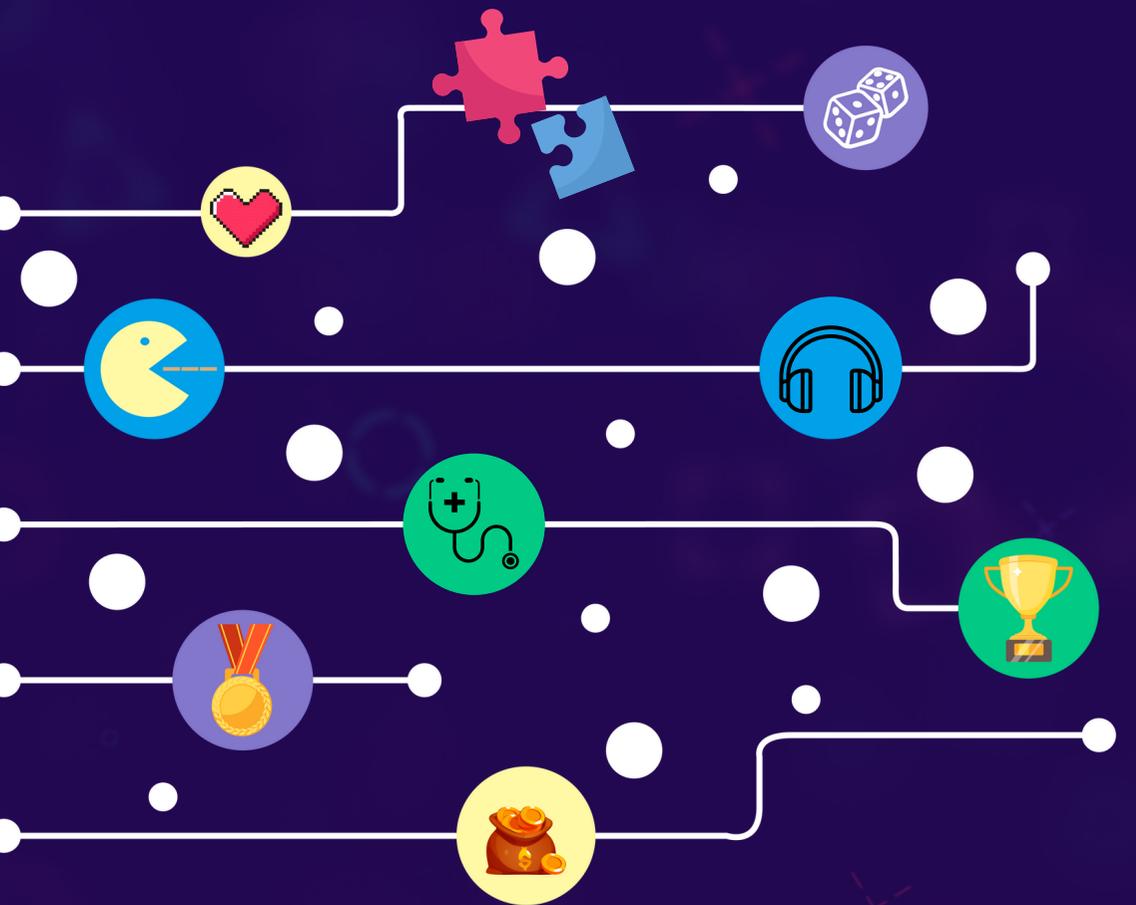
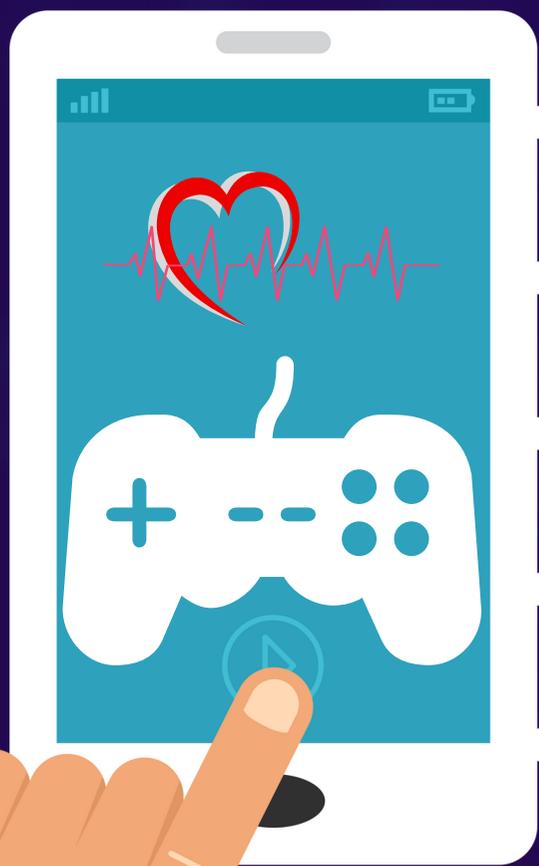


