

🕒 STANDARD OPERATING PROCEDURE • SOURCE OF TRUTH

Aira Master Operating System (MOS)

Comprehensive Standard Operating Procedure defining brand architecture, direct consumer patient models, executive governance, 13 individual role profiles, end-to-end operational workflows, and RACI decision rights.

BRAND POSITIONING

**A New Kind of Health
Checkup**

PRIMARY TECHNOLOGY

**Whole Body MRI (300+
Conditions)**

CUSTOMER MODEL

**Direct Consumer
Checkups (B2C)**

OFFICIAL HOTLINE

+91 7025 348 000

1. Executive Summary, Brand Foundation & Direct Customer Model

BRAND
FOUNDATION

Direct Consumer Preventive Health Model

Aira is a direct-to-consumer (B2C) preventive health screening platform. The direct customers are individual consumers, proactive patients, and families booking regular health checkups to detect silent health risks before symptoms become disruptive. **Aira's direct customers are NOT institutions.** Partner imaging centres, physician referral networks, and corporate executive plans exist strictly to enable and support individual client access.

Brand Foundation Element	Operational Standard & Consumer Experience Definition
Brand Positioning	"A new kind of health checkup." Not an illness clinic, not an isolated MRI scan, and not a fragmented set of blood tubes.
Tagline & Promise	Live Ahead. "We don't just give you a report. We help you understand it."
Clinical Core Screening	Advanced Whole-Body MRI Screening (300+ conditions and findings across brain, spine, neck, chest, abdomen, pelvis, and musculoskeletal systems).
Multi-Modality Integration	Comprehensive Blood Health Integration (metabolic, lipid, glucose, organ markers) + Cardiovascular Plaque CT Calcium Scoring.
4-Layer Human Interpretation	Included for every patient: (1) 20+ Page Simple-Language Visual Report, (2) Radiologist Explanation, (3) Doctor Health Consultation, (4) Clinical Nutritionist Lifestyle Plan.
The 5 Core Indian Purchase Worlds	World 1: "I'm worried" (Unexplained discomfort); World 2: "I want to stay ahead" (40+ proactive baseline); World 3: "I care about them" (Adult children screening aging parents); World 4: "It runs in my family" (Family history of cancer/stroke/cardiac disease); World 5: "I don't have time" (Busy professionals wanting one coordinated session).

Blood-Test Differentiation Rule: "Your blood test is one layer. Aira adds another." Blood tests measure biochemical markers and metabolic functions; Whole Body MRI adds anatomical and structural information that blood tests cannot detect on their own. **Different tests. Different information. One broader picture.**

2. Executive Leadership & Governance Framework

COUNCIL GOVERNANCE

DS

Dr. Shuhaib

Executive Lead: Strategy, Clinical Vision & Alliances

- **Clinical Protocol Scope:** Validates anatomical coverage and ethics for the 300+ Conditions & Findings protocol.
- **Expansion Roadmap:** Directs geographic footprint expansion across Kerala districts and South India hubs.
- **Medical Advisory Governance:** Leads physician and radiologist panels ensuring diagnostic validity.
- **Capital Allocation:** Jointly co-evaluates company budgets and partner centre commercial models.

★ **EXTRA WORK: REGULATORY & STAKEHOLDER LIAISON**

Primary clinical representative in medical symposiums, investor relations, and statutory health authority compliance for teleradiology licensing.

DA

Dr. Anisa M.

Executive Lead: Operations, Clinical Governance & Delivery

- **Healthcare Delivery Execution:** Enforces clinical SOPs, safety screening, and operational excellence across partner centres.
- **Centre Quality Benchmarks:** Audits MRI hardware specs (1.5T/3T, 70cm wide bore), coils, and reception standards.
- **Operational Friction Resolution:** Identifies scan scheduling bottlenecks, technologist delays, and enforces corrective SOPs.
- **Cost Governance:** Co-approves operating budgets, scan centre payout rates, and radiologist compensation.

★ **EXTRA WORK: RADEXPERT TELERADIOLOGY & REPORTING QA**

Executive platform ownership of RadExpert cloud teleradiology, subspecialty radiologist credentialing, TAT tracking, and randomized monthly report QA audits.

