



SWANN
COLLABORATIVE

MEMBER
HANDBOOK
2025

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WELCOME TO SWANN



We are so excited to have you join our collaborative community of healthcare professionals dedicated to **Strengthening Women And Nurturing Newborns**.

By becoming a member of SWANN, you are joining a collective that believes in **empowering families through evidence-based, compassionate care**—and in lifting one another up through collaboration, not competition.

Our mission is simple but powerful: **to provide families with holistic, patient-centered care that honors their unique goals and values**. Together, we strive to create a healthcare experience where patients feel heard, respected, and supported every step of the way.

As a member of SWANN, you are part of a network of professionals committed to:

- **Collaborating across disciplines** to offer comprehensive care plans.
- **Staying on top of the latest research and techniques** to ensure we are always providing the best possible care.
- **Empowering families with knowledge and confidence**, so they leave every visit feeling capable and informed.
- **Supporting one another as providers** through shared resources, mentorship, and continued education.



This handbook will guide you through **our mission, vision, and core values**, providing a foundation for how we work together to serve the families in our community. It will also outline membership expectations, responsibilities, and the many ways you can contribute to and benefit from being part of SWANN.

We are grateful to have you on this journey with us. Your dedication, expertise, and passion for patient care are what make SWANN stronger. **We look forward to growing, learning, and making a meaningful impact—together.**

Welcome to SWANN.

OUR STORY

THE FOUNDING MOTHERS



Dr. Katie Peeples DC



**Stephanie Dawson
IBCLC**



**Dr. Ariel Evans PT,
DPT.**



**Dr. Kristen Kleponis
PT, DPT, PRPC**



SWANN was born in 2024 when 4 providers across 3 specialties got together for a cup of coffee.

Stephanie and Dr. Katie had been offering co-treating sessions for parents struggling with feeding and were seeing amazing results with this collaborative approach to care.

Several of their patients were also seeing Dr. Kristen and/or Dr. Ariel for pelvic floor physical therapy. Those receiving a combination of care seemed to respond better.

So, we decided to get coffee and discuss how we could work together to better serve our patients. That first meeting left all of us feeling energized and excited about the changes we could make when we truly collaborate on patient care.

SWANN put on our first annual Provider Retreat in January 2025. We brought together almost 20 providers across multiple disciplines--chiropractic, physical therapy, lactation, mental health counselors, doulas, and dieticians--all dedicated to helping women and infants.



VISION

At SWANN, we envision a future where **every family has access to compassionate, evidence-based, and collaborative care** throughout pregnancy, birth, and postpartum.

We strive to become the go-to resource in our community—a **trusted village of providers** who support women and their families with **holistic, patient-centered care**. We see SWANN as a place where:

- **Parents feel empowered** with knowledge, confident in their choices, and fully supported in their health journeys.
- **Providers collaborate seamlessly across disciplines**, working together to create personalized, integrated care plans that prioritize each family's unique needs and goals.
- **Barriers to quality care are reduced**, with initiatives that increase access to services, including financial assistance for families in need.
- **The standard of perinatal and family healthcare is elevated**, as we remain committed to ongoing education, clinical excellence, and the latest research-backed practices.

We aspire to foster a **culture of compassion and connection**, where no family ever feels alone in their challenges—and no provider ever feels isolated in their mission.

Together, we are building **more than a healthcare collective**—we are creating a **movement of support, empowerment, and lasting impact** for generations to come.

MISSION

We are a **collaborative team of perinatal healthcare professionals**—including Pelvic Floor Physical Therapists, Chiropractors, Lactation Consultants, Mental Health Professionals, Tethered Oral Tissue release providers, Midwives and Doulas—dedicated to **supporting and empowering families** during their journey into parenthood.

By fostering a sense of **community and connection**, we ensure families feel seen, heard, and validated. Through **holistic, patient-centered care** and education, we help families navigate and prioritize their unique perinatal needs, build confidence, and achieve whole-family well-being. Our collective efforts honor the individuality of each patient, **creating a village of care that uplifts every family** we serve.

CORE VALUES

Collaboration

We work as a multidisciplinary team to provide comprehensive, patient-centered care that supports the whole family.

Compassion & Inclusivity

We treat every family with empathy, respect, and a commitment to honoring diverse backgrounds, identities, and experiences.

Empowerment

We provide education and personalized care that helps families make informed decisions and build confidence throughout their perinatal journey.

