

Incorporating ZYTO into your practice



EVOX

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EVOX is a powerful clinical tool that gives practitioners the ability to incorporate emotional aspects of health and performance into a healthcare clinic. Every health concern includes an emotional component, and emotion is greatly influenced by our perceptions of life, what has happened, and what is happening. Sometimes the emotions created through limited perception become the major barriers to recovery.

The EVOX, sold exclusively to healthcare professionals, is designed to facilitate perception reframing. Perception reframing is a technique that facilitates a different way to seeing a circumstance, an opportunity, a problem, or a relationship.

The primary feedback comes from voice. The person simply speaks of any topic, for example, circumstances, opportunities, challenges, or relationships into a microphone. The EVOX records the energy of the voice, measures it, correlates it to perceptions and their associated emotional states and then plots it into what is called a Perception Index. Using the ZYTO Hand Cradle, the computer will then engage the ZYTO biocommunication process of scanning response and sending bits of information to help facilitate a shift in the voice energy. This biocommunication helps the client to expand their perceptions and consider things that they previously had not noticed. The desired outcome of an EVOX session is to facilitate a “shift” in the way they see a problem, relationship or circumstance.

The EVOX can be used as a stand-alone product, or it can be combined with the ZYTO Elite, Select, and Balance for increased functionality in addressing emotional, physical and nutritional aspects of health and wellness.

To improve your likelihood for success using the EVOX, it is wise to develop a business and use strategy before you set up and install your new ZYTO program. This guide provides you recommendations and best practices to help you implement perception reframing quickly and efficiently.

Step 1 – Determine Your Fee Structure

Option 1: Establishing a price for each session based on the type of session, complexity, and how long it takes.

Some practitioners charge a flat rate for each EVOX session; others charge by the hour, billing for the time spent with the client. Either of these approaches makes your ZYTO technology a direct source of revenue for your practice.

Option 2: Bundle a series of EVOX sessions into a package.

You can pre-sell a series of EVOX sessions to your clients. This will encourage clients to come back to complete the series of sessions they have purchased, even though they may have made some progress on their first or second session.

Option 3: Include perception reframing as part of the services you already provide, and are charging for.

This approach gives you an opportunity to increase the value of your current services and perhaps to increase your current fees because of the added value. With this approach you will not have a separate billing line for EVOX on your client invoice; your ZYTO EVOX System will simply be viewed as one of the tools you use during an office visit.

Step 2 – Select a Location

The EVOX system is best utilized in a dedicated space that is private, quiet and comfortable. Many practitioners choose to create soft, relaxing environment with gentle lighting.

Step 3 – Equipment for the Location

Now that you have identified the ideal location for EVOX, you should note the physical requirements that are needed.

Site Requirements

Computer:

EVOX software is designed to run on a Windows based Personal Computer. You can run the software on a laptop or a desktop system. A single license can only be run on one computer at a time. For a full list of system requirements visit www.ZYTO.com.

Internet Connection – High Speed:

An internet connection is required to load the ZYTO EVOX software on your computer. In addition, updates to the software are made via the internet. It is a good practice to regularly sync your system. For this reason we recommend a permanent connection to the internet. Although you don't have to be online to operate your ZYTO System, it is a good idea to have access to an active internet connection.

Color Laser Printer:

Perception Index charts can be printed and shared with your client. Using a color printer adds value to the report and will help clearly identify shifts in perception. Printing reports and sharing them with your client can be a powerful marketing tool to promote your practice. The use of a color laser printer is relatively inexpensive and is HIGHLY recommended.

Comfortable Furniture for the Client and the Practitioner:

Although this may seem obvious, it is important that you have a comfortable location to conduct your scans. A typical scanning station may include the following:

- Desk or table for the computer, monitor, printer & Hand Cradle
- Chair for the patient
- Chair for the operator

Step 4 - Installing EVOX Software

Installing ZYTO software on your computer is simple, and takes place

through an internet connection. Simply follow the instructions that are included in your purchase confirmation email and in your Quick Start Guide. Updates to your ZYTO software will automatically be delivered during the sync or when you boot your program. When your computer is connected to the internet, syncing happens automatically when you log in to your ZYTO software and again when you close it. Syncing regularly will ensure that you have the latest software updates available.

The speed of installing and updating ZYTO software can be significantly influenced by the speed of your internet connection, the speed of your computer, and your available computer memory. See computer recommendations on ZYTO.com for more detailed information.

Note: It is not necessary to be connected to the internet when you conduct an EVOX session, but you do need an internet connection to update and sync your software and to email reports.

Step 5 – Optional Flower Remedies and Nutrition

The EVOX gives you the option of running biosurveys in addition to perception reframing. There are many remedies and supplements that can have a profound effect on emotions. Bach Flowers and other remedies can assist in emotional support and can be an effective addition to your perception reframing program. If you choose to include remedies into your practice it is important that you create the EVOX Inventory in your software, and secure a supply of products. This will allow you to scan supplements and nutrition within the EVOX session.

Step 6 - The Session Report

The EVOX Perception Index report is one of the most powerful marketing tools available for your clinic. When your clients understand this report, they are more likely to share it with their friends and family. This often leads to inquiries and referrals to your clinic.

