



PROOF OF CONCEPT · AESTHETIC MEDICINE CLINIC

A service point that never closes

A telepresence kiosk at the clinic entrance: it shows the treatments when no one is using it and opens a conversation with a real person when someone walks up — also after office hours.

September 2026 · Costa Rica



The clinic closes. Demand doesn't.

An aesthetic clinic lives on inquiries that start with a small question: how much, how long, does it hurt. That question comes up whenever it comes up, and it rarely matches front-desk hours.



Passers-by

They see the window at 8 p.m., have no one to ask and keep walking.



People already inside

They wait for the front desk to finish with the previous patient, or leave with the question unanswered.



People who text

The inquiry ends up on a staff member's personal WhatsApp: no queue, no record.



WHAT WAS INSTALLED

A screen, a camera and a power outlet

No construction, no new counter, no extra staff at the point. The kiosk stands on the floor by the door and connects to the clinic's Wi-Fi. The rest is software.



Off-the-shelf hardware

Vertical touchscreen on a stand, with camera and speaker.



Interactive Powers software

Turns the screen into a service point: ads, contact and video.



Operations stay the same

Staff answer from their browser, at the clinic or from home.



Live in hours

No integration with the clinic's systems needed to get started.



Interactive Powers · Clinic telepresence kiosk

THE SCREEN AT REST

One screen, four ways in

Patients choose how they want to talk. None of the four requires installing anything or waiting for the front desk to be free.



Video call with the clinic

Face to face with staff, from the kiosk itself or from a phone.



The clinic's WhatsApp

The clinic's number, not a staff member's. With history.



Voice call

For those who just want to ask the price and hang up.



Video kiosk

Immediate service right at the screen, no phone needed.

The conversation leaves with the patient

The code on the screen isn't a fixed link: it opens the clinic's web app on the patient's phone, with nothing to download. If they save it, the clinic stays on their phone and they can continue the conversation on the sidewalk, in the parking lot or that same evening at home.



No app

It opens in the phone's browser. Nothing to install, nothing to update.



Saves like an app

One tap puts an icon on the phone's home screen: the clinic, one tap away, without going through an app store.

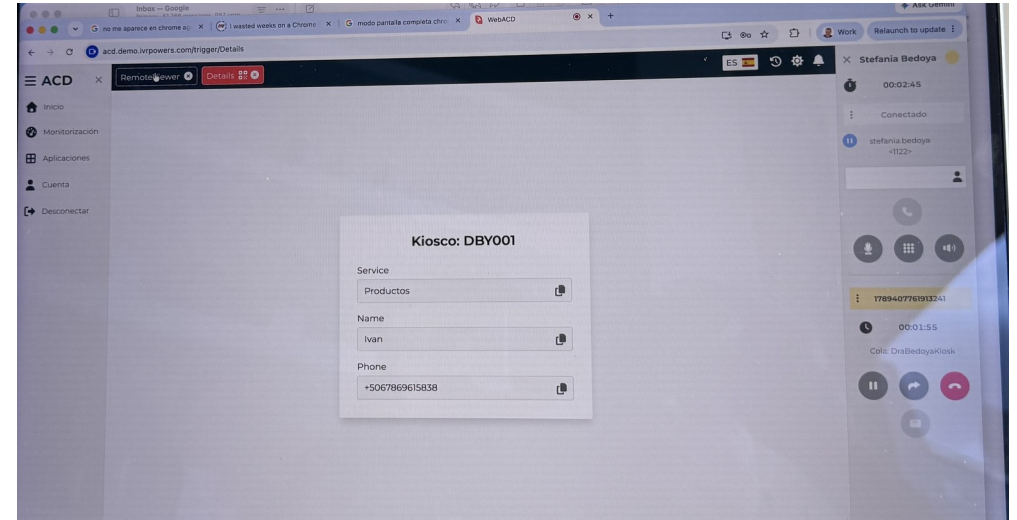


Connect without video

Those who don't want the camera can talk by voice or write on WhatsApp from the same page.

