

Anatomical Illustration & Education Assets for Clinics

Illustrations and analogies tailored for pelvic health clinics, physical therapists, and medical educators.

Who am I?

I'm Izaak Becker

Instructional Designer and Illustrator

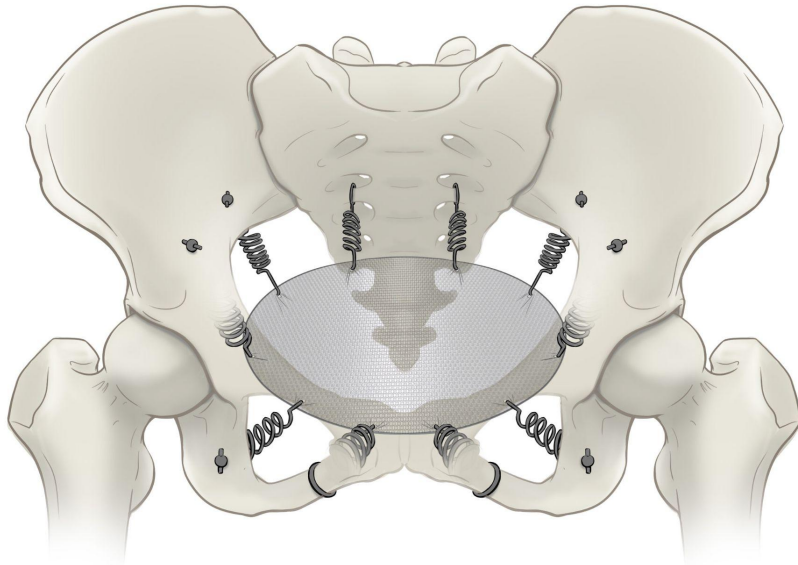
I'm focused on health and preventative healthcare

I know good and informative images are hard to find and even license

I want to see **what type of images would best benefit your practice**

We'll get to that in time...

Pelvic Floor Structure: Trampoline Analogy



Pelvic Floor as a Trampoline Analogy.
This can be used on handouts, posters, recap emails, and more.

Patient Education:
Verbal explanation is a challenge.

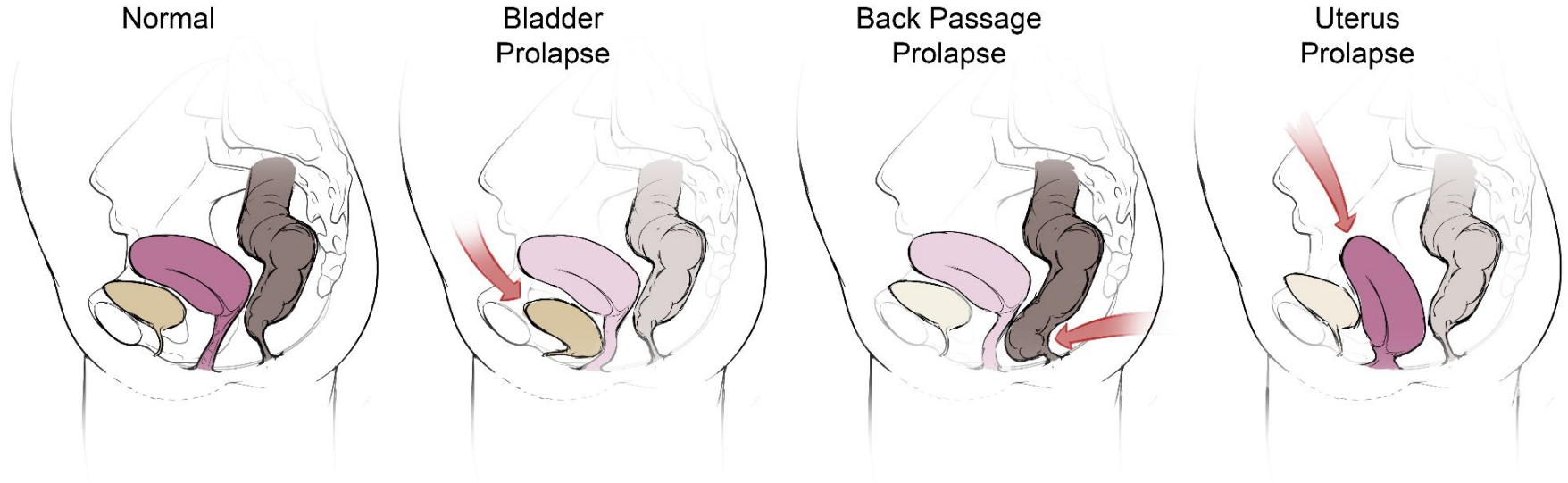
Especially when analogies are involved or detailed information of what's happening **INSIDE** their body.