T

Tony

Executive Lead: IT, Digital Systems & Growth Strategy

- **Cloud & PACS Infrastructure:** Directs server architectures, cloud gateways, RadExpert API integrations, and database uptime.
- **Cybersecurity & Health Privacy:** Enforces RBAC, 2FA, AES-256 data encryption at rest, TLS 1.3 in transit, and patient privacy.
- **Web Architecture & SEO:** Architects www.airaprohealth.com, mobile conversion funnels, and organic preventive health search rankings.
- **Performance Marketing & Creative:** Directs Meta and Google ad spend, CPL, CAC, ROAS, and supervises Akshay & Taniya.

★ **EXTRA WORK: PARTNER SYSTEMS & REVENUE TELEMETRY**

Architects partner referral tracking dashboards, digital booking attribution, inside sales telemetry, and revenue pipeline modeling for Praveen and Ajeena.



3. Organizational Structure, Role Profiles & Workflows (Flowchart Architecture)

VISUAL OPERATING
FLOWCHART

Flowchart 1: Organizational Structure & Reporting Hierarchy (Individual Person Blocks)

Every Team Member Configured in
Dedicated Blocks

TIER 1: AIRA EXECUTIVE LEADERSHIP COUNCIL

DS

Dr. Shuhaib

Strategy, Clinical
Vision & Alliances

Co-Executive Lead

- 300+ Conditions Screening Scope
- Expansion Footprint & District Hubs
- Medical Advisory Board Governance
- Capital Budget Allocation

★ EXTRA WORK:
REGULATORY LIAISON

Statutory licensing, ethics & health authority compliance.

DA

Dr. Anisa M.

Operations &
Healthcare Delivery

Co-Executive Lead

- Healthcare Delivery & Clinical SOPs
- Partner Centre Quality Benchmarks
- Safety Screening & Contraindications
- Operating Budget & Cost Governance

★ EXTRA WORK:
RADEXPERT
TELERADIOLOGY & QA

Platform ownership, subspecialty credentialing & report audits.

T

Tony

IT, Digital Systems &
Growth Strategy

Co-Executive Lead

- Cloud & PACS Software Gateways
- Cybersecurity & AES-256 Health Privacy
- Web Architecture & Organic SEO
- Meta/Google Performance Marketing
- Leadership of Creative & Digital Team

★ EXTRA WORK: PARTNER
SYSTEMS & CRM

Referral tracking dashboards, booking telemetry & revenue pipeline modeling.



TIER 2: DEPARTMENTAL LEADS & COORDINATION TIER

**FIELD & NETWORK PARTNERSHIPS & INSIDE SALES
(COORDINATES WITH COUNCIL)**

CREATIVE & DIGITAL EXECUTION (REPORTS TO TONY)

Praveen
 Head of Field Partnerships & Clinical Coordinator
 Coordinates with Council

- Partner Diagnostic Centre Contracts & SLAs
- 20+ Weekly Doctor & Polyclinic Referral Visits
- Referral Pads & Partner Kit Distribution
- Corporate Wellness ("Aira for Teams")
- **Clinical Coordination:** Raw DICOM Push Audit ($\leq 30m$) & RadExpert Ingestion
- 12-Point Report QA Sign-Off with Dr. Anisa

★ **EXTRA WORK: 70CM BORE AUDITS & 15M BRIDGE**

Physical site inspections for 70cm wide-bore compliance & 15-minute emergency critical finding doctor bridge.

Ajeena
 Head of Inside Sales, CRM & Patient Operations
 Coordinates with Council

- Central CRM Architecture & Routing
- Life Coach Leadership & Daily Coaching
- **Customer Advisor:** VIP High-Touch Care
- **Booking Coord:** Slot Locks & Safety Pre-Screen
- **Wellness Coord:** 3 Consults & 30-Day Tracking
- 09:30 AM Daily Razorpay Finance Reconciliation

★ **EXTRA WORK: DOCTOR REGISTRY & AI TRAINING**

Registry maintenance, monthly payouts & Nila AI FAQ concierge training.

Akshay
 Creative Lead
 Reports to Tony

- Multi-Camera 4K Video Cinematography
- Precision NLE Post-Production (Premiere)
- 5-10 Ad Hook Variations per Concept
- Clinician & Patient Narrative Films
- Digital Master Asset Vault Archiving

★ **EXTRA WORK: ON-SITE CENTRE FILMING**

Partner centre walkthroughs & scanner room reels.

