



05-07-2017

THE BUSINESS OF SELLING MEMORIES

VR AND MENTAL HEALTH







10. 6. 1996



SHOP, PRODUCTION,
INNOVATION HUB

VR FOR DEMENTIA PATIENTS

RECREATING MEMORIES





BENTE,
DEVOTED GRANDMOTHER





ELIZABETH,
THE CHOIR SINGER



THE POWER OF THE EXPERIENCE



KHORA CARE KIT



MENTAL ILLNESSES - A BRIEF OVERVIEW



INCREASING
DIAGNOSIS



MENTAL
ILLNESSES CAN
BE CURED



COSTS THE
DANISH STATE
7.5 BN.
EUR/YEAR



35%-45% OF ALL
SICKLEAVES ARE
DUE TO MENTAL
ILLNESSES

TREATING PHOBIAS, ANXIETY & EATING DISORDERS

EXPOSURE THERAPY



**EVERY 5TH DANE WILL BE DIAGNOSED WITH A
MENTAL ILLNESS DURING THEIR LIFETIME**

250.000

DANES SUFFER
FROM ANXIETY

250.000

DANES SUFFER
FROM
DEPRESSION

40.000

DANES SUFFER
FROM AN EATING
DISORDER

FACING YOUR FEARS

Behavior	Fear rating
Think about a spider.	10
Look at a photo of a spider.	25
Look at a real spider in a closed box.	50
Hold the box with the spider.	60
Let a spider crawl on your desk.	70
Let a spider crawl on your shoe.	80
Let a spider crawl on your pants leg.	90
Let a spider crawl on your sleeve.	95
Let a spider crawl on your bare arm.	100

TREATING PHOBIAS



AFRAID OF DOGS?



AFRAID OF PUBLIC SPACES?



AFRAID OF FLYING?



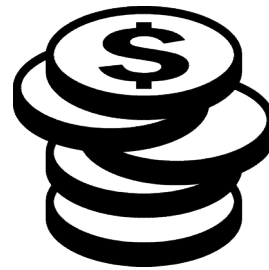
VR IN HEALTHCARE



INCREASE
PATIENTS'
LIFE QUALITY



PRACTICE
PATIENTS'
COMPLIANCE



PROVIDE A COST
EFFECTIVE
TREATMENT



TREATMENT FOR
NON-ACUTE
MENTAL
DISEASES

VR IN HEALTHCARE

>75%

of people suffering
from Mental Disorders
in the developing world
receive no treatment or care



**World Health
Organization**

THANK YOU! 😊

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