Gaming Your Way To Improved Health



»» Swipe to read more

Gamification in Healthcare: Video Games Just Got Healthier



By providing **rewards** and a **competitive setting**, gamification integrates games into environments where they are not often found



Presently, gamification is common in domains of **education, marketing, fitness, productivity**, and is progressively gaining traction in field of healthcare too



In healthcare, it is about driving **engagement**, providing **incentives** and **intrinsic motivators** to **enable participation** and **motivation** to influence health results



Urgent care and **emergency clinic visits** have been shown to reduce **by 77%** as a result of gamification in healthcare settings



During the pandemic, scientists identified game patterns and mechanics to **understand COVID** and **develop vaccines**

From Playstations To Prescriptions

1978-89

Health Point launched a program to reward people for healthy behavior

1993-96

Health Quest by Microsoft, an interactive CD-ROM game that taught diabetic patients about their condition through puzzles

2003-07

- **Hope Labs** introduced Re-Mission to help teenagers with Cancer
- **Badge Ville, Bunchball, Ripple** started to emerge and offer gamification services to different companies

2011-15

- **Zombie Run** by Six to Start was introduced to motivate users to run
- **Super Better** was launched to help users manage depression, anxiety and personal growth

2020-present

First FDA approved video game EndeavorRX by Akili Interactive

Games sneaking into Healthcare

Easier Diagnostic Processes

Provides a simpler approach to medicine thus **reducing fear** associated with it