Taniya
 Social Media, Web, SEO & AI Video
 Reports to Tony

- Multi-Channel Social Calendar Execution
- Website CMS Freshness & Conversion Layouts
- Technical Preventive Healthcare SEO
- AI Anatomical Explainer Video Editing
- Clinical Fact-Checking with Dr. Anisa

★ **EXTRA WORK: CONSUMER COPYWRITING**

Ad copy variations, nurture emails & Life Coach brochures.

TIER 3: INSIDE SALES & AIRA LIFE COACHES (CONSULTATIVE ADVISORY) — REPORTS TO PRAVEEN AND AJEENA

Aaaliya

AA

Aira Life Coach (Consultative Patient Advisor)

Reports to Praveen and Ajeena

- **Inbound Rapid Response:** SLA $\leq$ 10 minutes from digital lead generation.
- **Outbound Calling Quota:** 70 to 90 targeted consultative calls daily.
- **5-Step Discovery:** Connect, Discover, Educate, Recommend, Close.
- **5 Purchase Worlds:** Needs discovery across worried symptoms, 40+ baseline, and aging parents.
- **Objection Handling:** Explains Blood vs MRI, 70cm wide bore, and zero-radiation MRI safety.
- **Reservation & Payments:** Locks preliminary machine slots and dispatches Razorpay deposit links.
- **CRM Hygiene:** Real-time call logging within 5 minutes of termination.

★ EXTRA WORK: PRE-SCAN WHATSAPP CONCIERGE

Personalized Google Maps pins, 4-hour fasting rules, metallic reminders & appointment reschedules.

Anu

AN

Aira Life Coach (Consultative Patient Advisor)

Reports to Praveen and Ajeena

- **Inbound Rapid Response:** SLA $\leq$ 10 minutes from digital lead generation.
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★ EXTRA WORK: PRE-SCAN WHATSAPP CONCIERGE

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TIER 4: PATIENT OPERATIONS & CLINICAL COORDINATION (HELD BY PRAVEEN & AJEENA)

AJ

Ajeena
Customer Advisor (VIP Concierge)
Direct Customer Care & Advisory

- VIP In-Depth Consultative Advisory (15–20m)
- Complex Patient Care Navigation & Reassurance
- High-Intent Conversion & Plan Customization
- Assisted Payment Link Facilitation & Privacy Support

★ EXTRA WORK: AI CONCIERGE TRAINING

Audits Nila AI transcripts & updates FAQ knowledge base.

AJ

Ajeena
Booking & Centre Coordinator
In coordination with Dr. Anisa M.

- 1.5T/3T Machine Slot Locking at Centres
- Patient Arrival Check-In Tracking on Scan Day
- Mandatory Safety Pre-Screening Checklist
- Official Booking Confirmation Slip Dispatches

★ EXTRA WORK: CONTINGENCY REROUTING

Transfers patients to backup imaging centres during machine downtime.

P

Praveen
Clinical & Radiology Coordinator
In coordination with Dr. Anisa M.

- Raw DICOM Push Audit (≤ 30m from centres)
- RadExpert Subspecialty Case Routing
- TAT SLA Monitoring (Target ≤ 36 Hours)
- 12-Point Report QA Verification & Release

★ EXTRA WORK: CRITICAL FINDING BRIDGE

15-minute emergency direct call bridge for urgent pathology findings.

AJ

Ajeena
Wellness Coordinator
In coordination with Dr. Anisa M.

- Schedules 3-Part Post-Scan Consultations:
 - Radiologist 15-min scan explanation
 - Doctor 20-min medical consultation
 - Nutritionist 15-min lifestyle plan
- 30-Day Health Progress Tracking & Retention

★ EXTRA WORK: SPECIALIST REFERRALS

Warm handovers to tertiary oncologists, cardiologists & surgeons.

Flowchart 2: Role Profiles, Hand-Off Triggers & Deliverables Matrix

Functional Flowchart Matrix

ROLE & PERSON	INPUTS / HAND-OFF TRIGGERS	CORE OPERATIONAL ACTION	OUTPUTS & DELIVERABLES	HIGHLIGHTED EXTRA WORK
Dr. Shuhaib Strategy & Alliances	Medical Advisory requests, expansion market data, clinical anomaly reports.	Validates 300+ protocol scope, leads advisory board, co-approves annual financial plan.	Approved clinical standards, expansion roadmaps, executive governance minutes.	★ REGULATORY LIAISON Direct statutory licensing and regulatory compliance for teleradiology.

