation must support medical necessity where applicable.
- Clinics must follow approved billing workflows and timelines.
- Any payer participation must be approved at the corporate level.

Spending Authority Levels

Clinics may approve routine operational expenses within approved budgets.

The following expenses require prior written approval (for corporate locations only):

- Equipment purchases exceeding \$2,500
- Lease agreements
- Software or technology contracts
- Vendor agreements exceeding 12 months
- Marketing campaigns outside approved programs

Cash Handling & Payment Processing

All clinics must follow approved procedures for handling patient payments.

Required standards include:

- All payments must be recorded in the approved practice management system
- Cash payments must be reconciled daily
- Payment terminals must comply with PCI security standards
- Payment adjustments or write-offs must be documented

10.5 Clinic-Level Financial Responsibilities

Each clinic is responsible for day-to-day financial execution within approved systems.

Clinic responsibilities include:

- Accurate and timely charge entry
- Proper use of approved billing and accounting systems
- Collection of patient payments per policy
- Reconciliation of daily transactions
- Protection of financial data and access credentials

Clinic leadership is accountable for financial accuracy at the location level, even when support staff execute daily tasks.

10.6 Expense Controls & Budgeting

Expense discipline is required at every location.

Expense Standards

- All expenses must be business-related, necessary, and reasonable.
- Purchases must align with approved vendors and budgets.
- Capital expenditures require prior approval.
- Personal expenses may not be reimbursed unless explicitly approved.

Budgeting

- Clinics operate within an approved annual or quarterly budget.
- Variances must be monitored and explained.
- Cost-saving measures may not compromise patient care or compliance.

Unauthorized spending may result in corrective action.

10.7 Payroll & Compensation Structures

Payroll and compensation are governed by approved structures and policies.

Key principles:

- Compensation models must be approved by ownership or Aylara corporate leadership.
- Payroll must be processed accurately and on schedule.
- Time tracking must be truthful and compliant.

Note: Wage policies, classifications, benefits, time off, bonuses, and payroll procedures are governed by the Employee Handbook and corporate payroll policies.

10.8 Financial Reporting & Required Metrics

Accurate reporting is required to ensure informed decision-making and oversight.

Required Reporting May Include:

- Monthly profit and loss statements
- Monthly revenue by service line
- Monthly visit volume and utilization
- Monthly expense ratios
- Monthly payroll as a percentage of revenue
- Quarterly balance sheet
- Monthly accounts payable
- Monthly accounts receivable
- Quarterly average revenue per visit
- Monthly cancellation rate
- Monthly no-show rate
- Monthly same-day fill rate
- Days until next available appointment
- Marketing spend as % of revenue
- Patient length of stay

Reports must be:

- Submitted on required timelines
- Accurate and reconciled
- Entered into approved systems

Failure to provide timely or accurate reporting is a compliance issue.

10.9 Ownership vs. Clinic Financial Obligations

Ownership / Corporate Responsibilities

- Strategic financial planning
- System selection and financial infrastructure
- Brand-level pricing strategy
- Centralized reporting and oversight
- Compliance frameworks

Clinic Responsibilities

- Execution within approved systems
- Local financial accuracy and controls
- Adherence to budgets and policies

- Timely reporting and communication

Financial authority is role-based and may not be assumed outside defined permissions.

10.10 Franchise Financial Obligations

Franchise locations are contractually obligated to meet all financial requirements outlined in their Franchise Agreement.

Obligations may include:

- Initial franchise fees
- Ongoing royalty payments
- Marketing or brand fund contributions
- Required system usage and reporting
- Audit cooperation and financial transparency

Failure to meet financial obligations may result in enforcement actions as outlined in the Franchise Agreement.

10.11. Add Financial Distress Protocol

Financial Distress Notification

All Aylara locations must notify corporate leadership if any of the following occur:

- Inability to meet payroll
- Inability to pay rent
- Sustained operating losses for 3 consecutive months
- Material financial obligations in default

Corporate leadership may implement corrective action plans to stabilize the clinic.

Non-Negotiable Standard: Financial operations are a shared responsibility—balancing centralized oversight with local execution—to ensure Aylara remains compliant, sustainable, and positioned for long-term growth.

SECTION 11: SCALING & GROWTH

Aylara is built to scale with intention—not urgency. **Growth is pursued only when standards, systems, leadership, and culture can be preserved.** Expansion that compromises care quality, trust, or brand integrity is considered failure, not success.

Each Aylara clinic operates from **one approved physical premises**. Expansion beyond a single premises requires the establishment of an additional corporate or franchise location and may not occur within the same license, clinic entity, or operational unit, unless approved by Aylara corporate leadership.

11.1 Brand Protection & Enforcement

The Aylara brand is a protected asset. As the organization grows, brand enforcement becomes increasingly critical.

Brand Protection Principles

- Brand standards apply equally to corporate and franchise locations.
- No location operates autonomously from brand governance.
- Each clinic is defined as a **single physical premises**.
- Consistency is required across patient experience, clinical care, messaging, and environment.

Enforcement Authority

Corporate retains the right to:

- Audit operations, marketing, and clinical standards
- Audit physical premises for compliance with brand and care standards
- Require corrective action for deviations
- Remove or restrict privileges when standards are not met
- Enforce brand compliance through contractual remedies

Failure to comply with brand standards or the single-premises requirement may result in formal enforcement action.

11.2 Growth Standards, Limits & Guidelines

Growth at Aylara is governed by readiness, not opportunity alone.

