



Scaling Wellness: The Platform Behind Hydrate IV Bar's 40% Recurring Revenue and Franchise Growth

One platform. Every touchpoint—optimized, automated, and built for scale.

Brand Spotlight

Hydrate IV Bar isn't just another wellness concept—it's a mission-driven brand reshaping how people approach health and self-care. Founded by Katie Wafer Gillberg, Hydrate IV Bar blends medical professionalism with spa-like comfort to deliver an elevated, accessible wellness experience. Open seven days a week, with walk-in availability and personalized service, Hydrate IV Bar makes IV therapy feel less clinical and more personal.

With a strong focus on culture, trust, and client relationships, Hydrate IV Bar has created an atmosphere where people come for the service—but stay for the experience. Think open-concept service rooms, warm blankets, essential oils, and real relationships with nurses who know your name and wellness goals. What began as a passion project now spans 21 open units across four states, with 20+ more in development nationwide.

And at the center of it all? A deep commitment to franchise scalability and operational excellence.



Snapshot

21



Franchise units open, **20+ more** in development

40%



Of total **revenue** driven by memberships

\$2M+



Generated from **automated** client engagement

9.83%



Increase in AOV across all booking channels

\$503K

Lifetime value from **referred clients**



The Challenge: Scaling Chaos or Consistency?

Hydrate IV Bar was expanding fast—but their old tech stack wasn't keeping up. Disjointed systems meant critical gaps in client experience, marketing, scheduling, and reporting. For a brand where trust and service are everything, the cracks were starting to show. Franchising added another layer: multiple locations, owners, and teams that needed consistency, visibility, and scalability—all while delivering a deeply personal client experience.

The Turning Point: A Platform Built for Franchise Growth

Katie Wafer Gillberg, founder of Hydrate IV Bar, knew she needed more than software. She needed a strategic partner.

“Every decision we make is about where we want to be 5 years from now and 100+ open units.”

— **Katie Wafer Gillberg**, Founder & CEO



MyTime became the foundation for that growth—bringing every tool into one system while preserving Hydrate IV's signature spa-like experience.

Before vs. After: Operational Reinvention at Scale

	Before MyTime	After MyTime
Booking Experience	Clunky workflows, frequent drop-offs	Omnichannel, one-click booking via branded app
Memberships	Manual tracking, no cross-location redemption	\$6.1M+ in revenue with automated management and cross-location redemption
Referral Management	Promo codes, staff confusion	Fully automated referral program
Client Engagement	No central messaging system	\$2M+ from automated rebookings, reviews, birthdays
Reporting	Fragmented, low visibility	Centralized, customizable insights
Franchise Oversight	Inconsistent systems and standards	Global controls + local flexibility

The Business Impact of a Smarter System

Since joining MyTime, Hydrate IV Bar has...

Memberships Drive Major Revenue

- 40% of all net revenue comes from memberships, totaling over **\$6.1M**.
- Cross-location redemption and autopay simplified with MyTime.

Branded Guest App Lifts Revenue & Engagement

- AOV increased by **9.83%** overall.
- Bookings via the guest app outperformed AOV average by **24–27.75%**.

High Repeat Behavior & Conversion

- **66.1%** of clients return within 1 month.
- **8.2%** of new clients convert to memberships in their first year.

Automated Messages = \$2M+ in Revenue

- Rebooking reminders: **\$867,789**
- Review requests: **\$877,514**
- Birthday messages: **\$165,588**
- Personalized automations build loyalty and drive conversions.

Referrals Turn Clients Into a Marketing Engine

- **\$104K** from first-time referral visits
- **\$503K** in total lifetime revenue from referred clients
- Fully automated, zero manual tracking required

Franchise-Ready Point of Sale (POS)

- Hydrate IV Bar upgraded to a modern POS system designed for growing franchises.
- It supports packages, memberships, and referrals with automated reconciliation across locations.
- Staff can process transactions quickly while maintaining brand consistency at scale.

Intelligent Staff & Resource Scheduling

- MyTime's scheduling engine automatically syncs appointments with available nurses and treatment chairs.
- This reduced friction for the team and allowed smoother operations across all locations.

Key Tools Fueling Franchise Growth

Flexible Communication & Automation Tools

Hydrate IV Bar uses MyTime’s built-in chat, push notifications, and automated messaging to reach clients at the right moment—from booking confirmations to package pre-sales. What started as a chat and intake process has become a scalable process and powerful revenue driver. Staff can now tee up package sales, ensure clients are properly prepped, and follow up through their preferred channels—whether via app, text, or email.

“People love to talk to a human—but they don’t always want to take a phone call. The chat has been a huge game-changer.”

Sierra Rae Herrera, Director of Operations

Point of Sale (POS)

MyTime’s modern POS supports fast, reliable transactions across every location. Staff can sell memberships, packages, and products while the system automatically tracks, reconciles, and reports—all while maintaining a consistent guest experience. The POS also supports automatic cross-location redemption of memberships, packages, referrals, and loyalty points, enabling clients to access their benefits anywhere. It syncs in real time with both front and back bar inventory management, ensuring accuracy in stock levels and eliminating manual work.

Global Client Records & Intake Forms

Every client profile is accessible across all locations, complete with visit history, preferences, and medical intake forms. This ensures a seamless experience whether a client visits their usual spa or a different one across the country. For Hydrate IV Bar, this level of continuity supports their high brand standards and client care expectations.

“You join a franchise for brand standards. That should include the experience, the training, the tech—everything.”