I aim to bridge that gap to help clinics and patients in coming together. Adding value, not replacing what's working.

This is a final rendition of what could be expected.

Collaboration / Co-Creators

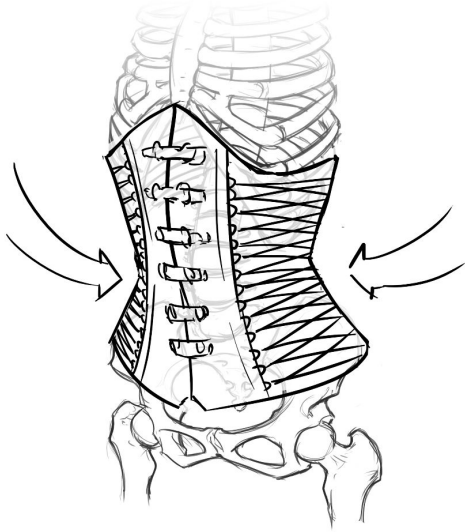
Types of Pelvic Organ Prolapse



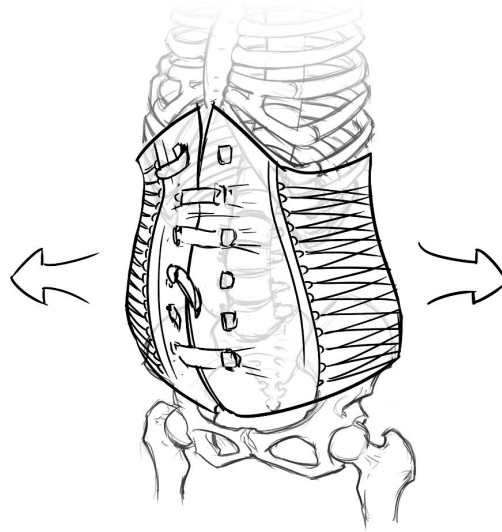
Concept Sketch

Pelvic Organ Prolapse– used to educate different type of Organ Prolapse.
Different stages can be illustrated if needed.
This can be used on handouts, posters, recap emails, and more.

TVA Activated:
TVA Corset Analogy



TVA Dysfunction:
TVA Corset Analogy



Concept Sketch

TVA Corset Analogy– used in order to demonstrate TVA activation and dysfunction.
This can be used on handouts, posters, recap emails, and more.

Collaboration:

I operate as an instructional designer, with illustration skills.

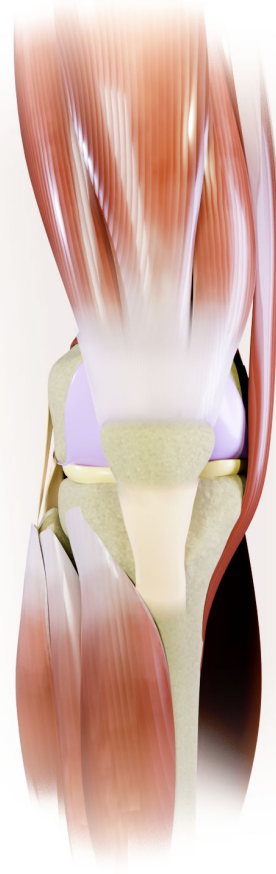
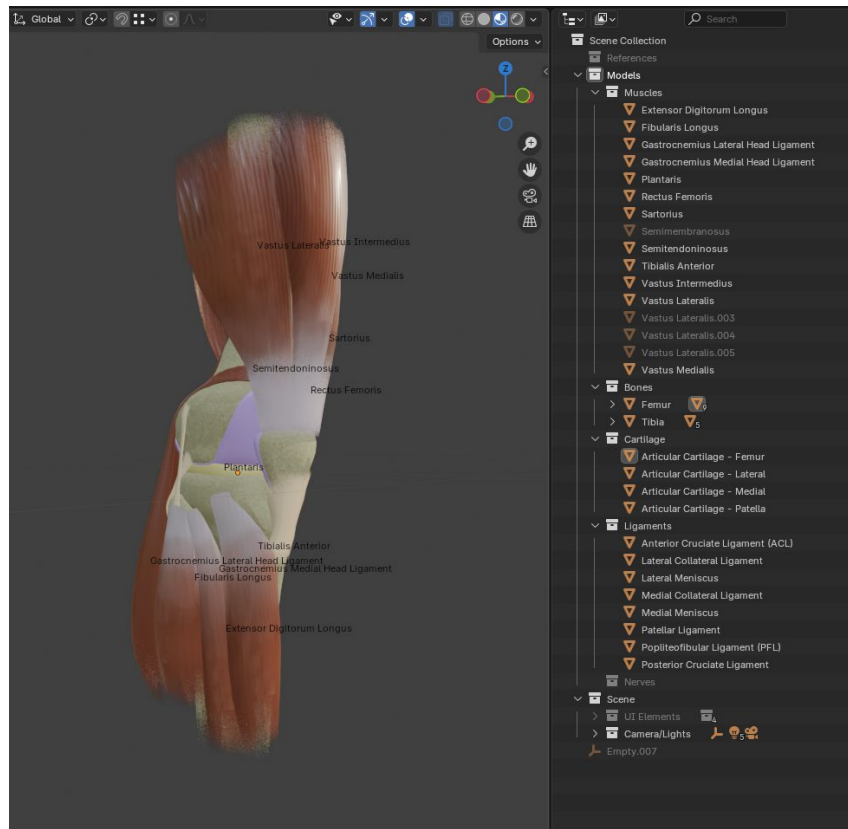
But YOU are the expert.