Growth Standards

Expansion is evaluated based on:

- Leadership capacity and maturity
- Clinical quality consistency

- Operational infrastructure readiness
- Financial stability
- Cultural alignment

Premises & Expansion Guidelines

- Each clinic location is limited to **one physical premises**
- No clinic may operate across multiple suites, buildings, or addresses under a single location
- Expansion of square footage **within the same premises** is permitted when:
 - Market demand supports it
 - Staffing and leadership capacity exist
 - Standards outlined in this manual are maintained

Multi-Location Ownership

- Operating multiple locations requires:
 - Separate franchise agreements or corporate approvals per location
 - Independent operational accountability per site
 - Full compliance with all onboarding, training, and reporting requirements
- A second location may not be treated as an extension of an existing clinic

Aylara reserves the right to approve, delay, or deny expansion requests to protect brand integrity.

11.3 Leadership Development & Succession

Sustainable growth requires strong leadership at every level.

Leadership Philosophy

Aylara prioritizes:

- Internal leadership development
- Values-aligned decision-making
- Clear authority and accountability
- Long-term succession planning

Leadership & Multi-Location Readiness

- Each physical location must have dedicated leadership oversight
- Leaders may not oversee multiple locations without approval
- Succession plans must be in place before additional locations are approved

Leadership readiness is evaluated **before** location expansion, not after.

11.4 Innovation Within Guardrails

Aylara encourages thoughtful innovation that enhances patient care and operational excellence within defined boundaries.

Innovation Principles

Innovation must:

- Align with Aylara's mission and pelvic health philosophy
- Be clinically sound and evidence-informed
- Protect patient safety and trust
- Maintain brand consistency across locations

Guardrails

- All innovations require corporate review and approval
- Pilot programs are location-specific and time-bound
- Innovation may not create parallel systems, alternate brands, or multi-premises workarounds
- Independent experimentation outside approved pilots is not permitted

11.5 Protecting the Aylara Pelvic Health Standard at Scale

As Aylara grows, the Pelvic Health Standard must remain intact across every location—regardless of size.

Core Protection Measures

- Each clinic operates as a single-premises center of care
- Location size is determined by:
 - Market demand
 - Staffing capacity
 - Compliance with clinical and operational standards
- No artificial square-footage caps are imposed by the franchise agreement

Non-Negotiables

- Patient experience quality
- Clinical integrity
- Ethical care delivery
- Brand-aligned behavior

Multiple locations require multiple approvals, multiple agreements, and multiple leadership structures. No growth objective outweighs these standards.

Non-negotiable Standard: Expansion is by design, and markets and performance will dictate growth. These standards provide unwavering protection of the Aylara Pelvic Health Standard at scale.

SECTION 12: COMPLIANCE, RISK & LEGAL

Compliance is foundational to Aylara's credibility, sustainability, and ability to scale. All locations—corporate and franchise—are required to operate in full compliance with applicable laws, regulations, and internal standards. Non-compliance is treated as a material risk to patients, the brand, and the organization.

12.1 Clinical & Regulatory Compliance

All Aylara clinics must comply with all applicable federal, state, and local laws governing healthcare delivery.

Clinical & Regulatory Requirements

Compliance includes, but is not limited to:

- State licensure requirements for providers and facilities
- Scope-of-practice laws for physical therapy and pelvic health services
- Federal and state healthcare regulations
- Professional standards of care
- Billing and reimbursement regulations (where applicable)

Clinics are responsible for:

- Maintaining current licensure and certifications
- Operating only within approved scopes of practice
- Following Aylara's clinical standards and protocols
- Immediately addressing any regulatory issues or violations

Operating outside legal or professional boundaries is strictly prohibited.

12.2 HIPAA & Patient Privacy

Protecting patient privacy is a core legal and ethical obligation.

HIPAA Compliance Standards

All team members must:

- Follow HIPAA and applicable privacy laws at all times
- Access patient information only as necessary to perform their role
- Use only approved systems for patient data storage and communication
- Protect patient information from unauthorized access, disclosure, or misuse

Privacy Safeguards

- Patient information may not be shared verbally, electronically, or in writing without authorization.
- Personal devices may not be used for patient communication unless explicitly approved.
- Breaches or suspected breaches must be reported immediately according to policy.

Failure to protect patient privacy may result in severe corrective action, including termination or contract enforcement.

12.3 Documentation & Audit Readiness

Aylara maintains audit-ready operations at all times.

Documentation Expectations

All documentation must:

- Be accurate, complete, and timely
- Reflect clinical necessity and services rendered
- Be stored in approved systems
- Support billing, compliance, and quality assurance reviews

Incomplete, late, or inconsistent documentation increases legal and financial risk and is considered a compliance failure.

Audit Readiness

- Clinics must be prepared for internal or external audits at any time
- Corporate may conduct scheduled or unscheduled audits
- Requested documentation must be provided promptly
- Findings must be addressed within required timeframes

Failure to cooperate with audits is a material breach of compliance standards.

12.4 Enforcement & Franchise Compliance Monitoring

Compliance is actively monitored and enforced.

Monitoring Authority

Corporate reserves the right to:

- Conduct compliance audits and reviews
- Monitor documentation, billing, and operational practices
- Require corrective action plans
- Suspend or restrict operations when necessary to mitigate risk

Enforcement Measures

Enforcement actions may include:

- Written notices of non-compliance
- Mandatory retraining or corrective action
- Financial penalties or remediation requirements
- Suspension or termination of franchise rights, as permitted by contract

Each location is responsible for ensuring their teams understand and comply with all applicable standards.

Non-negotiable Standard: Section 12 establishes compliance as a shared obligation with centralized oversight—protecting patients, practitioners, and the Aylara brand through consistent enforcement, audit readiness, and ethical operation.