

What are the...

INDUSTRY  
**HEALTH**  
SPOTLIGHT

## use cases to adopt virtual reality headsets in clinical settings?

### Medical Training and Education

#### VA goes VR

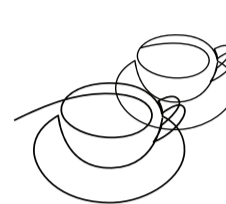
*one headset at a time*

#### Healing vets

*with high-tech headsets*

VR headsets simulate realistic medical scenarios and procedures, allowing mock surgical techniques, patient examinations, and emergency response scenarios in a controlled environment.

**Bottom line:** This immersive training experience enhances learning effectiveness, improves skill proficiency, and reduces the need for expensive physical simulators. The U.S. Dept of Veterans Affairs has 1,200 VR headsets across 160 medical centres—enhancing health-care for veterans through immersive technology, demonstrating the growing adoption of VR in clinical environments.



### Pain Management Therapy

#### Turning down the pain

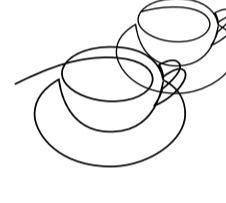
*turning up the comfort*

#### Pain-away: proven relief,

*real results*

By immersing patients in calming and distraction-based VR environments, health providers can reduce anxiety, alleviate pain perception, and enhance patient comfort, leading to better treatment outcomes and patient satisfaction.

**Bottom line:** A clinical study saw 66% of patients using the EaseVRx headset report at least a 30% reduction in chronic lower back pain, compared to the control group's 41% (Pain News Network). "VR is not just a distraction; it fundamentally alters the brain's perception of pain. When using VR, patients pain levels drop significantly, often rivalling the effects of narcotics." (Brennan Spiegel)



### Patient Education and Engagement

#### Step inside your health

*via VR's 3D medical magic*

#### Immerse yourself in your health

*and become self aware*

VR experiences can allow patients to explore 3D anatomical models, visualise disease progression, and understand the impact of lifestyle changes on their health, empowering them to make informed decisions and actively participate in their care.

**Bottom line:** "VR outperforms traditional education methods by creating immersive, interactive experiences to enhance patient understanding and engagement with their health conditions." (Miroslav Hudec). Some 77% of healthcare organisations have implemented or plan to implement VR technology to support medical training.

#### After 30+ years of experience...



When it comes to health care don't fall short. "Innovation and human ingenuity have transformed healthcare, improving disease detection, treatment, and management. Vaccines, antibiotics, telemedicine, and artificial intelligence have significantly enhanced patient outcomes. New technologies like AI and 3D printing continue to make healthcare more efficient, accessible, and personalised, reshaping the medical landscape." (Klara)



### Preoperative Planning and Visualisation

#### Sometimes the difference

*between life and death*

#### Is in getting to the

*point!*

AI-chatbots and virtual assistants let users interact with IT systems using conversational interfaces, providing instant responses to inquiries, troubleshooting issues, and facilitating self-service tasks, improving user experience and productivity.

**Bottom line:** "Seeing a 3D model in front of you provides a lot more confidence. We can certainly say that it reduces planning time and makes for more accuracy." (Formlabs). "3D models in surgical procedures can reduce the incidence of major complications by 62.5% in complex surgeries." (BioMed Central)



### Telemedicine and Remote Consultations

#### Skip the trip

*VR brings healthcare to you*

#### Essential care faster

*even during your lunchbreak*

Telemedicine enables patients to interact with physicians, specialists, or therapists in virtual clinic environments, facilitating real-time assessments, diagnoses, and treatment recommendations without the need for physical travel or in-person appointments.

**Bottom line:** "The biggest benefit of telemedicine is convenience. Patients can meet with us in their car on a lunch break. This is about expanding access and it achieves that." (Dr. Zimbreaan, Yale Medicine).



Like to delve into, dissect or draw on my experience over a coffee — let's set up a time...