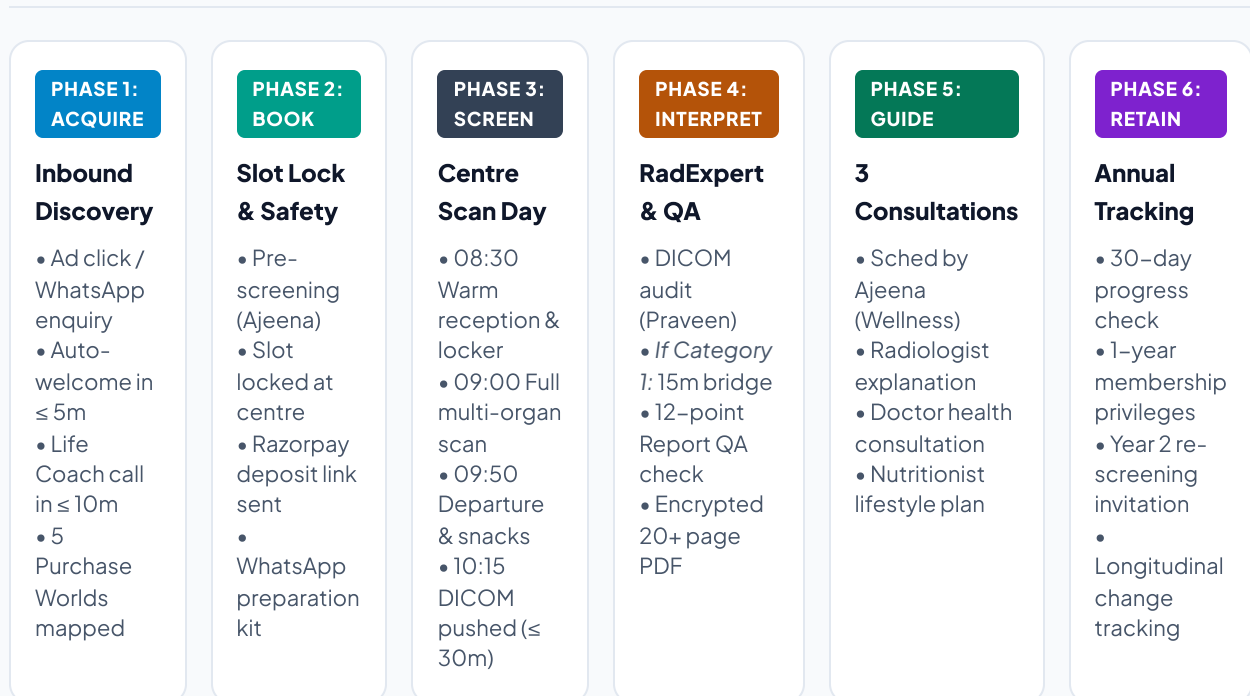
ROLE & PERSON	INPUTS / HAND-OFF TRIGGERS	CORE OPERATIONAL ACTION	OUTPUTS & DELIVERABLES	HIGHLIGHTED EXTRA WORK
Dr. Anisa M. Operations & Delivery	Partner centre inspection sheets, daily DICOM logs, clinical escalations.	Enforces scan quality standards (1.5T/3T, 70cm bore), governs safety rules, resolves centre friction.	Centre audit scorecards, daily incident resolutions, clinical operating protocols.	★ RADEXPERT TELERADIOLOGY Platform ownership, subspecialty credentialing, TAT tracking, monthly QA audits.
Tony IT, Digital & Growth	Advertising analytics, cyber-security logs, creative performance data.	Architects Cloud & PACS gateways, directs Meta/Google ads, enforces RBAC and AES-256 privacy.	Website deployments, CAC/CPL dashboards, ad spend allocations, SEO audits.	★ PARTNER & CRM SYSTEMS Referral tracking dashboards, inside sales calling telemetry & revenue modeling.
Praveen Head of Field Partnerships & Clinical Coordinator	District centre targets, doctor directory data, corporate requests, raw DICOM alerts.	Contracts 1.5T/3T MRI centres, conducts 20+ doctor visits weekly, audits DICOM uploads, routes in RadExpert.	Executed centre SLAs, distributed referral kits, 12-point QA sign-off sheets.	★ 70CM BORE & CLINICAL BRIDGE On-site scanner inspections & 15-minute emergency alert bridging doctors to hospitals.
Ajeena Head of Inside Sales, CRM & Patient Operations Lead	Raw digital leads, daily Razorpay inflow, dialler logs, high-intent inquiries.	Enforces Golden Rule (100% active leads), coaches Life Coaches, directs Booking, Wellness & VIP Advice.	09:30 AM Razorpay reconciliation, CRM hygiene logs, locked machine slots, scheduled consults.	★ DOCTOR REGISTRY & AI TRAINING Doctor partner registry in CRM & Nila AI concierge chat transcript training.
Akshay Creative Lead	Creative briefs, patient/doctor narratives, ad retention drop-off data.	Directs multi-camera 4K shoots, precision NLE editing (Premiere), produces 5-10 hook cuts per concept.	4-6 finished ad concepts monthly, ad hook cutdowns (9:16 & 16:9), master footage vault.	★ ON-SITE CENTRE FILMING Filming partner centre walkthroughs, scanner environment reels & arrival tours.