Katie Wafer Gillberg



Multi-Location Management

Easily manage global settings, control staff access, and launch new franchise locations in just a few clicks. Corporate teams can push pricing updates, service changes, or marketing campaigns across the network—all while maintaining visibility and local flexibility. MyTime supports global client records, so no matter which spa a client visits, their full profile, visit history, preferences, and medical intake forms are available to ensure a seamless, personalized experience.

“For us to be able to control aspects of the business on a global scale without physically always being in the spas—it’s so beneficial.”

Katie Wafer Gillberg

Omnichannel Booking

Clients expect to book wherever and whenever it's convenient—via app, website, social media, search, or even over the phone. MyTime ensures every booking source is integrated, and automations like appointment confirmations, pre-visit instructions, and reminders are built right in to minimize no-shows and increase preparedness.

“The easier we can make it—less clicks to actually get that appointment—the better. Everyone’s on their phones, and the app has helped reduce call flow across the board.”

Katie Wafer Gillberg

Staff & Resource Scheduling

Whether it's a nurse, a treatment chair, or a private room, MyTime syncs all resources in real time. Scheduling is optimized automatically, saving time and avoiding conflicts across locations. For Hydrate IV Bar, this real-time synchronization means every appointment is matched to the right staff and resource without manual coordination—resulting in fewer errors, smoother daily operations, and happier clients. Staff are able to stay focused on delivering care instead of managing logistics. This scheduling intelligence also supports consistent brand standards by ensuring the right team members and spaces are aligned with each appointment, no matter the location. Combined with the ability to oversee operations across multiple units, franchise leaders gain confidence that every location is delivering the same exceptional experience while maintaining maximum efficiency.

“We need consistency with all platforms. It’s super important for the franchisor, especially when it comes to hiring, training, and audits.”

Katie Wafer Gillberg

■ **Branded Guest App**

For a service-based brand like Hydrate IV Bar, convenience and simplicity are non-negotiable—and the branded guest app delivers both. It puts the entire booking, communication, and loyalty experience in clients’ pockets, dramatically reducing friction and increasing conversion. Hydrate IV Bar has seen a measurable lift in AOV from bookings made through the app, with clients spending **24–27.75%** more per visit.

“No matter how exceptional your spa is, a cumbersome booking process can undermine the entire experience. That’s why we chose MyTime. It has significantly improved our online booking performance and reduced call volume — creating a smoother, more efficient operation overall.”

Katie Wafer Gillberg

■ **Marketing & Client Communication**

Hydrate IV Bar has seen over **\$2 million** in revenue driven directly by MyTime’s automated marketing tools—including rebooking reminders, review requests, and birthday campaigns. These automations don’t just save time—they build stronger relationships and increase retention without adding staff overhead. With MyTime, franchise operators can launch global marketing campaigns with location-specific flexibility. From birthday messages to off-peak promos, teams can automate proven touchpoints across all units while customizing content at the local level. Global settings help ensure every location is running the same high-performing playbook, and corporate teams can oversee and optimize outreach efforts at scale.



“ At the end of the day, if the technology isn’t working, none of the marketing is going to work.”

Sierra Rae Herrera



Memberships, Packages & Referrals

MyTime’s all-in-one approach allows Hydrate IV Bar to not just offer—but grow—high-value programs like memberships, pre-paid packages, and client referrals. With 40% of total revenue coming from memberships and 8.2% of new clients converting within their first year, these tools have been instrumental in creating loyal, recurring clients. The ability to upsell packages through automated chat, booking flows, and POS has helped staff drive higher average order values—often before clients even walk through the door. Referrals, meanwhile, are fully automated with zero manual tracking or promo code management. Clients simply share a link, and the system handles the rest—ensuring ease of use and scale. This simplicity has been essential to growth: referred clients have generated over \$500K in lifetime value, and the referral program has become a key driver for obtaining new clients.

“ We appreciate the simplicity of the automated referral program. Previously we would do our best to manually track referral sources and promo codes which was cumbersome and less efficient than our current process through the MyTime Branded App.”

Katie Wafer Gillberg

Partnership, Not Just a Platform

For Hydrate IV Bar, the relationship with MyTime extends well beyond just software—it’s a partnership grounded in collaboration, trust, and a shared commitment to franchise success. “Technology is always changing—but it’s rare to have support from people,” said Sierra Rae Herrera. “Cyndi has been a rock for us. Ethan listens. MyTime feels like an extension of our team.” That people-first experience has made a lasting impression, especially in a business where every tool reflects back on the brand. As founder Katie Wafer Gillberg put it, “Every platform you choose reflects on your brand. If the booking’s clunky, it doesn’t matter how amazing your spa is. That’s why we trust MyTime.” In an industry where operational consistency and exceptional client experience are everything, MyTime isn’t just supporting Hydrate IV Bar — it’s helping them scale with confidence.

The Takeaway


Hydrate IV Bar didn’t just adopt a new platform—they unlocked a new way to scale. With MyTime powering their operations, they’ve turned complexity into clarity, clients into loyal members, and touch points into revenue. From boosting AOV and retention to building automated systems that drive **\$6.1M** in memberships and **\$2M+ in rebookings**, Hydrate IV Bar is proving what’s possible when you combine brand passion with the right operational engine.

“This industry is evolving. We needed a tech partner that evolves with us.”

Katie Wafer Gillberg



**Ready to grow your franchise
like Hydrate IV Bar?**

 Let’s talk about how MyTime can help.

BOOK A DEMO NOW

Performance metrics and revenue figures are based on data provided by Hydrate IV Bar as of May 2025.