Community

We foster a supportive network of professionals and families, creating a village of care that uplifts and connects everyone we serve.

Excellence

We are dedicated to delivering high-quality, evidence-based care that evolves with the latest research and best practices.

SWANN Villager

Ideal for individuals who want to join the SWANN Village, but do not currently meet the criteria for clinical membership.

This FREE tier is perfect for educators, wellness professionals, students, and passionate community members who want to stay connected, learn, and contribute—without needing to meet clinical membership requirements.



Benefits include:

- Access to SWANN events and education
- Optional listing in a SWANN Villager Directory (with clear disclaimer: “Not an endorsed provider, but a valued supporter of the SWANN mission.”)
- Opportunities to share wellness resources and volunteer at SWANN Community Events
- “Proud SWANN Villager” sticker and digital badge available for use on your website

Expectations to maintain standing:

- Commitment to SWANN’s core values: Collaboration, Compassion & Inclusivity, Empowerment, Community, and Excellence.
- Adherence to evidence-based practices while respecting holistic and patient-centered care models.

What it does **Not** include:

- Participation in provider-only meetings or case collaborations
- Representation as a SWANN-endorsed clinical provider
- Use of SWANN branding for their business without permission

SWANN Villager Membership Cost: **FREE**

Applicants may fill out the Provider application after 3 months of Supporter Membership. Several additional requirements are included to transition from Supporter to Provider. *Find out more about the application process on Page 9.*

MEMBERSHIP TIERS

SWANN Supporter

Ideal for clinical professionals who want to support SWANN, stay engaged, and access some of our resources.

Benefits include:

- Inclusion in our professional network
- Access to select provider events & trainings
- Listed as a SWANN Supporter on our website
- Opportunities for mentorship and collaboration
- Ability to apply as a Provider after 3 months
- SWANN Swag Bag



Expectations to maintain standing:

- Commitment to SWANN's core values: Collaboration, Compassion & Inclusivity, Empowerment, Community, and Excellence.
- Adherence to evidence-based practices while respecting holistic and patient-centered care models.
- Attend at least 2 events per quarter (see Page 8)

Supporter Membership Cost: \$15 billed monthly or \$150 billed annually

Every approved applicant will receive a FREE 3-month Supporter Membership/ After your first 3 months, your dues will be collected and you're eligible to apply to be a Provider. *Find out more about the application process on Page 9.*



SWANN Provider

Ideal for established clinical professionals who want to actively contribute to and benefit from SWANN's collaborative care model.

Benefits include:

- Inclusion in our professional network
- Priority access and discounts on SWANN events & trainings
- SWANN Provider Profile on our website
- Ability to participate in shared care plans
- Opportunities to collaborate and mentor
- Voting rights in SWANN decisions
- SWANN Swag Bag

Expectations to maintain standing:

- Active participation in provider meetings, events, and collaborative patient care efforts.
- Willingness to mentor and support new members and share knowledge openly.
- Commitment to SWANN's core values: Collaboration, Compassion & Inclusivity, Empowerment, Community, and Excellence.
- Adherence to evidence-based practices while respecting holistic and patient-centered care models.
- Attend at least 6 events per quarter (see Page 8)

Provider Membership Cost: \$50 billed monthly or \$500 billed annually

Scholarships are available for low volume providers

Applicants may fill out the Provider application after 3 months of Supporter Membership. Several additional requirements are included to transition from Supporter to Provider. *Find out more about the application process on Page 9.*

SWANN EVENTS



Attendance is required for Members to maintain their status as a SWANN Supporter or Provider. **Attendance is reviewed on a quarterly basis. Supporters must attend 2 events. Providers must attend 6 events during those 3 months.** SWANN will host at least 5 events per month, giving providers plenty of opportunity to connect and engage with the SWANN Community.

Events that count towards your attendance include:

Morning Meet & Greet

Open to Non-Members,
Supporters, & Providers

Weekly event hosted every Wednesday morning at 8:30 AM. Get together for a casual coffee meet-up to discuss cases, share resources, and learn more about the services our members offer. Open to all prospective members, Supporters & Providers.

Members Only Meet-Ups

Exclusive to Supporters &
Providers

Monthly event exclusive to SWANN Supporters and Providers. Meet up for an evening or weekend morning out with other SWANN Members. Location will change monthly as we explore new spaces Lakeland has to offer. Child-friendly events will be included.

