

Incorporating ZYTO into your practice



EVOX

Incorporating the EVOX into your practice

The EVOX is a powerful tool that gives practitioners the ability to incorporate emotional aspects of wellness and performance into their offices. Most wellness concerns include an emotional component, and emotion is greatly influenced by our perceptions of life – what has happened to us, and what is happening. Sometimes these emotions are created in part from limited perceptions.

The EVOX is designed for perception reframing – a technique that facilitates a different way of seeing life's circumstances, opportunities, problems, and even relationships.

The primary feedback comes from the client's voice – your client speaks briefly about any topic (such as a challenge or concern) into a microphone. The EVOX records the energy of the voice, measures it, and then correlates it to perceptions and their associated emotional states.

Using the ZYTO Hand Cradle, the EVOX then analyzes the data and uses biocommunication to help facilitate a shift in the voice energy. This process helps the client 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 your clients perceive 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.

To improve your likelihood for success with the EVOX, it is best to develop a strategy before you set up and install your new software. This guide provides recommendations and best practices to consider as you implement the EVOX.

Getting Set Up

Step 1 – Determining 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 investment in ZYTO technology a direct source of revenue for you.

Option 2: Bundle a series of EVOX session 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 sessions they have purchased.

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 increase your current fees due to the added value. With this approach you will not have a separate billing line for the EVOX on your client invoice; your EVOX will simply be viewed as part of an office visit.

Step 2 – Selecting an appropriate location

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

Step 3 - Verifying software and location requirements

Now that you have identified the ideal location for your EVOX, you should take note of the necessary site requirements.

Computer:

EVOX software is designed to run on a PC using Microsoft Windows. You can run the software on a laptop or a desktop system. A single license can only be used on one computer at a time. Review the [system requirements](#) for complete details.

High-speed Internet connection:

A high-speed Internet connection is required to install the EVOX software on your computer. Additionally, future updates to the software are downloaded using the Internet. In order to backup your software and library, it is good practice to regularly sync your system, which also requires a connection to the Internet. Although you don't have to be online to operate, your license will need to sync at least once a month to remain active.

Color Laser Printer:

The EVOX's color-coded 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 promotional tool. The use of a color laser printer is relatively inexpensive and is HIGHLY recommended.

Step 4 - Installing the software

Installing ZYTO software on your computer is simple and accomplished using an Internet connection. Simply follow the instructions that are included in your purchase confirmation email and in your Quick Start Guide.

The installation time can be significantly influenced by the speed of your Internet connection, the speed of your computer, and your computer's available memory. See the [system requirements](#) for complete details.

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

General Tips For Running an EVOX Session

Selecting a Topic

There are many options you can choose from when selecting a topic for an EVOX session. If there is a specific issue or concern that your client has, that would typically be a good place to start. You may also choose to begin by conducting a Transgenerational session to explore your client's family relationships.

The Session Report

When the scan is complete, a Perception Index report is generated and may be printed. You may also 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 may otherwise go unnoticed. Furthermore, when your clients understand this report they are more likely to share it with their friends and family, which often leads to inquiries and referrals.

Setting a Follow-up Visit

ZYTO recommends that each report include a date for a follow-up session. This will encourage your clients to come back to your office for additional services and allows you to track their progress. You can use the ZYTO software to set follow-up appointments with your clients, and the scheduled appointment is automatically included on their printed session report.

Optional Scans

In addition to perception reframing, the EVOX gives you the option to run additional scans on Virtual Items representing supplements which provide emotional support. The report from these scans may be used by the client to inform their health and wellness efforts and can be an effective addition to your perception reframing program.

Marketing

Printed Materials

Various brochures, postcards, and other materials were developed with your clients in mind. Helping your clients understand EVOX perception reframing and its effectiveness will help your clients understand the importance of returning for additional sessions.

To purchase these materials visit shop.zyto.com.

Digital Content

To help you provide the best possible messaging to your clients we have developed exclusive digital content for all ZYTO customers. This content can be used to create custom marketing materials for your office, or messaging for your website.

To access the exclusive, digital content visit www.zyto.com/Company/MarketingKitTerms.

ZYTO Support and Training

Your ZYTO software license subscription includes equipment warranty, software support and upgrades, 24/7 online training resources, and technical support seven days a week.

Training includes one-on-one training over the phone, online training, live webinars, and free access to ZYTO training workshops and conferences.

Learn more about training and support at www.zyto.com

Additional ZYTO Software Products

ZYTO has a complete line of professional biocommunication tools that can be tailored to fit your specific needs. Licensed practitioners can choose from the ZYTO Balance, Select, Elite, and EVOX software programs.

View our [product comparison chart](#) to review features and product pricing.

Find additional information by visiting the product pages online.

You can also speak directly with a representative and schedule a free demonstration by calling 801-224-7199 or 866-369-2265.

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