You know who's calling and what they want

When opening the video call, the patient leaves their name, phone number and the service they're asking about. That record arrives with the call and the contact is saved: if the conversation drops, the clinic can call back.



Point identification

Each kiosk has its own code: you know which clinic or entrance the inquiry comes from.



Stated interest

The service chosen on screen sorts the queue and briefs whoever answers.



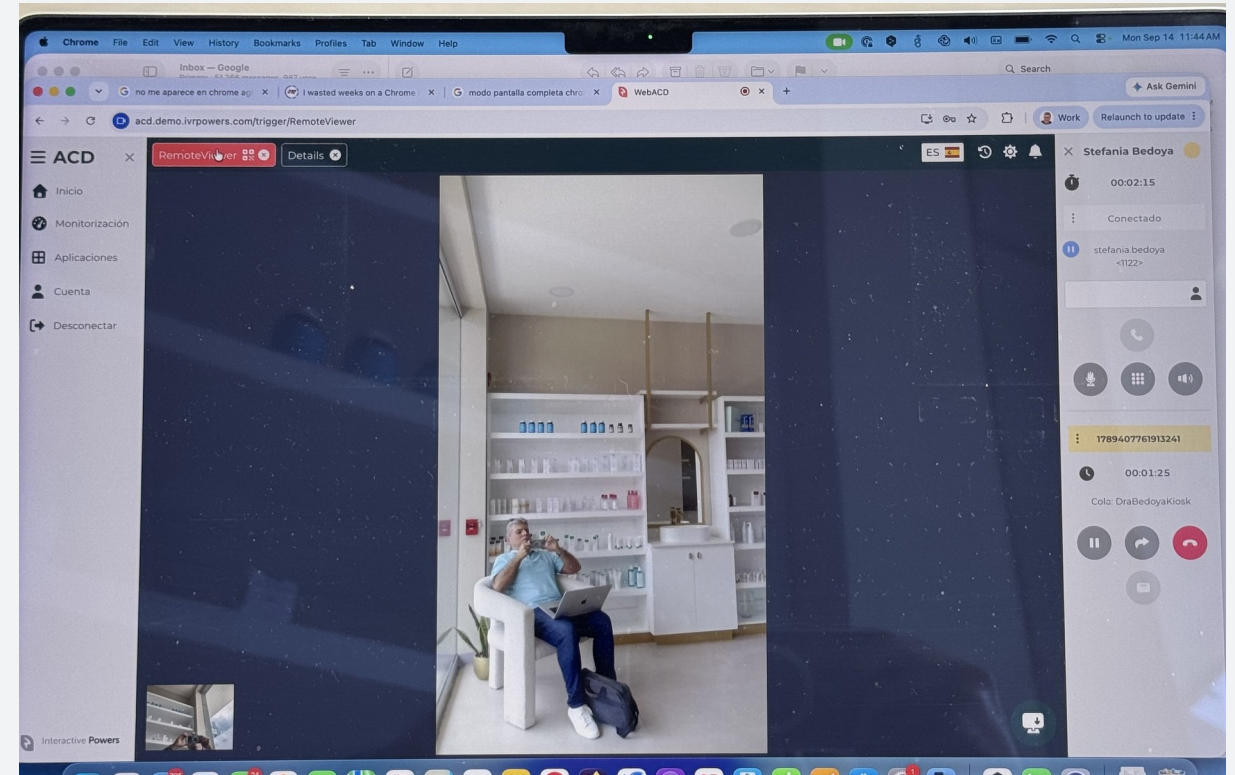
Usage statistics

What comes in through the QR code is stored in usage fields and feeds the point's statistics.

Telepresence at the clinic

It's not a self-service totem or a chatbot. One tap puts the inquiry in the clinic's queue, and whoever is available picks it up — from the clinic itself or anywhere with a browser.

