



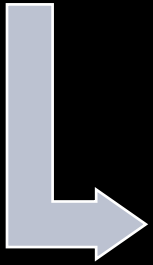








# The Commitment Cascade













#2 -

## #2 – The Big Idea - EXAMPLES

*Each year, 1 million Americans die  
from medical malpractice.*

*Online health abandonment*



+1-650-376



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# #5 - Competition

+ 1 - 6 5 0 - 3 7 6 - 0 0 8 2 + 1 +

+1-650-376-0082











+1-650-



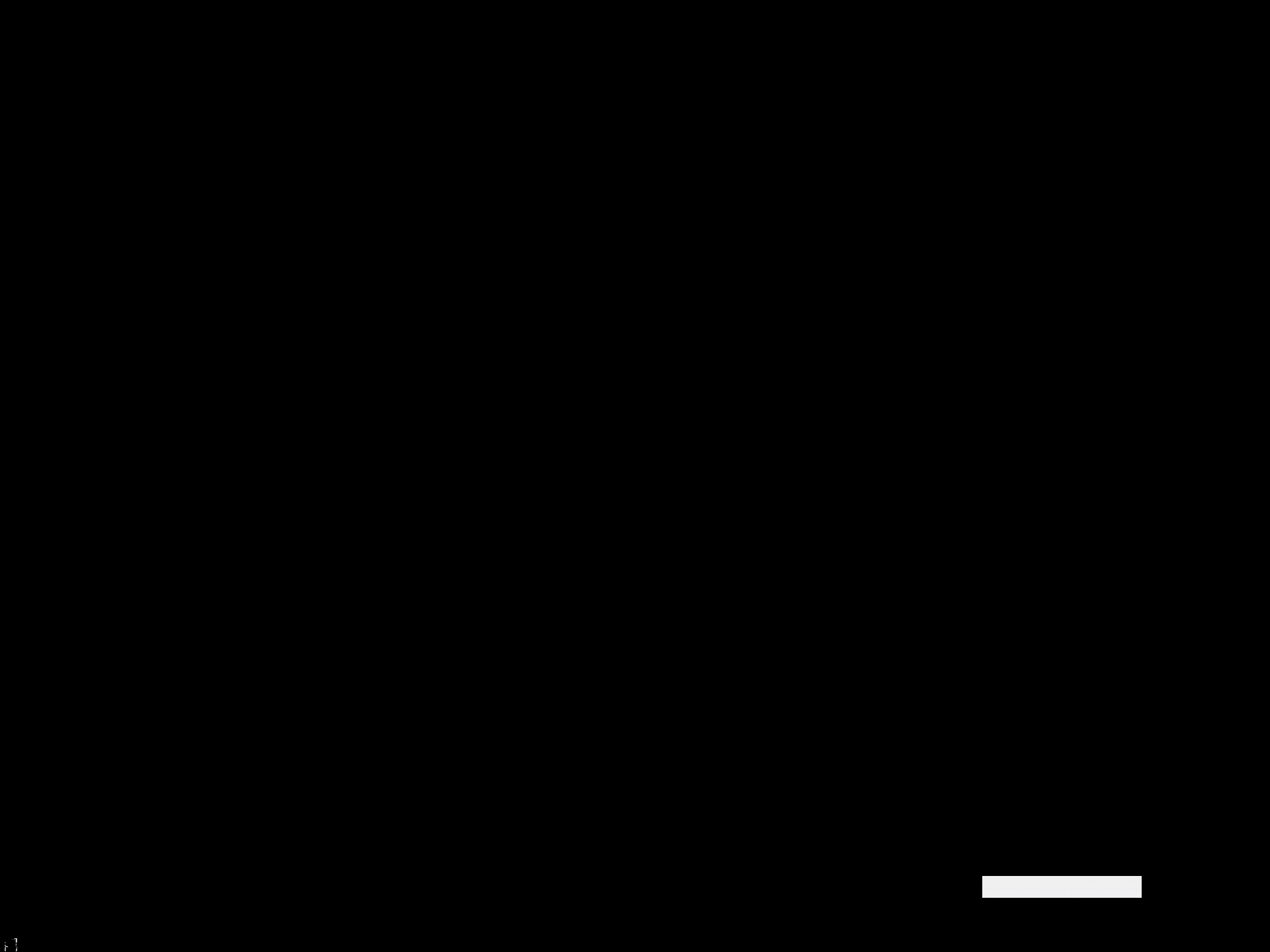






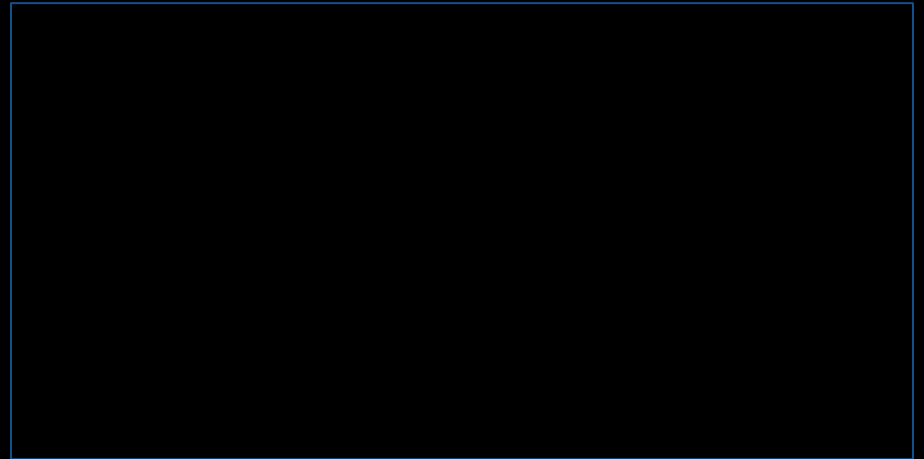








# Choose Visuals VERY Carefully







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