CAPTIVCONTENT

Marketing that *moves people.*

EMAIL SEQUENCE · CLIENT REVIEW DRAFT

Inner Armor
Nurture Sequence.

A six-email arc designed for TRICARE-eligible veterans who completed the Mind Spa Denver landing page form and have not yet started their intake.

CLIENT	SEQUENCE	CHANNEL
Mind Spa Denver	6 emails · 12 days	Email · GoHighLevel

Confidential · For client review only

MINDSPA

FOR TRICARE-ELIGIBLE VETERANS

Thanks for reaching out, *we will be in touch.*

{{contact.first_name}}, we received your information. A member of our intake team will call you within one business day to verify your TRICARE coverage and walk you through the Inner Armor Program.

In the meantime, you can get a head start by completing your intake paperwork. Most veterans we treat have spent years cycling through medications that didn't work. The sooner we have your information, the sooner we can show you what comes next.

> *"HBOT absolutely saved my life. I went from nearly killing myself due to the constant migraines to being able to live my life again."*
>
> Tyler, Army veteran

Start my treatment plan →

Takes about 10 minutes. You can save and return anytime.

Prefer to talk to someone? Call us at **303-327-0350**

Talk soon,
The Mind Spa Denver Team

Mind Spa Denver · 5340 S. Quebec St. #230S, Greenwood Village, CO 80111
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THE INNER ARMOR PROGRAM

Three therapies. One protocol. *All targeting the Root Cause.*

{{contact.first_name}}, most veterans we meet have spent years cycling through medications that didn't work, with side effects that did. By the time they find us, they're skeptical of anything that sounds too good.

We're going to ask you to suspend that skepticism for a few minutes. Here's what the Inner Armor Program actually is.

THE PROTOCOL

Inner Armor is a six-week outpatient program built specifically for veterans and their families dealing with depression, PTSD, anxiety, or traumatic brain injury. Three evidence-based therapies, working together:

30+ TMS sessions — COVERED BY TRICARE

Transcranial Magnetic Stimulation. FDA-approved for depression. Over 70% of patients respond.

30+ HBOT sessions — DONATED BY MIND SPA

Hyperbaric Oxygen Therapy. Reduces brain inflammation and supports tissue repair.

6 Ketamine infusions — DONATED BY MIND SPA

IV ketamine, in carefully controlled doses. Many patients feel relief within hours to days.

> **Read that again.** The HBOT and ketamine portions of this program, which would cost thousands out of pocket anywhere else, are donated. You are responsible only for your standard TRICARE co-pays on the TMS and psychiatric visits.

Start my treatment plan →

WHY IT WORKS

The reason traditional medications often fail isn't that you didn't try hard enough. It's that depression, PTSD, and TBI involve four separate problems in the brain, and a single pill can only address one of them. Inner Armor targets all four:

01 **Reduce Inflammation in the Brain:**
The trauma of combat and chronic stress leave the brain inflamed. HBOT restores oxygen to areas that have been starved.

02 **Increase Neuroplasticity**
Ketamine helps the brain create new pathways: the biological equivalent of rewiring a circuit that's been stuck for years.

03 **Increase Cellular Energy Production**
Healing requires fuel. HBOT dramatically boosts the oxygen your cells use to create energy and repair themselves.

04 **Target Change in the Prefrontal Cortex**
TMS and culturally competent talk therapy give the new energy and pathways somewhere to go, helping you build new behaviors that stick.

When all four happen at once, the results compound. Our patients have reported reaching **remission from symptoms within 14 to 17 days** of starting the program.

Start my treatment plan →

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The Inner Armor Program is available to veterans and their families covered by TRICARE Select, TRICARE Reserve Select, or TRICARE Prime. This offer does not apply to TRICARE for Life or Medicare patients. Treatment results vary. Participation does not guarantee outcomes.

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THE QUALIFYING QUESTION

Have you tried at least three medications? *Good.*

{{contact.first_name}}, this is one of the most common reasons veterans hesitate to call us:

> *"I've already tried Zoloft, Lexapro, Wellbutrin… none of them helped. So I probably wouldn't qualify for anything new."*

We hear that almost every week. And every week, we have to explain something that feels counterintuitive at first:

Failing three medications isn't a disqualifier. It's the qualifying event.

WHY THIS IS GOOD NEWS

TRICARE has a rule called step therapy. Before they'll cover advanced treatments like TMS, they want to see that simpler options have been tried first. Most veterans hear that and assume it's a hoop to jump through.

But here's the truth: that rule is the reason TMS exists as a covered benefit at all. TRICARE designed TMS coverage *specifically* for people who didn't respond to medications.

If you've already tried three antidepressants without finding relief, you're not failing the system. You're **exactly the patient TRICARE built this benefit for.**

Start my treatment plan →

Takes about 10 minutes. You can save and return anytime.

ONE MORE THING

When SSRIs and other antidepressants don't work, it's rarely because something is wrong with you. It's because those medications target one piece of brain chemistry (serotonin), and depression in veterans often involves things medications simply can't reach: brain inflammation, disrupted neural circuits, and trauma stored in places that talking alone can't access.

That's why the Inner Armor Program uses three different therapies that work on three different mechanisms. When meds were the only tool, you weren't broken. You were under-equipped.

Start my treatment plan →

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Not sure if you qualify? Call us at **303-327-0350** and we'll walk through it together.