Community Events

Open to Non-Members,
Supporters, & Providers

Attend community events hosted by SWANN or any SWANN Member (Supporter or Provider). Your events count too, in-person or virtual! We encourage teaming up with another Member to host. We'll add it to the Provider Event Calendar available on swanncollab.com and promote it on our social media.

Provider Transparency Meetings

Exclusive to Providers

Once a quarter, Providers will have the opportunity to meet for a transparency meeting. We will review the previous quarter's events and financials to maintain accountability for how funds are being distributed and ensure that we are still in line with SWANN's mission. We will discuss future projects and initiatives that SWANN wishes to tackle as an organization and put those to a vote. Every SWANN Provider is entitled to voting rights in SWANN decisions.

Join a Committee

Exclusive to Supporters &
Providers

Join one of SWANN's Committees to help steer the direction of our organization. Committees include: Membership, Events, and Community Outreach. Committee Chairs are elected annually. More information coming soon.

HOW TO APPLY



FILL OUT THE APPLICATION

Everyone fills out the same application. You can go to <https://forms.gle/TY4yebASF8ZqSdQE6> or scan the QR code to get started.



BECOME A SWANN SUPPORTER

If your application is approved, you'll start at the Supporter Tier. We gift you the first 3 months of membership free! We'll add you to our supporter list on the website and to the social media rotation. After the first 3 months, you can choose to stay a Supporter and begin paying dues or you can apply to become a Provider.



APPLY TO BE A PROVIDER

If you want to be actively involved with SWANN, you can apply to become a Provider. To be considered for Provider Membership, we require all applicants to complete the following:

- SWANN Supporter in good standing for at least 3 consecutive months
- Complete the Provider Application that will be emailed to you
- Meet 1-on-1 with the 4 Founders
- Engage in at least 1 collaborative patient case or host 1 collaborative event with another SWANN Member

Completed applications will be reviewed and voted on once a quarter during the Provider Transparency Meeting. Membership will be offered within 24 hours of the meeting.

ETHICS & CODE OF CONDUCT

As a SWANN member, you are part of **a collaborative community** committed to providing exceptional, evidence-based, and compassionate care to families. Our Code of Conduct & Ethics outlines **the principles and standards** that guide our professional interactions, patient care, and commitment to each other.

Patient Centered Care & Integrity

- **Respect Individual Goals:** Always prioritize the unique needs, values, and goals of the families we serve.
- **Empower Through Education:** Ensure that every patient leaves their visit feeling informed and confident about their path forward.
- **Evidence-Based Practices:** Commit to using the latest, research-supported techniques and interventions to provide the highest quality care.
- **Informed Consent:** Clearly explain treatment options, risks, and alternatives, obtaining informed consent before proceeding.
- **Patient Privacy:** Protect patient confidentiality and comply with all relevant privacy regulations (e.g., HIPAA).

Collaboration & Professionalism

- **Foster Teamwork:** Prioritize collaboration over competition by working openly and respectfully with fellow providers to create shared care plans.
- **Refer with Integrity:** When a patient's needs are outside your scope, refer them to the appropriate SWANN or external provider.
- **Respect Boundaries:** Acknowledge and respect the expertise and scope of practice of fellow members.
- **Timely & Transparent Communication:** Share relevant patient information promptly and clearly with collaborating providers, while maintaining confidentiality.

Compassion, Respect & Inclusivity

- **Inclusive & Non-Discriminatory Care:** Treat every patient and fellow provider with kindness, dignity, and respect—regardless of their race, ethnicity, gender, sexual orientation, religion, socioeconomic status, or background.
- **Cultural Sensitivity:** Remain mindful of cultural differences and provide culturally competent care.
- **Judgment-Free Support:** Create a safe, welcoming environment where families feel seen, heard, and validated.
- **Respect for Differences:** Honor differing perspectives and approaches within the collaborative, as long as they align with SWANN's evidence-based standards.

Continuous Learning & Clinical Excellence

- Commitment to Growth: Stay current on the latest research, techniques, and best practices in your field.
- Ongoing Education: Participate in continuing education, SWANN workshops, and knowledge-sharing opportunities.
- Mentorship & Support: Share knowledge and support the growth of fellow providers when possible.
- Ethical Practice: Only offer services and treatments within your scope of practice and expertise.

