



Savings and Better Quality of Life: Gamifying Rehabilitation

Lucia Pannese, CEO imaginary srl

7 November 2018



<https://www.youtube.com/watch?v=UeJqaF7BaiA>

Impact

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



Awards



Best Presentation Award at [Healthtech Invest Europe](#), Helsinki, March 2017



Awarded at the Pitch Competition [Frontiers Conference 2017](#)



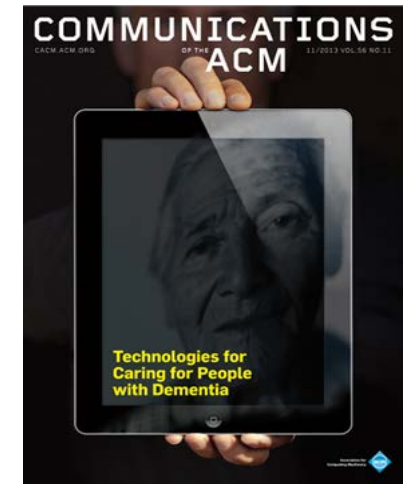
1st prize in AboutPharma Digital Awards (Oct 2015) for the category “reorganization of the **NHS**” and is in the **top 3** nominations in the category of “Tech for Patients”.



Data

Data shows significant tendencies for

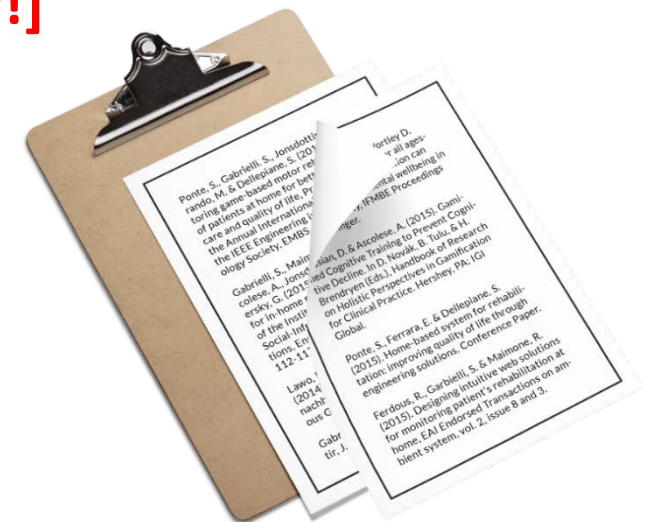
- increasing of motivation
- patient engagement
- rehabilitation progress in patients: **efficacy** is comparable to traditional therapy; much higher than e.g. Nintendo Wii



[=efficacy] + [>motivation] → [>adherence to therapy!]

17 scientific publications issued:

<http://www.rehability.me/#scientificReferences>



Value proposition



Johanna Jonsdottir, Senior
Researcher, Italy
***"Excellent to train functional
movements"***



Jin Kiat, O'Joy Care Services,
Singapore ***"Health Oriented
Ageing Programme"***



Jelena Hodak Rab, PhD
student, Croatia
"Happy patients"



Stefas Eleftherios,
Rehabilitation Specialist,
Greece ***"Patients have
improved"***



Marco Conti, Psychologist,
Italy ***"Patients satisfaction"***



Riccardo Re, Physiotherapist,
Italy ***"Patients complain less
of fatigue and pain"***



Value proposition

“

An association in Italy reports the satisfaction of patients who – feeling as “**losers**” in their lives - are able to “**win again**”!

”



