

Dr Denis Graff is a French anaesthetist and pain specialist who has been integrating clinical hypnosis into operating theatres on a daily basis since 2008. With more than twenty years of experience in anaesthesia, intensive care, and acute and chronic pain management, he has developed a deep interest in how hypnotic communication can transform the perioperative experience.

He is the co-founder and Chief Product Officer of HypnoVR, where he leads the clinical vision, designs therapeutic protocols, and contributes to the development of immersive, evidence-based VR hypnosis solutions used in hospitals across Europe. He has been one of the early pioneers promoting the integration of virtual reality and medical hypnosis, helping to create new, non-pharmacological tools that reduce pain, anxiety and stress while improving patient experience.

His work sits at the crossroads of medicine, innovation and human experience — exploring how technology, when guided by clinical expertise and therapeutic intentions, can open new pathways for care and healing.