



Welcome to Your Immersive Launch!

Change Behavior, Measure Results

- Conversion
- Case Value
- Consistency

Why Patients Don't Move Forward

- **They understand..but don't act**
- **They adapt**
- **They delay**

Where Consults Fail

- Explanation \neq conviction
- Demos inconsistent or avoided
- Companion under-engaged

From Explanation → Experience

- Patient experiences the difference
- Anchored to their priorities
- Decision becomes self-generated

The Impact on Your Practice

- Higher conversion
- Higher perceived value
- Stronger upgrade decisions

Small Improvements, Big Impact



Make Success Inevitable

What Causes Tools Like This to Fail:

- No clear “When” - used inconsistently across providers
- No clear “How” - scripting and implementation is improvised
- No owner visibility — no one knows if it's being used
- No accountability structure — usage fades after initial enthusiasm

What You're Getting:

- A defined protocol for exactly when the demo runs
- Best practice counseling training and scripts
- A simple tracking system your front desk can manage
- A 90-day check-in built into your subscription

Three Owner Behaviors that Drive Adoption

- **Name a clinical champion** — one provider who owns first-mover accountability and brings the team along (this could be you)
- **Talk about it in staff meetings** — demo utilization becomes a standing agenda item for the first 90 days
- **Celebrate early wins out loud** — when a provider closes a sale they attribute to the demo, say something

What Gets Measured Gets Managed

**Let's Set Up Your
Practice Impact Dashboard!**

Your Role

- **Set the standard**
- **Review the data**
- **Hold your Immersive Champion accountable**

Your Commitment

Will this be a standard part of your treatment conversations with patients going forward?