Patient Experience Training Video Script (2–3 Minutes)

[Opening – Exterior of clinic, clean signage, soft lighting, calm music]

Voiceover:

At Aylara Pelvic Health & Wellness, the patient experience is not accidental.
It is designed, standardized, and delivered with precision.

From the moment someone interacts with Aylara—online, on the phone, or in person—they should feel one thing:

This is different.

[Cut to entry sequence—door opening, front desk, neutral tones]

Every clinic must look and feel the same.

Clean. Minimal. Elevated.

Aylara clinics are not traditional medical spaces.
They are intentionally designed to feel calm, private, and refined—more like a high-end wellness environment than a clinical office.

Key elements include:

- Our approved color palette of black & white, natural wood tones, and gold
- Uncluttered spaces with intentional design
- Soft lighting and a quiet, controlled atmosphere
- Clear, professional signage and branding

There is no variation in this standard.

Consistency builds trust.

[Cut to front desk interaction—warm greeting, eye contact]

The experience begins immediately.

Patients are greeted promptly, professionally, and with warmth.
There is no confusion, no chaos, and no waiting without acknowledgement.

Every interaction should communicate:

- You are safe here
- You are respected
- You are in the right place

[Transition to treatment room—private, calm, one-on-one care]

Inside the treatment space, the standard continues.

Every patient experience must be:

- Private
- Personalized
- Focused

We do not rush.
We do not generalize care.
We listen, assess, educate, and treat with intention.

This is first-class care, not volume-based care.

[Cut to therapist explaining something to patient]

Communication is clear and transparent.

Patients understand:

- What is happening
- Why it matters
- What the plan is moving forward

There is no ambiguity.
There is no overcomplication.

[Transition to checkout / closing interaction]

The experience does not end when the session ends.

Checkout is smooth, organized, and professional.
Next steps are clearly communicated.
Patients leave knowing exactly what to expect.

[Wider shots of multiple clinics / team consistency]

Every Aylara clinic, in every market, must deliver this same experience.

Same look.
Same feel.
Same process.
Same standard.

There is no customization of the core experience at the clinic level.

Uniformity is what allows Aylara to scale while maintaining trust and quality.

[Closing – confident tone, brand reinforcement]

The Aylara patient experience is not just about care.
It is about how people feel before, during, and after they walk through our doors.

Calm.
Confident.
Cared for

This is the expectation.
This is the Aylara brand.