Honesty, Transparency & Ethical Business Practices

- Truthful Representation: Be honest and transparent about your credentials, experience, and services.
- Clear & Ethical Marketing: Represent your services accurately and avoid making misleading or exaggerated claims.
- Transparent Pricing: Clearly communicate service fees and financial policies to patients.
- No Conflicts of Interest: Disclose any potential conflicts of interest that may influence your professional judgment or referrals.

Accountability & Conflict Resolution

- Address Concerns Directly: If you have an issue with a fellow provider, address it respectfully and professionally in private.
- Seek Mediation When Needed: If direct communication does not resolve the issue, involve SWANN leadership for mediation.
- Professional Conduct: Avoid gossip, public criticism, or unprofessional behavior that could undermine the trust and cohesion of the collaborative.
- Accountability: Accept feedback graciously and be open to constructive criticism as part of your growth.

Violations & Consequences

Violations of this Code of Conduct & Ethics may result in:

- Formal Review: A formal review by SWANN leadership.
- Probation or Suspension: Temporary membership suspension with a remediation plan.
- Membership Termination: Revocation of membership if violations are severe or repeated.

By adhering to this Code of Conduct & Ethics, **we strengthen the trust, respect, and impact** of SWANN. Together, we are creating **a community of providers** who uplift each other, empower families, and embody the highest standards of care.

Member Signature

Witness

Date

MEMBER DIRECTORY



Dr. Katie Peeples DC

Chiropractor Founder

Chiropractor specializing in care for infants as well as pregnant and postpartum women. Helping babies eat, sleep, and poop better.

- ✓ Webster Certified for Pregnancy
- ✓ Craniosacral Therapy (CST) for Infants
- ✓ Online Booking Available



Instagram



Facebook



Online Booking

achievechirocare.com

726 S Missouri Ave
Lakeland, FL 33815

(863) 370-5968



GROW
LACTATION SERVICES

Stephanie Dawson

IBCLC Founder

IBCLC providing a holistic approach to lactation and infant feeding support focused on helping the parent and baby find confidence in their feeding journey.

- ✓ International Board Certified Lactation Consultant
- ✓ Oral Motor Function specialist
- ✓ Online Booking Available



Instagram



Facebook



Online Booking

growlakeland.com

726 S Missouri Ave
Lakeland, FL 33815

(863) 354-3332

MEMBER DIRECTORY



Instagram



Online Booking

Dr. Kristen Kleponis, PT, DPT, PRPC
Physical Therapist Founder

Physical therapist specializing in pelvic floor physical therapy. Treats females and males.

- ✓ Pelvic Rehabilitation Practitioner Certification
- ✓ Home Visits Available
- ✓ Online Booking Available

wmpt.janeapp.com

4406 Florida Ave S, 17
Lakeland, FL 33813

(863) 225-2317



Instagram



Online Booking

Dr. Ariel Evans, PT, DPT
Physical Therapist Founder

Physical therapist specializing in pelvic floor physical therapy. Treats females only.

- ✓ Pelvic Rehabilitation Practitioner Certification
- ✓ Home Visits Available
- ✓ Online Booking Available

wmpt.janeapp.com

4406 Florida Ave S, 17
Lakeland, FL 33813

(863) 225-2317

MEMBER DIRECTORY



Gabriella Bores, LCSW PMH-C **Mental Health Counselor & Coach**

She offers 1:1 support as well as coaching for moms navigating the emotional challenges of pregnancy and postpartum, with a focus on anxiety, overwhelm, and the mental load of motherhood.

- ✓ Perinatal Mental Health Certified
- ✓ Free Facebook group for Anxious Moms



Instagram



Facebook



Website



Free
Facebook
Group

momsmindmatters.org



Amsy Dees **Doula**

Support through the entire process, postpartum recovery help, natural birth support, hospital birth advocacy, home birth assistance, VBAC support, or help creating a birth plan.

- ✓ Certified Childbirth Educator
- ✓ Certified Birth Doula
- ✓ Certified Postpartum Doula



Instagram



Facebook



Website

amsydeesdoula.com
(615) 410-5660

MEMBER DIRECTORY



Instagram



Facebook



Website

Mental Health

- ✓ Perinatal Mental Health Certified Practitioners
- ✓ Individual, Couples, and Family Therapy
- ✓ Online Booking Available

atalacounseling.com

905 S Missouri Ave
Lakeland, FL 33803

(863) 450-3626

MEMBER

DIRECTORY

**LET'S GROW
TOGETHER**

SWANN

CONTACT



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