ZYTO recommends that each report include a recommended date for a follow-up session. This will encourage your clients to come by your office for additional clinic services.

Success!! Now you are ready to begin!

Selecting a topic:

There are many options you can choose when selecting a topic for an EVOX session. If there is a specific issue that you are working on, that would typically be a great place to start. You can also begin a Transgenerational session to explore family relationships.

You can work with your ZYTO coach and/or account manager to help you decide where to begin.

Session Report

When the scan is complete, a Perception Index report is generated and can be printed. In addition, you can email the report directly from the software.

Going through the report with your client is highly recommended. Your clinical experience will provide additional value and insights that can add value in helping with other problems and solutions that may otherwise go unnoticed.

(EVOX certification and training resources are available online.

Go to ZYTO.com and click on Training)

Using ZYTO to bring patients back

Setting a follow-up visit:

One of the strongest benefits of an EVOX program is that you have the ability to invite the clients back to your office to check and track their progress. You can use the ZYTO software to set follow-up appointments with your clients. The next scheduled appointment can be automatically printed on their personalized session reports.

Establishing a series of sessions will help you identify trends and give you the ability to “look-back” through time and show your clients the progress that has been made.

The frequency of EVOX sessions will vary depending on the implementation model you have chosen, and the needs of your client.

Marketing:

Brochure samples

The brochure samples included with your initial purchase will facilitate greater success as you implement perception reframing into your practice.

The EVOX brochure was developed with your clients in mind. Helping your clients understand EVOX Perception Reframing and how effective it can be will establish a foundation and will help your clients understand the importance of returning for additional sessions.

You can purchase ZYTO literature by visiting the ZYTO Store at: www.ZYTO.com

Digital Content

In order to assist you in providing the best possible messaging for your clients, we have developed exclusive digital content for you as a ZYTO user. This content can be used to create custom marketing materials for your office, or can be used to help you create messaging for your website. This exclusive content can be accessed by following these four easy steps:

1. Go to: **<http://www.ZYTO.com>**
2. Click on the **Company** Tab, select **Marketing Toolkit**.
3. You will be prompted to log in using your ZYTO **username** and **password**. Use the same username and password you use to login to your ZYTO software (this is called your Universal ZYTO Username and Password).
4. You will now be able to access the digital content.

ZYTO Help and Support:

ZYTO proudly offers a full-range of training, education and customer support to all ZYTO practitioners. From one-on-one training over the phone to online training, live webinars, and ZYTO workshops, you are provided help and support at no additional charge.

To learn more about the products and services available from ZYTO, please visit www.ZYTO.com.

ZYTO has a complete line of professional biocommunication tools that can be tailored to fit your specific needs. Licensed practitioners can choose from the Balance, Select, Elite, and EVOX programs. Go to www.ZYTO.com for more information or call to talk with a ZYTO representative directly. Phone: 801-224-7199 or 866-369-2265

Standard 5.0 Product Features:

Support / Training:

All ZYTO 5.0 licenses include limited lifetime equipment warranty, lifetime software support and upgrades, 24/7 online training resources and 24/7 emergency technical support. In addition, all 5.0 practitioners have free access to ZYTO workshops and conferences and may schedule individual training as needed.

Explore how EVOX can be combined with other ZYTO biocommunication programs to provide practitioners with a powerful combination of physical and emotional support. For more information, go to ZYTO.com.

5.0 Product Features

	BALANCE	SELECT	ELITE	EVOX 5.0
Product Companies	7*	150+	150+	150+
Add Custom Products			✓	
Lifetime Equipment Warranty**	✓	✓	✓	✓
Online Training	✓	✓	✓	✓
Free Personalized Training (by appointment)	✓	✓	✓	✓
Lifetime Upgrades & Support**	✓	✓	✓	✓
24/7 Online Training Resources	✓	✓	✓	✓
After Hours Emergency Tech Support	✓	✓	✓	✓
Complementary Conference Access	✓	✓	✓	✓
Online Account Access	✓	✓	✓	✓
Standard Patient Reports	✓	✓	✓	✓
Create Custom Patient Reports			✓	
Display Relationships Between Organs, Spine, Teeth and Meridians	✓	✓	✓	
Pre-made Biosurveys / Protocols	✓	✓	✓	✓
Balance 5.0+ Biosurvey	✓			
Food Biosurveys / Protocols		✓	✓	
Purchase Biosurveys / Protocols		✓	✓	
Author Biosurveys			✓	
Sell Biosurveys			✓	
Assisted Remote Scans	✓	✓	✓	✓
Custom Scan / Custom Balancing For Ultimate Flexibility			✓	
Customize Library Items / Categories		✓****	✓	
Can Be Tailored To Include Your Inventory Items Only	✓****	✓****	✓	✓
Add Library Items			✓	
Include Standard Clinic Services/Therapies	✓	✓	✓	
Add Custom Clinic Services/Therapies			✓	
Dosing Capabilities		✓***	✓	
Can Be Combined With EVOX License	✓	✓	✓	
Perception Reframing				✓
Transgenerational Protocols				✓

* Choose one of the 7 available companies.

** Active subscription required.

*** Some purchased biosurveys have dosing options.

**** Limited capabilities.

THE GLOBAL LEADER IN BIOCOMMUNICATION

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