

Calm Room

A therapeutic visual and auditory de-escalation program for behavioral health



- Our core design specialists are (former) **Disney Imagineers**
- Schooled in Disney's "architecture of reassurance" we have evolved those principles into an "**architecture of healing**"
- Reimagine Well delivers custom experiential design for a **calm and safe environment**

Immerse Videos

- **Patients are surveyed** — "Where is your calming place?"
- Those places and experiences are made into **Immerse Videos and Cards**
- Patients choose personal Immerse Videos and Cards, **giving them control over their environment**, as well as distraction from the escalating triggers



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.

Immerse Cards

- Foam cards with **patient selected images** decorate walls of the Calm Room and hallway
- Choosing the cards is another **strategy for patients to control their environment**