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A PATIENT STORY · RICH, USMC

"30 days is a long time. *If I could go back, I'd do 45.*"

{{contact.first_name}}, we want to introduce you to Rich.

Rich is a Marine Corps combat veteran. He was wounded during a house-borne firefight during counterinsurgency operations in Iraq. By the time he found us, it had been about ten years since he left the military.

He'll tell you the rest in his own words.

BEFORE

> *"I struggled with interpersonal relationships. I was really closed off, riddled with anxiety, very easily agitated. I felt very clouded and muddled. A lot of brain fog. Going through a divorce. Just not in a good place at all."*

WEEK ONE

> *"Within the first week, my anxiety was reduced an insane amount. It was eye-opening to see how much I had just dealt with constantly without realizing it was activating with everyday stuff."*

Start my treatment plan →

Takes about 10 minutes. You can save and return anytime.

A FEW WEEKS IN

> *"My reaction time, my ability to be engaged. Things became a lot easier. After the program was completed, things that used to agitate me, I just brushed right by. I was hyper-aware, hyper-sensitive. And now, I walk into department stores and I'm just skipping along, whistling, holding my wife's hand."*

TWO YEARS LATER

> *"Two years later, it's been more than worth it. I used to spend three to four hours staring at the wall before I could sleep. Now, the last time I had anxiety, it passed after a couple minutes and it was done. This is one of those programs where you can put a little bit into it and get a lot out of it. But if you put a lot into it, you get a lifetime change."*

Rich's story isn't unique to him. Our patients regularly report reaching remission from depression, anxiety, and PTSD symptoms within 14 to 17 days of starting Inner Armor.

The next step is the same one Rich took: completing your intake paperwork so our team can verify your TRICARE coverage and start building your treatment plan.

Start my treatment plan →

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WHAT TO EXPECT

What treatment *actually* feels like.

{{contact.first_name}}, one of the most common reasons veterans postpone treatment is the unknown. You've heard the names (TMS, ketamine, HBOT), but no one has walked you through what these sessions are actually like.

So we'll do that now.

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01 · TMS

A series of gentle magnetic pulses. About 20 minutes. You stay awake.

You sit in a comfortable chair. A small device positioned near your scalp delivers gentle magnetic pulses to a specific area of your brain: the part that controls mood. You'll feel a tapping sensation. Some patients describe it as a woodpecker. Others barely notice after the first session.

No anesthesia. No needles. You can drive yourself home and go back to work after. Most veterans read, listen to music, or scroll their phone during the session.

02 · KETAMINE INFUSION

A guided experience. About an hour. You'll need a ride home.

You'll relax in a private room on a vibro-acoustic sound table, designed to deepen and enhance the experience. A trained nurse places an IV and delivers a carefully controlled dose of ketamine. Vital signs are monitored throughout, and our nurse is in the room with you every step of the way.

The experience itself is dreamlike and can be very visual. Many patients describe a quiet sense of distance from their thoughts. The constant noise of anxiety briefly turns down. The medical effects, however, work below your awareness: ketamine is creating new connections in your brain, and decreasing inflammation in the entire body. Many people feel relief from depression and PTSD symptoms within hours to days.

Start my treatment plan →

Takes about 10 minutes. You can save and return anytime.

03 · HBOT

A pressurized chamber. 60 minutes. Most patients fall asleep.

You relax inside a hard-sided 2.0 ATA hyperbaric chamber. As the pressure slowly increases, it feels similar to taking off in an airplane. You'll equalize your ears the same way, by swallowing or yawning. Then you breathe normally as the chamber delivers concentrated oxygen at higher-than-atmospheric pressure.

Most patients nap, watch TV, or listen to a podcast. The chamber is climate-controlled and quiet. Inside, your blood absorbs more oxygen than it normally could, which is what fuels the brain's healing process.

ONE THING TO KNOW

In the first few weeks of treatment, it's common for patients with TBI or chronic PTSD to feel tired or groggy after HBOT sessions. This is a sign your brain is starting to heal: it's diverting energy to the repair process. It passes. And on the other side of it is the kind of clarity Rich described last week: *"I felt very clouded and muddled, a lot of brain fog. Now my ability to be engaged and connected has improved quite a bit."*

Start my treatment plan →

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Have a specific question? Call **303-327-0350**. Our team will walk you through anything.

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ONE LAST NOTE

We don't want to *crowd you.*

{{contact.first_name}}, this will be the last email you hear from us for a while.

Reaching out about mental health treatment takes courage, and the next step (the intake paperwork) can feel like a lot when you're already running on empty. We get it.

If something is holding you up, pick up the phone. Maybe it's a question we haven't answered. A piece of the form that's confusing. An uncertainty about whether this is right for you. There's no obligation. We'll just talk.

And if the timing isn't right? That's okay too. The Inner Armor Program will still be here when it is.

TWO WAYS FORWARD

If you're ready, finish your intake.

Picks up where you left off. Takes about 10 minutes. Once it's done, our team verifies your TRICARE coverage and reaches out within 48 hours.

Start my treatment plan →

If you'd rather talk first, call us.

We'll answer questions, walk through the program, and help you figure out if it's a fit. No paperwork required to start the conversation.

303-327-0350

Whatever you decide, thank you for trusting us with the information you've already shared.

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