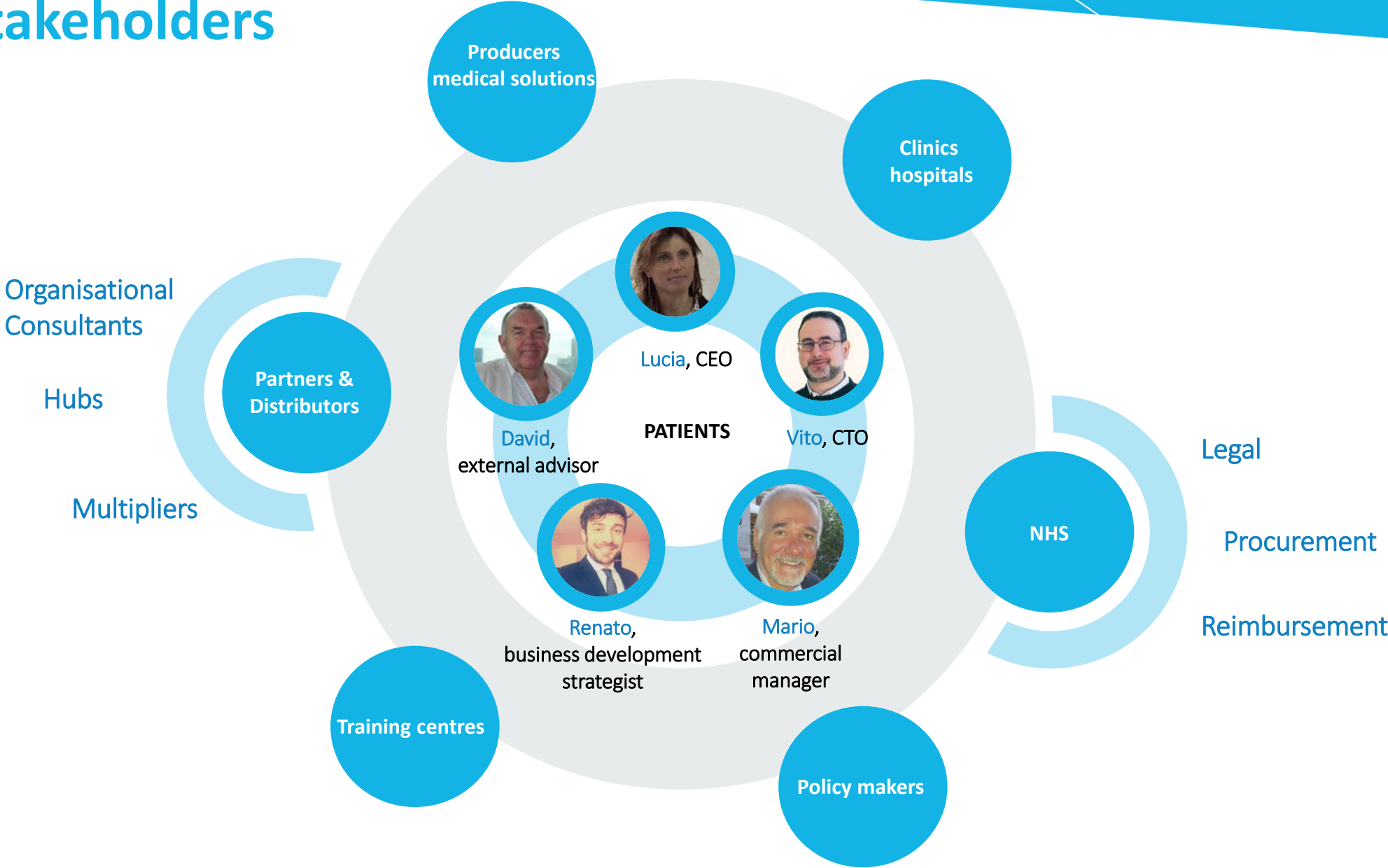
Nice Story....

BUT....