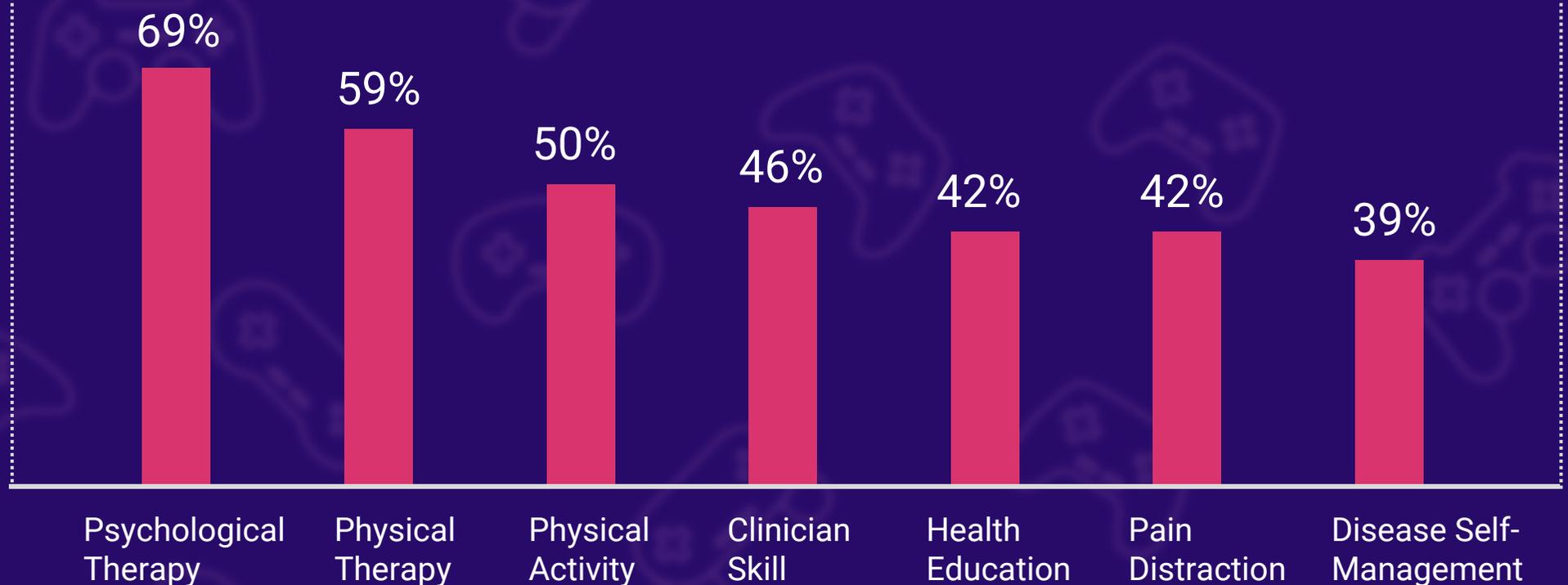


Increased **motivation, participation** from patients in treatment procedure

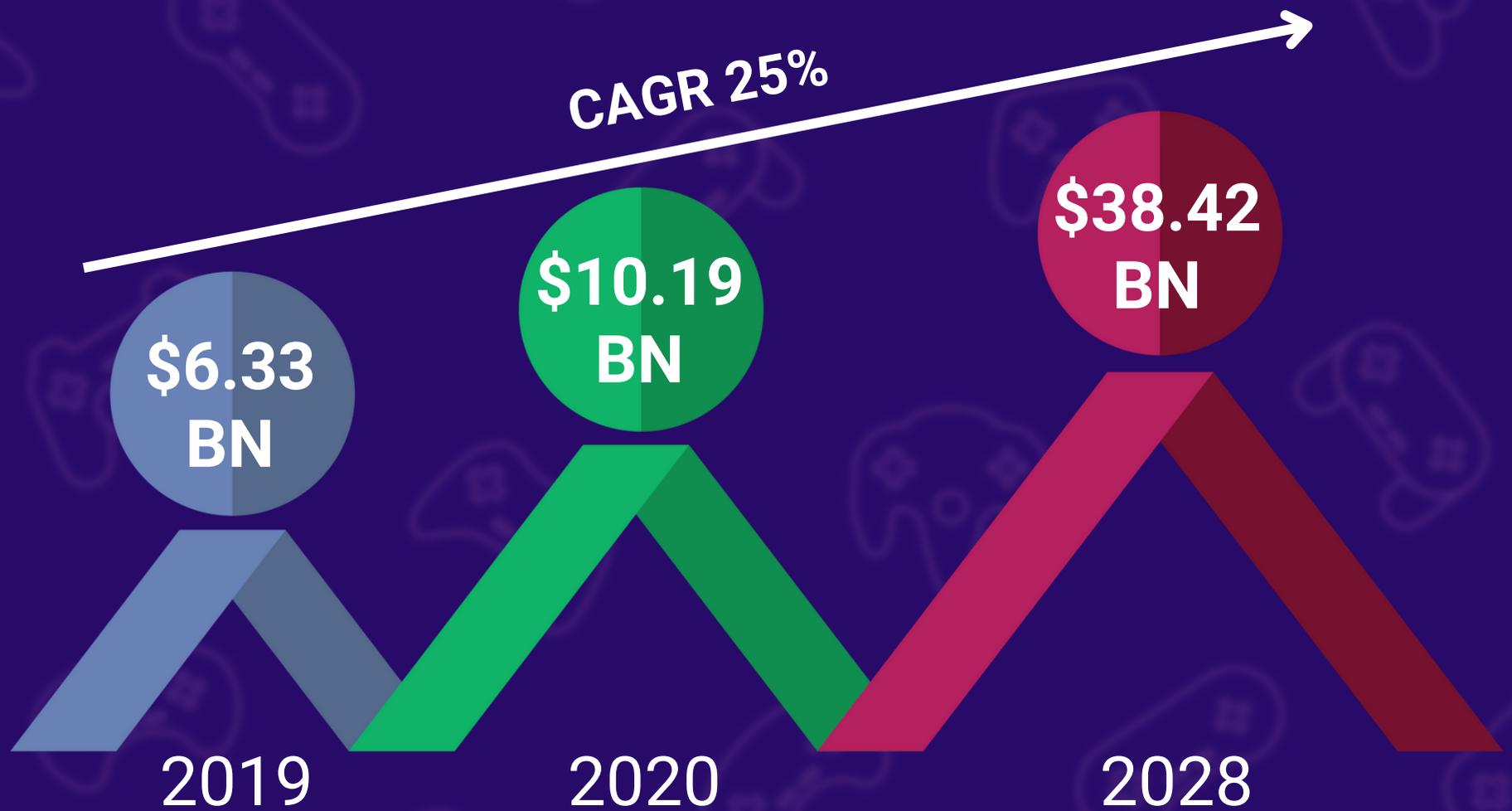
Rising digitalization and technology adoption is expected to boost the market

