AYLARA FULL CONSULTATION PLAYBOOK

Evaluation Day (45–60 Minutes)

OPENING (Set Authority + Expectation)

“Thank you for coming in today. My goal is to fully understand what’s been happening, how it’s affecting you, and what outcome you truly want.

By the end of today, I’ll outline exactly what I believe is going on and what the right plan looks like. Then you can decide if we move forward together.”

PHASE 1: STATUS (Clinical Facts)

- When did this begin?
- What symptoms are you experiencing?
- How often does this happen?
- What have you tried so far?
- What has or hasn’t worked?

PHASE 2: IMPACT & COST (Emotional + Functional Leverage)

- What is this limiting in your daily life?
- Are there activities you’ve stopped doing?
- How is this affecting intimacy or relationships?
- How does this impact your confidence?

Cost of Delay Question:

- If nothing changes for another year, what happens?

→ **Pause. Let them sit in it. Do not rescue.**

PHASE 3: DESIRED OUTCOME (Future Vision)

- If we were successful, what would that look like?
- What would you be able to do again?
- Why is solving this important now?

PHASE 4: COMMITMENT CALIBRATION

“On a scale of 1–10, how committed are you to resolving this?”

If **< 8**, respond:

“What would make that closer to a 10?”

DIAGNOSIS & PLAN FRAMING (Leadership Moment)

“Based on what you’ve shared and the assessment findings, here’s what I believe is happening…”

→ Deliver **clear, confident clinical explanation**
→ No hedging, no over-explaining

TREATMENT PLAN PRESENTATION

“The recommended plan is:”

- **Frequency:**
- **Duration:**
- **Phases:**
- **Milestones:**
- **Expected Outcomes:**

CLOSE (Decision Point)

“Does this approach align with what you want to achieve?”

If YES (Advance Immediately)

“Great. Let’s schedule your first phase so we can start moving forward.”

CLINICAL STANDARDS (NON-NEGOTIABLE)

- Do not soften recommendations
- Do not offer multiple vague options
- Do not “wait and see”
- Do not chase indecision
- Maintain leadership posture at all times

INTENT OF THIS PLAYBOOK

This is not a conversation.
This is a **structured clinical decision pathway**.

You are guiding the patient to:

- Recognize the true cost of their condition
- Clarify what they actually want
- Decide if they are ready to commit