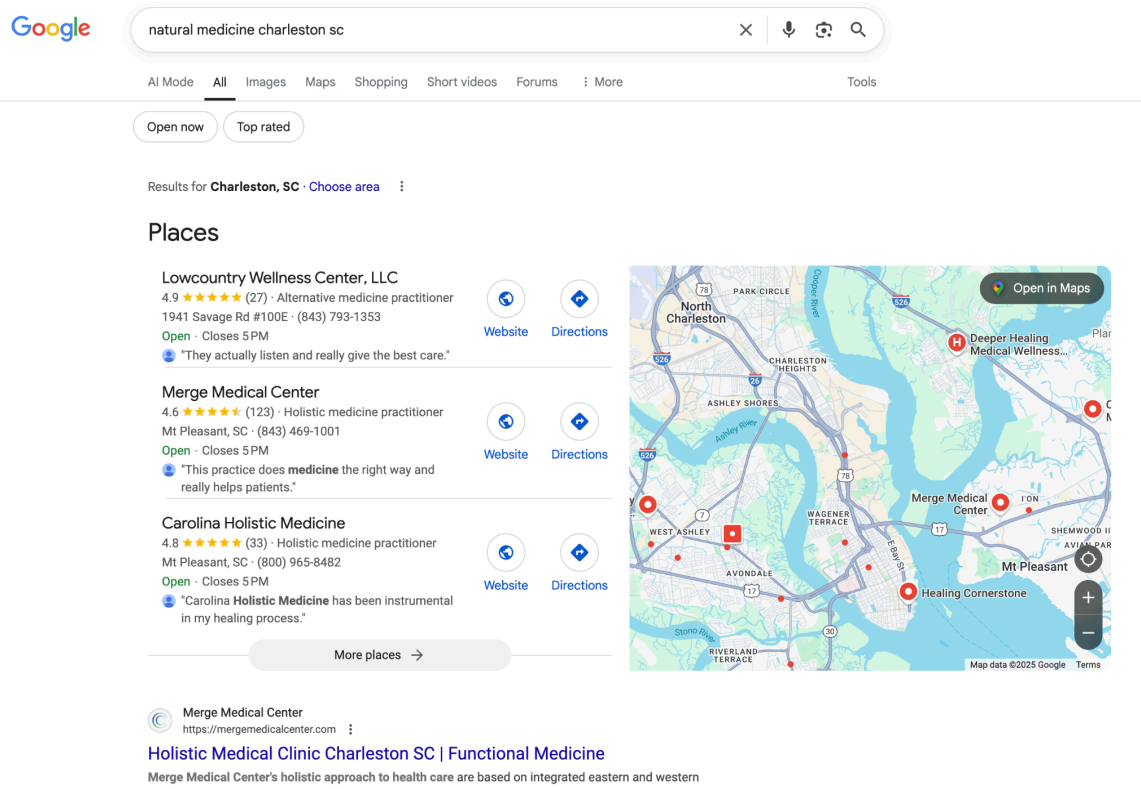


Clarification items

- 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 (See below)**
- 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, boosted, or featured (e.g., premium provider). Ranking is probably out of MVP scope.**
- 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 data sets

Practitioner

```
{
  "id": "prov_001",
  "type": "Practitioner",
  "name": "Dr. Jane Myers, ND",
  "location": {
    "primary_address": "456 Meeting St",
    "supplemental_address": "Suite 314",
    "city": "Charleston",
    "state": "SC",
    "zip": "29401",
    "lat": 32.7794,
    "lon": -79.9356
  },
  "contact": {
    "phone": "843-555-9876",
    "email": "dr.jane@myershealth.com",
    "website": "https://myershealth.com"
  },
  "specialties": ["Naturopathy", "Functional Medicine"],
  "wellness_categories": ["Natural"],
  "accepted_insurance": ["Blue Cross Blue Shield", "Cigna"],
  "organization": {
    "id": "org_001",
    "name": "Myers Wellness Center",
    "location": {
      "primary_address": "123 King St",
      "city": "Charleston",
      "state": "SC",
      "zip": "29401",
      "lat": 32.7765,
      "lon": -79.9311
    },
    "contact": {
      "phone": "843-555-1234",
      "email": "info@myerswellness.com",
      "website": "https://myerswellness.com"
    }
  },
  "featured": false,
  "credentials": ["ND"], // Optional
  "languages_spoken": ["English"], // Optional
  "availability": "M-F, 9am-5pm", // Optional
  "bio": "Naturopathic doctor with a focus on gut health.", // Optional
  "last_verified": "2025-05-10"
}
```

Organization

```
{
  "id": "org_001",
  "type": "Organization",
  "name": "Myers Wellness Center",
  "location": {
    "primary_address": "123 King St",
    "city": "Charleston",
    "state": "SC",
    "zip": "29401",
    "lat": 32.7765,
    "lon": -79.9311
  },
  "contact": {
    "phone": "843-555-1234",
    "email": "info@myerswellness.com",
    "website": "https://myerswellness.com"
  },
  "specialties": ["Naturopathy", "Functional Medicine"],
  "wellness_categories": ["Natural"],
  "accepted_insurance": ["Blue Cross Blue Shield", "Cigna"],
  "featured": false,
  "credentials": ["ND"], // Optional
  "languages_spoken": ["English"], // Optional
  "availability": "M-F, 9am-5pm", // Optional
  "bio": "Naturopathic doctor with a focus on gut health.", // Optional
  "last_verified": "2025-05-10"
}
```

Wellness Categories (filters for how or why they approach healing)

- Natural
- Environmental
- Mind-Body
- Energetic
- Manual / Physical
- Nutritional
- Lifestyle-Based
- Traditional / Ancestral
- Integrative / Whole-Person
- Movement-Based
- Preventive
- Detoxification
- Mental / Emotional
- Spiritual
- Technological
- Expressive / Creative
- Alternative (catch-all)

Specialties (filters for what they do)

- Acupuncture
- Ayurveda
- Chiropractic
- Naturopathy
- Functional Medicine
- Integrative Medicine
- Traditional Chinese Medicine (TCM)
- Herbal Medicine
- Homeopathy
- Osteopathy
- Massage Therapy
- Physical Therapy
- Energy Healing
- Reflexology
- Aromatherapy
- Reiki
- Craniosacral Therapy
- Biofeedback
- Breathwork
- Sound Healing
- Cupping Therapy
- Hypnotherapy
- Meditation Coaching
- Yoga Therapy
- Nutrition Counseling
- Holistic Dentistry
- Mind-Body Therapy
- Life Coaching
- Art Therapy
- Somatic Therapy
- Manual Lymphatic Drainage
- Rolfing
- Myofascial Release
- Colon Hydrotherapy
- IV Nutrient Therapy
- Hormone Balancing Therapy