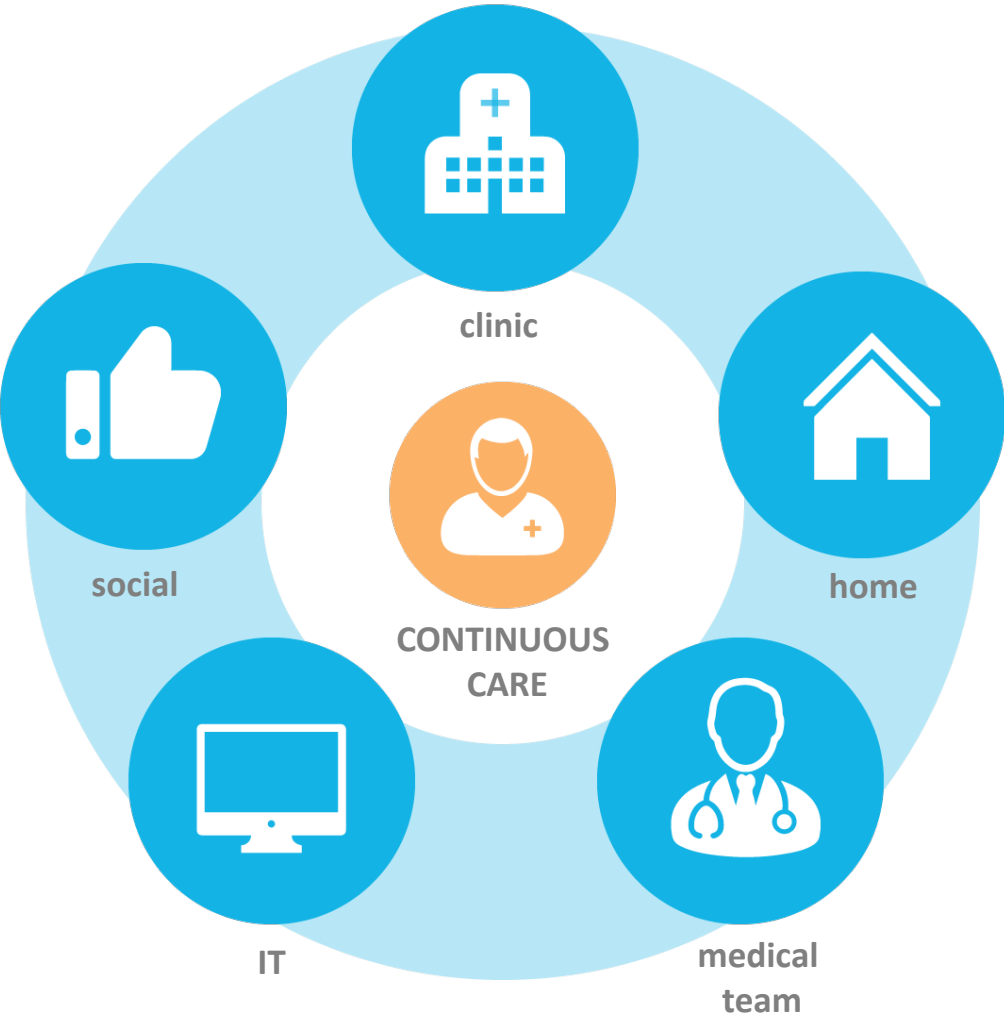


What do we need to successfully introduce REHABILITATION into the Market?

Stakeholders



REHABILITATION & Connected Care



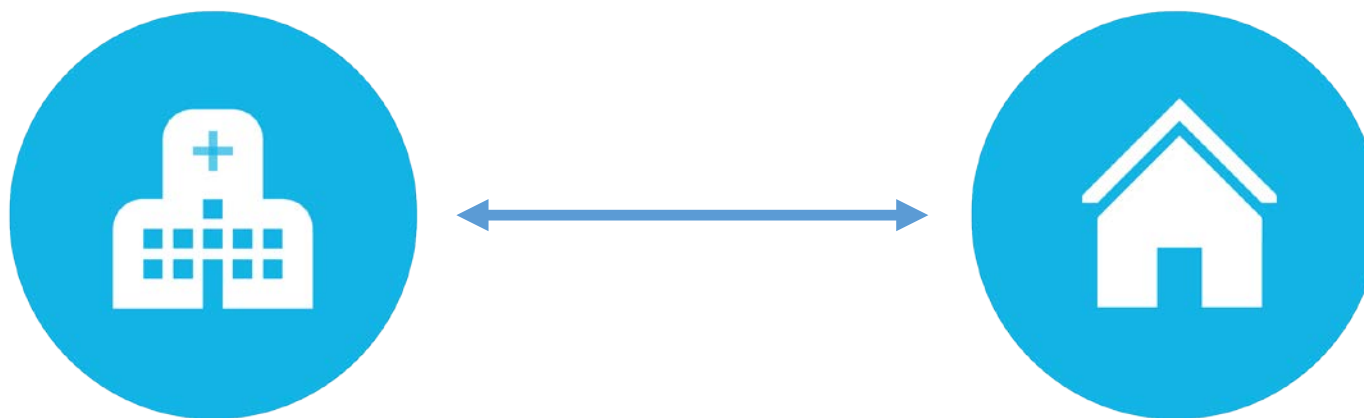
REHABILITY & Savings

- 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

REHABILITATION & 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



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