

Provider Verification Framework

Standards for Women's Healthcare Networks

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ABSTRACT

The growth of GLP-1 prescribing, bioidentical hormone therapy, medical aesthetics, and consumer wellness services has produced a fragmented landscape in which credentialed and uncredentialed providers coexist without clear differentiation at the point of consumer discovery. BeautyJar is a verification-first provider network purpose-built for this category. This document describes the principles, scope, and structural framework that govern how BeautyJar evaluates and maintains provider listings. It is intended to establish transparency about BeautyJar's standards, to invite external scrutiny, and to serve as a public reference for the verification methodology underlying the BeautyJar Verified badge.

1. Introduction

Women seeking specialized healthcare — whether for medically supervised weight management, hormonal health, aesthetic medicine, or wellness services — are navigating a market in which the range of providers, credentials, and delivery models has expanded rapidly. The emergence of GLP-1 receptor agonist therapies as first-line interventions for obesity and metabolic disease has brought a wave of new prescribers and digital health platforms into a space previously occupied by structured medical weight loss programs. Hormone therapy is similarly experiencing renewed clinical and consumer interest, with a growing body of evidence supporting individualized treatment approaches. Medical aesthetics continues to expand as a specialty, with an increasingly diverse pool of practitioners operating across varying levels of training and licensure. Wellness, as a category, encompasses an expansive range of services with minimal regulatory consensus.

In this environment, the consumer faces a meaningful discovery problem: it is not straightforward to distinguish a board-certified physician operating a licensed practice from an unlicensed

provider, a lapsed licensee, or a service operating outside the scope of the practitioner's credentials. Search engines and general directories do not resolve this problem. BeautyJar was created to do so. BeautyJar is operated by Wenley Technologies, LLC, a platform operations company focused on standards-based healthcare networks.

This framework document describes the principles and structural approach that govern BeautyJar's verification process. It does not disclose proprietary scoring criteria or operational procedures, but it establishes the conceptual foundation and domain structure against which BeautyJar's verification process can be assessed.

2. Scope and Purpose

BeautyJar's verification framework applies to individual providers and practices offering services across four primary specialty domains: GLP-1 and medical weight management, hormone therapy, medical aesthetics, and wellness. These domains are defined as follows:

GLP-1 and Medical Weight Management

Providers prescribing or supervising GLP-1 receptor agonist therapies (including semaglutide, tirzepatide, and related compounds), medically supervised weight loss programs, and metabolic health interventions. This domain includes both in-person and telehealth providers and is subject to jurisdiction-specific prescribing authority requirements.

Hormone Therapy

Providers delivering hormone replacement therapy (HRT), bioidentical hormone replacement therapy (BHRT), and related hormonal health services. Scope of practice for hormonal prescribing varies significantly by credential type (physician, nurse practitioner, physician assistant) and by jurisdiction, making credential-level verification particularly important in this domain.

Medical Aesthetics

Providers performing or supervising injectable treatments (neuromodulators, dermal fillers), energy-based device therapies, procedural skincare, and related aesthetic medicine services. This domain encompasses significant variation in permissible scope of practice across jurisdictions and credential types.

Wellness

A category defined broadly to include IV therapy, functional medicine, integrative health, nutritional medicine, and related services. Because 'wellness' lacks a unified regulatory definition, this domain requires heightened scrutiny regarding the specific credentials

underlying any claims of clinical practice.

BeautyJar's verification is limited to the evaluation of professional standing, licensure status, identity confirmation, and practice legitimacy as described in this document. Verification does not constitute an endorsement of clinical outcomes, does not represent a referral or recommendation for specific treatment, and does not substitute for the exercise of clinical judgment by qualified healthcare professionals.

3. Principles of Verification

BeautyJar's verification process is governed by five foundational principles:

Independence

Verification is conducted by BeautyJar independent of the provider's self-report. Provider-submitted information is treated as a starting point for verification, not as a verified fact. All material claims are confirmed against primary or authoritative sources.

Standardization

All providers in a given specialty domain are evaluated against the same framework, regardless of practice size, geographic location, or commercial arrangement. Verification criteria do not vary based on a provider's prominence or tenure.

Transparency

BeautyJar publishes its verification framework publicly. The existence of the verified badge is accompanied by a public explanation of what verification means and what it does not mean. Providers and consumers are entitled to understand the basis on which a badge is granted or withheld.

Continuity

Verification is not a one-time event. Verified status is subject to active maintenance requirements including periodic review cycles and event-triggered reassessment. A provider who met verification criteria at the time of initial listing does not retain verified status automatically.

Consumer Primacy

The framework is designed to serve the interests of the consumer, not the provider. Where verification criteria could be construed as advantaging providers over consumers, the interpretation that best protects consumers takes precedence.

4. Verification Framework Overview

BeautyJar's verification process is organized into three sequential domains. A provider must satisfy the requirements of each domain to receive and maintain verified status.

Domain I — License Integrity

This domain evaluates whether the provider holds a valid, active professional license appropriate to the services offered. Verification in this domain includes confirmation of current license status, confirmation that the license type is consistent with the specialty services being offered, and review of publicly available disciplinary records. Sources consulted include the licensing authority with jurisdiction over the provider's primary practice location. For telehealth providers operating across multiple jurisdictions, licensure in each relevant jurisdiction is considered.