ROLE & PERSON	INPUTS / HAND-OFF TRIGGERS	CORE OPERATIONAL ACTION	OUTPUTS & DELIVERABLES	HIGHLIGHTED EXTRA WORK
Taniya Social, Web & SEO	Editorial calendar plan, keyword ranking trends, fact-check requests.	Publishes daily social content, updates website CMS, authors healthcare SEO blogs, edits AI videos.	Daily social posts, monthly SEO ranking reports, verified fact-check sign-offs.	★ CONSUMER COPYWRITING Ad copy variations, nurture email sequences, WhatsApp broadcast templates.
Aaliya Aira Life Coach	Inbound digital leads (SLA ≤ 10m), 40+ baseline lists, parent-care inquiries.	Executes 70–90 daily calls, 5-Step Consultative Discovery, consultative objection handling, 5-min logging.	70–90 logged calls daily, confirmed slot reservations, Razorpay deposit link dispatches.	★ PRE-SCAN WHATSAPP CARE Sends Google Maps centre pins, 4-hour fasting rules & manages reschedules.
Anu Aira Life Coach	Inbound digital leads (SLA ≤ 10m), 40+ baseline lists, parent-care inquiries.	Executes 70–90 daily calls, 5-Step Consultative Discovery, consultative objection handling, 5-min logging.	70–90 logged calls daily, confirmed slot reservations, Razorpay deposit link dispatches.	★ PRE-SCAN WHATSAPP CARE Sends Google Maps centre pins, 4-hour fasting rules & manages reschedules.
Ajeena Customer Advisor	High-intent inquiries, complex health questions, VIP executive requests.	Conducts 15–20 min VIP discovery calls, explains checkup components, assists with payment plans.	Detailed customer profile, customized care guidance, high-intent conversion records.	★ VIP ADVOCACY CARE Dedicated executive relationship management and family screening coordination.
Ajeena Booking & Centre Coordinator	Confirmed Life Coach leads, partner centre machine slot calendars.	Locks 1.5T/3T scanner slots, administers safety screening (pacemakers, metal, implants).	Official booking slips, centre appointment logs, pre-scan safety clearance sheets.	★ EMERGENCY REROUTING Contingency patient transfer to backup imaging centres during machine downtime.

ROLE & PERSON	INPUTS / HAND-OFF TRIGGERS	CORE OPERATIONAL ACTION	OUTPUTS & DELIVERABLES	HIGHLIGHTED EXTRA WORK
Praveen Clinical Coordinator	Raw DICOM upload alerts ($\leq 30m$), subspecialty radiologist logs.	Audits DICOM completeness, routes studies in RadExpert, enforces 12-point Report QA check.	RadExpert case logs, 12-point QA sign-off sheets, encrypted patient report releases.	★ CRITICAL FINDING BRIDGE 15-minute emergency alert bridging consulting doctors to treating physicians.
Ajeena Wellness Coordinator	Released patient reports, consultation booking requests, 30-day checkpoints.	Schedules 3 post-scan consults (Radiologist, Doctor, Nutritionist); delivers encrypted PDF reports.	Completed consultation logs ($\geq 90\%$ completion SLA), 30-day health progress reviews.	★ SPECIALIST REFERRALS Warm handovers to tertiary oncologists, cardiologists & surgeons.