- One person can cover several points without moving.
- They see the patient, show products and resolve the question in the same conversation.
- If needed, they transfer the call to the doctor without sharing her personal number.



The clinic's ad carousel

While no one is using it, the screen plays the same campaign pieces the clinic already posts on social media. The contact code is on every one of them: the ad and the way in are the same object.



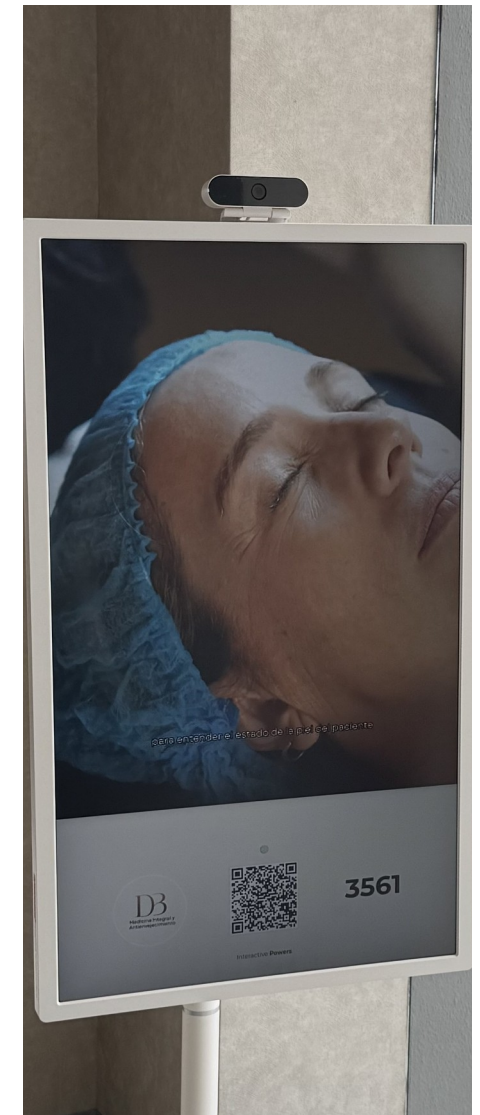
Updated remotely

The month's campaign is uploaded once and appears at every point.



Managed in the cloud

Pieces and schedules are managed from a web panel, without touching the kiosk.



During and after hours

The same point works in two different ways depending on the time, without anyone having to change anything at night.

During clinic hours

The kiosk takes load off the front desk.

-  **Carousel**
The clinic's treatments on screen while no one is using it.
-  **WhatsApp**
The patient messages the clinic's number from the QR code.
-  **The clinic's web or app**
The QR code opens the clinic's web app on their own phone.

After hours

The window keeps serving.

-  **Carousel**
Keeps running, visible from the street while the clinic is closed.
-  **WhatsApp, video and voice**
Three ways to get in touch, answered remotely even when the clinic is closed.
-  **The clinic's web or app**
They leave their details and the clinic follows up when it opens.

The clinic's virtual point

No campaign metrics yet: this is what the point makes possible from day one. What each clinic measures will depend on its traffic and its offering.



No visit is silently lost

Whoever arrives after hours leaves a trace instead of simply walking away.



The number belongs to the clinic

Conversations no longer live on the personal phone of whoever handled them.



One team, several points

The same person covers the entrance, the waiting room and, with more locations, the others too.



The window updates itself

The month's campaign reaches the screen with no printing or vinyl changes.



Qualified inquiry

Name, phone and service before the conversation starts.



No phone costs

Everything runs over the Internet: the video call doesn't depend on a phone line.

Getting started at your clinic

01 One screen, one point

Choose the position: window, entrance or waiting room.

02 The creatives you already have

Load the campaign pieces and set up the carousel.

03 Who answers and when

Agree on schedules and who picks up video inquiries.

04 Measure and decide

A four-week pilot before extending to more points or locations.



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