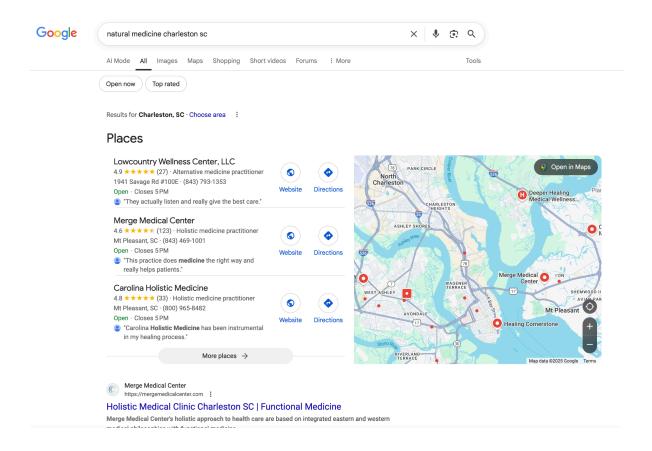Need clarification on these items:

- Do we need to differentiate individuals vs. organizations?
  - **We need to be able to return both in the response data.**
- What granularity exists for specialties and categories? (e.g., taxonomy of alternative medicine)
  - **Flat; I should curate a list for each and run them by David**
- Is insurance info standard or free-text?
  - **We'll just return whatever is in the data for the provider. We will curate the provider data set for the MVP, so this information will be on the rails.**
- How do we rank the result set? Do we need to model whether certain providers are boosted?
  - **Could be ratings based, could be boosted, could be featured (as premium provider). Ranking is probably not MVP**
- How accurate is geolocation, and will we support radius-based filtering?
  - **No, not for MVP; maybe just show a static image for a map**
- Do we need to search on condition?
  - **Probably not for MVP; David and Vicente to discuss**
- How rich should the UI be in August?
  - **Since we anticipate B2B scenarios first, the UI will be on the calling website, be it Walmart (self-insured employer) or Cigna (payer). That said, a UI that is reasonably functional and looks like this is sufficient**

Sample JSON

```json
{
  "id": "prov_001",
  "type": "Practitioner",  // or "Clinic", "Facility"
  "name": "Charleston Wellness Center",
  "specialties": ["Acupuncture", "Naturopathy"],
  "wellness_categories": ["Natural", "Environmental"],
  "accepted_insurance": ["Blue Cross Blue Shield", "Cigna"],
  "location": {
    "address": "123 King St, Charleston, SC",
    "city": "Charleston",
    "state": "SC",
    "zip": "29401",
    "lat": 32.7765,
    "lon": -79.9311
  },
  "contact": {
    "phone": "(843) 555-1234",
    "email": "info@charlestonwellness.com",
    "website": "https://charlestonwellness.com"
  },
  "credentials": ["ND", "LAc"],
  "languages_spoken": ["English", "Spanish"],
  "availability": "By appointment only",
  "bio": "Holistic care center focused on natural therapies and
preventive medicine.",
  "featured": true,
  "last_verified": "2025-05-01"
}
```