We can work together to build content that educates patients.

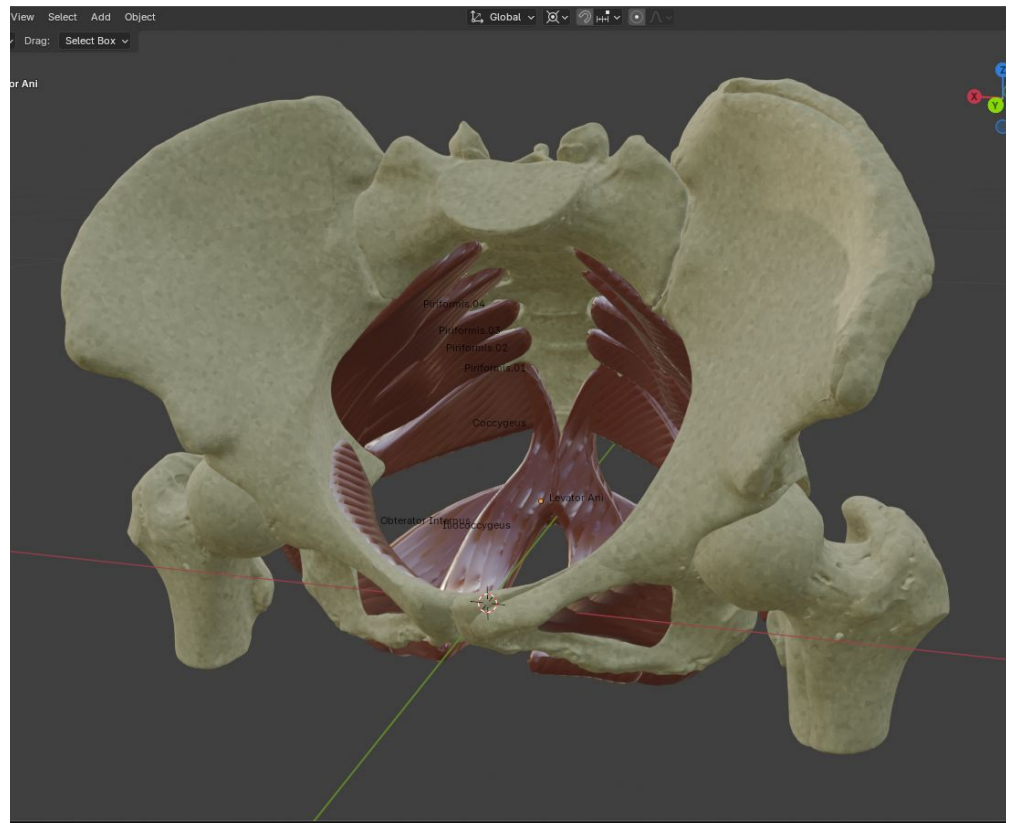
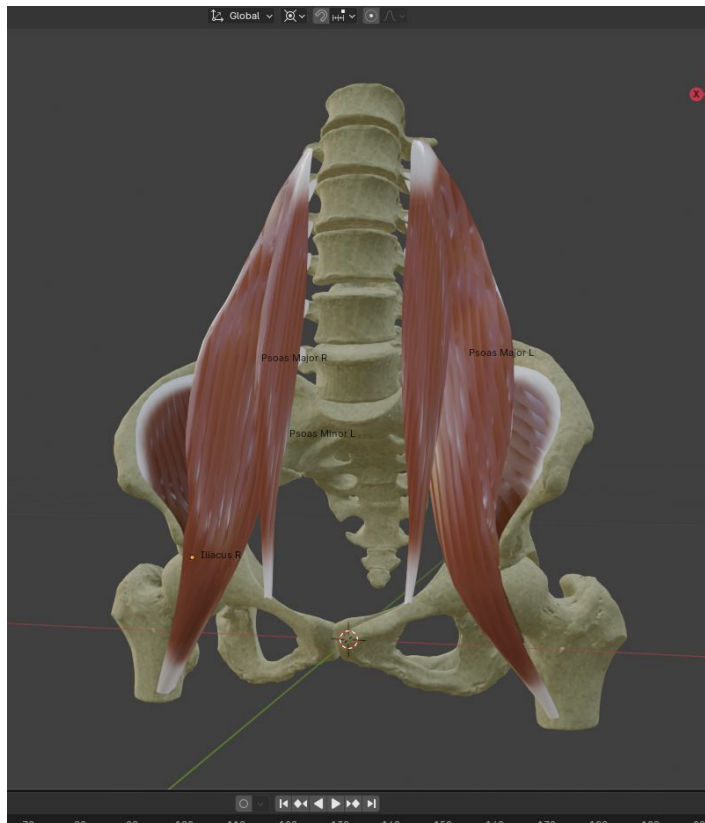
You bring the knowledge.
I visualize it for you.