People are accepting digital means to keep a track on their health data as it is **more accessible**

Improvement rates in patients across various segments using video games



Gamification is powering up in Healthcare rapidly, the magic of the elixir...



Gamification in healthcare apps is **increasing use of modern smart devices**

Gamification's **fun factor** boosts morale & helps modify user behaviors, thus, improving health outcomes

THE ELIXIR

Increasing digitization and dependence on technology

Flexibility factor allows gamification to be used across various fields within healthcare domain

Gamification goes Multi Genre-ational



Fitness

Fitbit uses reward system and competition to motivate better gym performances and step counts



Physical Therapy

MindMaze uses VR, brain imaging and gaming technologies to retrain the brain in stroke victims



Chronic Conditions

mySugr offers its gamified solutions for diabetes management in a fun way for both adults and children (mysugr junior app)



Psychiatry

Headspace has created a reward system with gamification features that help meditation become a habit, giving users exactly what they're searching for: calmness of mind



Paediatrics

Didget blood glucose metre from Bayer links to a Nintendo DS game platform. It assists children (4-14 yrs) in managing their diabetes by rewarding them for regular blood glucose tests



Miscellaneous

Gamification is also used in **Epilepsy treatment** for younger people
It aids **staff training** through apps that provide storylines, badges & leaderboards

Many games are rising up the healthcare ladder and one even cleared the boss battle

FDA recognition is the highest accreditation in medical field and recently EndeavorRX received it



EndeavorRX®

EndeavorRX by Akili Interactive

- First and only video game approved by FDA
- Treats children aged 8 to 12 with ADHD



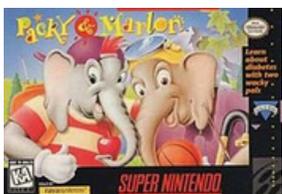
Snow World

- A VR game for burn patients
- It distracts patients and provides them with a means of pain management



Ricky & Marlon

- Game is for children with diabetes
- Players have to manage their insulin levels while keeping the glucose levels within an acceptable range



Re-Mission by Hope Labs

- First video game scientifically proven to improve health outcomes for young people with cancer



What's a game without hurdles?!



Lack of credibility in both patients and doctors. Even after acceptance, abandonment rate is high

High **Cost** of R&D and marketing the games



Each user reacts differently to the same application making personalization vital and **commoditization difficult**

Gamification works best for short term goals but it is **difficult to achieve long term objectives**



Practitioners maybe **technologically challenged** and find it difficult to accept and use such apps

In Gamification School, DTs are the Nerds!

Digital Therapeutics is often confused with games but they require a thorough clinical trial before they are approved. Let's look at a detailed comparison between DTs and games

DIGITAL THERAPEUTICS



GAMIFICATION

DTx is about the software products used in the treatment of medical conditions. They are studied using randomized **clinical trial methodology** and reviewed, cleared or certified by regulatory bodies

Meaning

Gamification is about adding game mechanics into **non-game environments** using extrinsic and intrinsic rewards to motivate users to change their behaviors

DTx can be used as a **standalone therapy** or **in conjunction** with more conventional treatments

Application

It may be helpful (together with other tools) for **preventive medicine** by encouraging things like healthy sleeping habits, weight management, and health literacy

Key Players

gameChange
Improving lives through VR therapy

happify

fitbit

everymove

biofourmis

omada



Mango Health

Livongo
by Teladoc Health

GARMIN
vivoFit jr.

LEAD INDUSTRIAL DESIGNER: MICHAEL SOLEO

Leading Brands Gamifying Healthcare Industry