Domain II — Identity Confirmation

This domain confirms that the individual presenting as the provider is the actual holder of the credentials being represented. Identity confirmation addresses the risk that a practice may misrepresent the credentials of supervising or treating practitioners. This domain is particularly relevant for practices operating under a medical director model in which the credentialed physician may not be the treating provider for most patient encounters.

Domain III — Practice Legitimacy

This domain evaluates whether the practice itself — as distinct from the individual practitioner — is operating as represented. This includes confirmation of a physical or registered business presence, review of publicly available information about services offered relative to the scope of the provider's credentials, and assessment of whether the practice's public-facing representation is consistent with the services performed.

5. Specialty-Specific Verification Considerations

Each specialty domain presents distinct verification challenges. The following describes the primary considerations that inform domain-specific review.

GLP-1 and Medical Weight Management

The rapid expansion of GLP-1 prescribing — including through telehealth platforms — has introduced providers operating across a spectrum of clinical rigor. Key verification considerations in this domain include the prescribing authority of the treating or supervising provider, compliance with jurisdiction-specific requirements for prescribing controlled or restricted medications, and the degree of clinical oversight provided to patients. As GLP-1

therapies continue to receive approvals for additional indications, the framework is designed to accommodate evolving prescribing contexts without requiring full revision.

Hormone Therapy

Hormone prescribing is subject to meaningful variation in scope-of-practice rules across credential types and jurisdictions. A nurse practitioner's authority to prescribe hormone therapies independently varies significantly by state. BeautyJar's verification in this domain explicitly maps the credential type of the prescribing provider against the jurisdictional scope-of-practice rules applicable to that provider's license.

Medical Aesthetics

Medical aesthetics is a domain in which scope-of-practice rules are among the most variable in medicine. The legality of a given procedure depends on the credential of the treating provider, the nature of the supervising relationship (where required), and applicable state regulations. BeautyJar's verification in this domain distinguishes between procedures that require physician-level credentials, procedures that may be performed by advanced practice providers under supervision, and procedures delegable to licensed aestheticians or nurses.

Wellness

The wellness category presents the highest verification complexity due to the absence of a regulatory consensus on what constitutes clinical versus non-clinical wellness practice. BeautyJar's verification in this domain focuses on providers offering wellness services under clinical supervision, with particular attention to whether claims made in a provider's public materials are consistent with the practitioner's credential level. Verification criteria for this domain will continue to be refined as the regulatory landscape evolves.

6. Standards Maintenance and Active Verification

The BeautyJar Verified badge is an active status, not a credential awarded at a single point in time. The following mechanisms govern ongoing verification:

- Annual Review Cycle: All verified providers are subject to a full re-review on a twelve-month cycle from the date of initial verification.
- License Lapse Response: If a provider's license lapses, is suspended, or enters disciplinary proceedings, verified status is suspended or revoked pending review, without waiting for the next scheduled cycle.
- Event-Triggered Reassessment: Material changes to a provider's practice — including changes in supervising physician, practice location, or services offered — may trigger an unscheduled reassessment.

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- Consumer-Reported Concerns: Reports submitted through BeautyJar's structured reporting mechanism are reviewed and, where credible, initiate a reassessment process.
 - Framework Updates: As regulatory requirements in covered specialty areas evolve, BeautyJar will update verification criteria accordingly and publish updated versions of this document.

7. Limitations and Scope of Representation

BeautyJar's verification framework is designed to be rigorous and independent, but it operates within inherent limitations that users of the network should understand:

- Verification is point-in-time and periodic: BeautyJar does not conduct real-time monitoring of all possible license changes or disciplinary proceedings. Intervals exist between events and their reflection in a provider's verification status.
- Verification confirms standing, not quality: The verified badge confirms that a provider holds appropriate credentials and operates a legitimate practice. It does not assess the quality of clinical care, patient outcomes, or bedside manner.
- Verification is not a referral: Listing on BeautyJar does not constitute a clinical recommendation for any individual patient. Patients are responsible for conducting their own due diligence and making their own treatment decisions in consultation with qualified providers.
- International and jurisdictional variation: Regulatory frameworks vary significantly across countries and, within the United States, across states. BeautyJar's framework is calibrated to reflect this variation, but its coverage of international regulatory landscapes is ongoing and may not be comprehensive for all jurisdictions.

8. Regulatory Reference Landscape

BeautyJar's license verification process references the following categories of authoritative regulatory sources, among others. BeautyJar is currently US-focused at launch; international verification is supported where applicable and continues to expand.

Region	Regulatory Body / Source Type
United States	State Medical Boards (all 50 states + DC); State Board of Nursing; DEA Practitioner Registration; NPI Registry (CMS)
Canada	Provincial Colleges of Physicians and Surgeons; Provincial Nursing Colleges

Region	Regulatory Body / Source Type
United Kingdom	General Medical Council (GMC); Nursing and Midwifery Council (NMC); Joint Council for Cosmetic Practitioners (JCCP)
Australia	Australian Health Practitioner Regulation Agency (AHPRA)
European Union	Applicable national medical and nursing regulatory councils by member state

9. Document Versioning and Public Record

This document is maintained as a versioned public record. BeautyJar commits to publishing updated versions of this framework when material changes are made to verification criteria or processes. Version history is preserved on OSF and Zenodo to allow comparison across iterations. The current version supersedes all prior versions.

Comments, corrections, and inquiries regarding this framework may be directed to BeautyJar via the contact information published on beautyjar.com.

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