European health systems are seriously challenged!

- **Direct healthcare cost of Stroke**: €20 Billion in 2015; ~€30 Billion in 2035
- **MS**: affects around 0.1% of the population, ~550,000 people. It is typically diagnosed at the age of 29 and 50% of those diagnosed end up unemployed within 3 years.
- **Parkinson’s Disease**: is estimated to affect around 1.1 million people 0.2% of the population: cost > €8 Billion yearly.

Eurostat health office trends acknowledging an increasing number of home caring professionals → NOT SCALABLE!
REHABILITY: Patient Experience

- Scalability
- Security and constant care
- Adherence to therapy (proven to boost motivation!)
- Raising QoL

N=50 patients; age 58 – 83; 88% games gave them the motivation to exercise more
Therapy Plans + Data: Specialist Experience
> 1,000 patients
1st prize in AboutPharma Digital Awards (Oct 2015) for the category “reorganization of the NHS” and is in the top 3 nominations in the category of “Tech for Patients”. 
Data shows significant tendencies for

- increasing of motivation
- patient engagement
- rehabilitation progress in patients: efficacy is comparable to traditional therapy; much higher than e.g. Nintendo Wii

\[=\text{efficacy} + \text{>motivation} \rightarrow \text{>adherence to therapy!}\]

17 scientific publications issued:
http://www.rehability.me/#scientificReferences
Value proposition

Johanna Jonsdottir, Senior Researcher, Italy
“Excellent to train functional movements”

Jelena Hodak Rab, PhD student, Croatia
“Happy patients”

Marco Conti, Psychologist, Italy “Patients satisfaction”

Jin Kiat, O’Joy Care Services, Singapore “Health Oriented Ageing Programme”

Stefas Eleftherios, Rehabilitation Specialist, Greece “Patients have improved”

Riccardo Re, Physiotherapist, Italy “Patients complain less of fatigue and pain”
An association in Italy reports the satisfaction of patients who – feeling as “losers” in their lives - are able to “win again”!
Nice Story.....

BUT......
What do we need to successfully introduce REHABILITY into the Market?
REHABILITATION & Connected Care

CONTINUOUS CARE

- Clinic
- Home
- Social
- IT
- Medical team
REHABILITABILITY & Savings

- Clinical time saved per patient
  - reduced nr of visits
  - reduced hours of therapy
  - therapist can work with 2-3 patients simultaneously

- Patient monitored for longer time:
  - better adherence
  - opportunity of better improvement / limiting deterioration
  - reduce risk of new occurrences

- Patient trips to clinic reduced in number
REHABILITABILITY & Quality of Life

- Possibility to receive a longer therapy
  - Opportunity of better improvement / limiting deterioration
  - Reduce risk of new occurrences
  - Feeling of being cared for vs abandonment
  - Psychological improvements

- Follow therapy from home

- Patient trips to clinic reduced in number (cost + discomfort)

- Family can be involved into rehab process
Clinics: Change of Processes

- Use of system needs to be integrated in normal practice
- Therapists need to be trained
- Organisational processes need to be innovated
- Legal processes need to be updated
- Patients need to be trained and empowered to become active managers of their rehab processes
NHS / institution needs to fill the GAP

Home based rehab therapy through REHABILITY needs to be « recognized »:

- catalogued
- reimbursed « normally »
- update specialists’ curriculum
imaginary

- 15 years experience in serious games and enabling technologies
- Combine enabling technologies with games psychology and mechanics
- Aims at influencing motivation, understanding and behavioural change
- 3 markets: eHealth, Smart Cities, Training & Education
- Awarded 30 EU research projects
- Multi-disciplinary team

imaginary is one of the best practices chosen by the European Commission for the sector Silver Economy

imaginary is under the Innovation Radar of the EU