These sketches would be one phase of this process.

Will 3D be introduced?



I am building 3D resources as well.
 Though these take more time, they will come in time.
 This can be posed, animated, or have single image renders.



These are still works in progress, but am using medical books to build the assets.
This can be posed, animated, or have single image renders.

Your Virtual Physical Therapy Guide



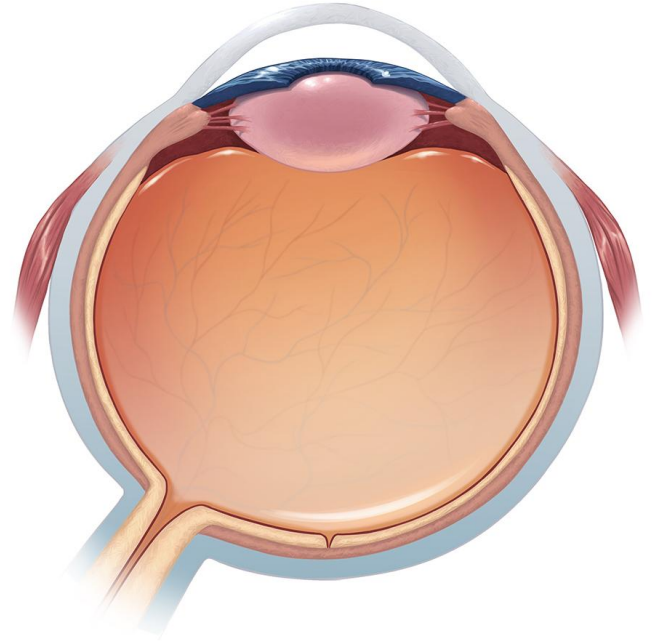
3D character animations for exercises and poses



Abdominal Hollowing Example

We can collaborate together for building what works best
Add on-screen text and additional visual elements.

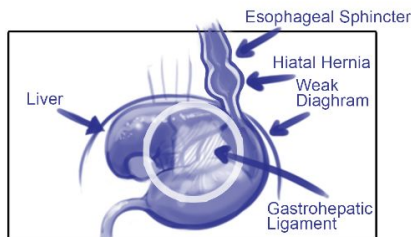
Other Skills



If singular painted illustrations would be helpful for the field, I can create those as well.