Flowchart 3: Master End-to-End Patient Journey & Operational Execution

6-Phase Patient Workflow





4. Daily Operational Cadence & Schedule (Hour-by-Hour)

COMMAND
RHYTHM

Time Window	Primary Focus Area	Operational Activities & Role Ownership
09:00 – 09:30	Morning Standup & Finance Audit	Reconcile Razorpay transactions with Finance; check overnight lead assignments; confirm daily partner scan centre slot freezes (Ajeena as Booking Coordinator).
09:30 – 13:00	Primary Execution Block	• Aira Life Coaches (Aaliya/Anu): Consultative calling (Calls 1–45 across 40+ baseline & parent care lists). • Field Partnerships & Clinical (Praveen): Scheduled on-ground partner centre & physician referral visits; monitor morning scan DICOM pushes. • Patient Operations & VIP Care (Ajeena): VIP customer advisory calls, slot reservations, and safety pre-screenings. • Creative & Web (Akshay/Taniya): Studio filming, ad hook editing, social publishing, and SEO updates.
13:00 – 14:00	Midday Operations Sync	Review morning scan completions; audit DICOM upload TAT ($\leq 30m$) to RadExpert; resolve partner centre delays (Dr. Anisa, Praveen as Clinical Coordinator).
14:00 – 17:30	Secondary Execution & Review	• Life Coaches: Follow-up calling block (Calls 46–85), payment link tracking, objection calls. • Radiology & QA (Dr. Anisa & Praveen): RadExpert reporting TAT audits, 12-point report QA checks. • Consultations (Ajeena as Wellness Coord): Post-scan tele-consultations (Radiologist, Doctor, Nutritionist). • Creative: Video post-production, motion graphics, and Meta ad creative hooks.
17:30 – 18:30	Evening Wrap-Up & Pipeline Audit	Audit CRM pipeline hygiene (zero uncontacted leads, zero leads without scheduled next action); daily revenue reconciliation; lock next-day scan centre appointments (Ajeena, Tony, Council).

Weekly Governance Cadence

Monday 10:00 AM Leadership Growth Review Revenue pacing, blended CAC, Meta ad spend,	Wednesday 03:00 PM Centre & Radiology Quality Centre slot punctuality, protocol compliance,	Friday 05:00 PM Creative & Performance Review Ad hooks retention, CPL metrics, SEO search	Saturday 11:00 AM Sales Pipeline & Targets Weekly conversion rates, calling penetration,
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centre expansions
(Council).

RadExpert TAT audits (Dr.
Anisa, Praveen).

impressions (Tony,
Akshay, Taniya).

doctor referrals (Ajeena,
Life Coaches).

5. RACI Decision Rights Matrix

GOVERNANCE GRID

Core Business Process	Dr. Shuhaib	Dr. Anisa M.	Tony	Ajeena	Praveen	Creative / Life Coaches
High-Level Strategy & Vision	A / R	A / R	A / R	C	C	I
Annual Operating Budget & Financial Model	A / R	A / R	A / R	C	C	I
IT & Tech Stack Architecture	I	I	A / R	C	I	C
Digital Marketing Spend & Meta/Google Ads	I	C	A / R	C	I	C
Creative Production & Video Assets	I	C	A	I	I	R (Akshay)
Website Updates, SEO & Social Publishing	I	C	A	I	I	R (Taniya)
Medical Claims in Marketing Content	A	A	R	I	I	C
CRM Architecture & Stage Governance	I	C	A	R	C	I
B2C Lead Response & Conversion	I	C	C	A / R	I	R (Aaaliya / Anu)
VIP Patient Consultative Advisory	I	C	C	A / R (Ajeena)	I	I
Field Partner Alliances & Doctor Referral Visits	C	C	C	C	A / R	I
Scan Centre Onboarding & SLAs	C	A / R	I	C	R (Praveen)	I
Patient Pre-Scan Screening & Slot Booking	C	A	I	A / R (Ajeena)	I	I
RadExpert DICOM Ingestion & Case	I	A	C	I	R (Praveen)	I

Core Business Process	Dr. Shuhaib	Dr. Anisa M.	Tony	Ajeena	Praveen	Creative / Life Coaches
Assignment						
Report QA & Clinical Verification	C	A / R	I	I	R (Praveen / QA)	I
Critical Finding Emergency Rapid Bridge	A	A	I	I	R (Praveen)	I
Post-Scan Consultations Coordination	I	A	I	R (Ajeena)	I	I
Patient Refunds & Gateway Reconciliation	I	A	C	R (Ajeena)	I	I
Data Privacy & Health Data Security	I	C	A / R	C	C	I

Legend: R = Responsible for execution; A = Accountable / Final sign-off; C = Consulted; I = Informed.

AIRA Master Operating System (MOS) • Standard Operating Procedure Source of Truth

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