

MRI Easy

Acclimate through play



“In our IRB study 100% of clinicians believed this program would be beneficial for patients.”

— Rebecca Swanson,
DNP, APRN, PNP-AC/PC, Nebraska Medicine



Problem

MRI provokes **anxiety, fear, claustrophobia, and discomfort**. Procedures last longer when sequences need to be repeated, or even rescheduled.

Solution

Patients explore via computer or VR and experience being in the coil at their own comfort level, **guided by the clinician, to reduce anxiety** before their appointment.

Founders

Dr. Leonard Sender

Oncologist, immunotherapy visionary, and champion for Adolescents and Young Adults with cancer.

Roger Holzberg

Former Disney Imagineer, Creative Director of the National Cancer Institute, and cancer survivor/health innovator.

