Market Expansion Analysis Form

Growth & Site Selection Document

Use this form to evaluate new markets for Aylara expansion.This document is intended to assess demand viability, competitive landscape, financial feasibility, and strategic differentiation.

1. Market Identification

- **City / Region: _____**
- **State: _____**
- **County: _____**
- **Primary Service Radius (miles): _____**
- **Secondary Service Radius (miles): _____**
- **Urban / Suburban / Rural: _____**
- **Hospital Systems in Area: _____**
- **OB/GYN Groups in Area: _____**

2. Demographic Analysis

A. Total Population

- Total Population (Primary Radius): _____
- Population Growth Rate (5-year): _____

B. Female Population

- Total Female Population: _____
- % Female of Total Population: _____

C. Age Distribution of Female Population

Age Group	Population	% of Female Population
18–24		
25–34		
35–44		
45–54		
55–64		
65+		

D. Education Level

- % Bachelor's Degree or Higher: _____
- % Graduate Degree: _____
- % High School Only: _____

Higher education levels often correlate with pelvic health awareness and willingness to seek specialty care.

E. Income Metrics

- Median Household Income: _____
- Median Female Income: _____
- % Households $100K+: _____
- % Households $150K+: _____

Cash-based or hybrid pelvic health models require strong discretionary income.

3. Healthcare & Referral Landscape

A. Physical Therapy Clinics

- Total PT Clinics in Primary Radius: _____
- Total PT Clinics in Secondary Radius: _____

B. Pelvic Health Providers

- Clinics advertising pelvic health: _____
- Board-certified pelvic PTs in region: _____
- Hospital-based pelvic programs: _____
- Wait time for pelvic PT (if known): _____

C. Women's Health Referral Sources

- OB/GYN Practices: _____
- Midwife Practices: _____
- Urology Clinics: _____
- Primary Care Groups: _____

Referral density is critical for volume stability.

4. Competitive Analysis

Competitor Snapshot

Clinic Name	Pelvic Specialty?	Cash/Insurance	Avg Visit Cost	Online Reviews	Differentiation

A. Cost of Visit (Market Average)

- Insurance-based PT Visit: $_____
- Cash-based Pelvic PT Visit: $_____
- Evaluation Rate: $_____
- Follow-up Rate: $_____

B. Competitive Positioning

- Are competitors hospital-owned?
- Are they general orthopedic clinics offering pelvic as an add-on?
- Do they market specifically to women?
- Do they offer private rooms?
- Do they provide specialty branding?

Summary:

_____
_____

5. Market Differentiation Potential

A. Brand Opportunity

Aylara
Pelvic Health

Can Aylara position as:

☐ Pelvic Health Only
☐ Boutique / Elevated Environment
☐ Premium Patient Experience
☐ Faith-Integrated (if culturally appropriate)
☐ Hybrid Insurance + Cash
☐ Premium Cash Model

B. White Space Analysis

What gaps exist in this market?

- ☐ Long wait times
- ☐ Lack of female providers
- ☐ No specialty-only pelvic clinic
- ☐ Poor online reputation of competitors
- ☐ Hospital system dissatisfaction
- ☐ Growing population without infrastructure

Summary:

_____
_____

6. Real Estate & Overhead Snapshot

- Estimated Lease Rate (per sq ft): _____
- Available Square Footage: _____
- Buildout Cost Estimate: _____

- CAM Fees: _____
- Parking Adequacy: ☐ Yes ☐ No
- Visibility from Main Road: ☐ High ☐ Moderate ☐ Low

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7. Market Viability Scorecard

Rate 1–5 (5 = Strong Opportunity)

Category	Score
Female Population Density	
Income Strength	
Education Level	
Limited Pelvic Competition	
Referral Network Strength	
Real Estate Viability	
Brand Differentiation Potential	
Growth Rate	

Total Score: _____ / 40

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8. Risk Assessment

Primary Risks:

_____

Regulatory Concerns:

_____

Recruiting Risk (Can we hire a pelvic PT here?):

_____

9. Financial Projection Snapshot (Preliminary)

- Estimated Visits Per Week (Year 1): _____
- Average Revenue Per Visit: _____
- Estimated Monthly Revenue: _____
- Break-even Volume (visits/week): _____

10. Expansion Decision Summary

☐ High-Confidence Expansion Market
☐ Promising but Needs Further Study
☐ High Risk – Defer
☐ Not Recommended

Executive Notes:

_____
_____