Robotic Hiatal Hernia Surgery

Reference: <https://vimeo.com/445690241>

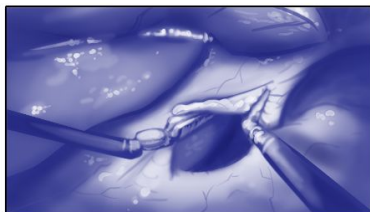


Introduction to scene and plan:

Gastrohepatic Ligament - work

Hiatal Hernia location

Esophageal Sphincter incorrect

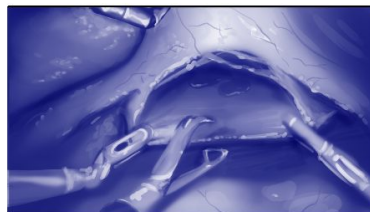


Liver held up with arm

Separation of Gastrohepatic Ligament

Vessel Seal Extend for cutting

[transition]

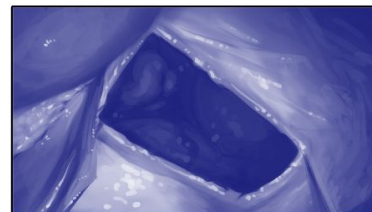


Incise the Peritoneal sac 1:50

Open area further for better access

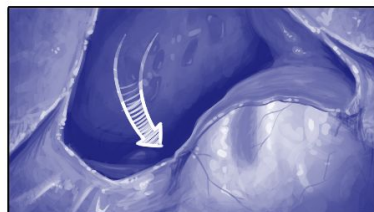
Identify the proper plane

[pan in]



Reposition 3rd arm for more support under Hiatal
for adequate exposure 2:25

Assistant for removing smoke/debris as Hernia sac
is dissected free [pan in]

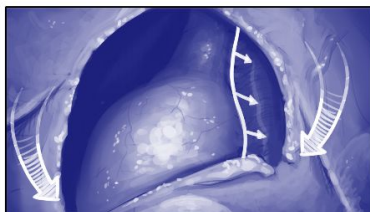


Start interiorly and work down the side

Divide Gastrophrenic and Phrenicoesophageal lig.

Dissect hernial sac free from the Mediastinum

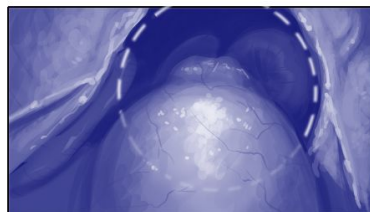
2:36



Descending Thoracic Aorta coming into view 3:10

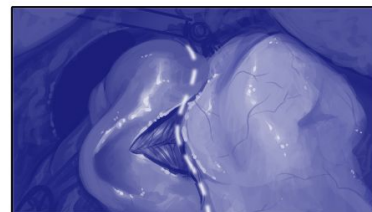
Continue to separate Hernia sac

[pan out]



Once the limit of dissection has been reached on
on the left crease, return to the right. 4:04

Develop retrosophageal window to connect the
base of the left to the base of the right. [pan out]



In this case, it wasn't possible, the assistant grasps
the stomach, to cut gastro vessels

Hold Gastrosplenic omentum 4:50
[pan out]

This is not PT related, but outlines the intent and value I view the field in.

The Offer

Clinic Use Cases

- Patient-facing PDFs
- Website & social media assets
- Telehealth screen shares
- Physical posters for exam rooms
- PT guided exercise visuals

We're not selling generic diagrams.

We're offering an annual license to a cohesive, premium visual education system designed to improve patient understanding, retention, and trust.

How does this help you?

Founder Clinic Offering:

Limited to 5-10 Clinics at \$---/year clinic wide license, versus the \$---- at launch.*

- ❑ Clear Legal Licensing
- ❑ Professional Quality Images
- ❑ Access to a Developing and Growing Library
 - ❑ The Library will grow in other specialties as well
- ❑ Requests for Content to be added to the Library

I take on the production costs.

You gain access with a licensing subscription.

This keeps the product cheaper and more accessible.

Exclusive licensing requires exclusive pricing.

**will receive the Founder's Discount
as prices increase with library and
clinic expansion*

When is the Library accessible?

As I'm still doing the initial build, I want to work with a few clinics **to create immediate value.**

Once we have **at least 10 files** ready for launch, the Library will become active.

The initial focus is to build content— infrastructure will be basic and limited until we achieve more growth.

These first few clinics will be part of my **Founders Group.**

Founders Package: Discounted annual license for early partners—limited to 5–10 clinics. They continue to receive a discount as prices increase.

Why Licensing?

Custom images are expensive to produce.

A single illustration can range from \$200 to over \$800!

Our licensing model allows clinics to access a valuable library for lower cost.

Clinics need legal clarity in their educational content.

We offer that.

Let's build it together.

As an early founder, you become the early influence.

Validation Quotes

While these quotes are from early conversations and patients rather than clinicians, they reflect genuine enthusiasm for the usefulness of the content.

“This makes so much sense—this is how they should be explaining it in clinics.”

– *Unaffiliated hospital nurse*

“Please do stuff like this for my fertility clinic!”

– *Patient; spouse is a nurse*

What would you like
to see on the Library?