

THE FUTURE OF HEALTH GAMES

DCVMN, SEPTEMBER 2023



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Founder & CEO



Improve the health of 1B
million people by 2030
through games for Awareness,
Diagnosis, and Therapy.

WHY GAMES?

HABITS

Thoughts, emotions
and behaviours

SCIENCE:

Games make &
break habits

BENEFITS

- Engaging
- Long lasting
- High reach
- Measurable



3.8B
gamers!



24 Minutes
Per Day



1.3 Years
Per Lifetime

MARKET:

- Bigger than movies and music combined!
- \$580B by 2030
- Health Games: \$50B by 2030

THE FOLLOWING TRAILER HAS BEEN APPROVED FOR
APPROPRIATE AUDIENCES
BY THE EDUCATION ENTERTAINMENT ASSOCIATION OF PSYON GAMES

www.psyongames.com

www.iamtheshield.com



PSYON GAMES TRACTION

3x Games 6x Awards



World Health Organization



IFPMA

International Federation
of Pharmaceutical
Manufacturers & Associations



Vaccines Europe



REUTERS EVENTS™



eye for pharma



UNIVERSITY OF JYVÄSKYLÄ



Finnish institute for
health and welfare

RESULTS

IMPACT = REACH * EFFICIENCY

1. Awareness campaign



**5-10X more
cost-efficient**

2. The Game



**9X more
time spent**

3. Behaviour change



Promising results

ADHD GAME:

- 2,5M views in a 5,5M population
- 0,7% of the population downloaded the game
- 88%: "Game diversified my views on ADHD"
- **5-year** deal with Takeda for ADHD awareness game

RESEARCH:



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

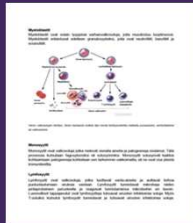


Tampere University

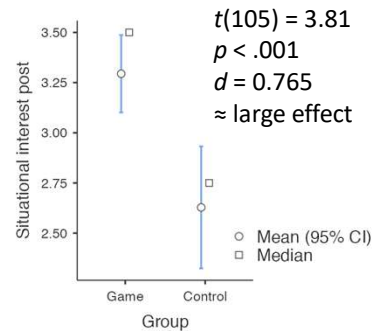
Game group, N = 136
Antidote COVID-19 game
(25 min)



Control group, N = 118
Text based learning material
(25 min)

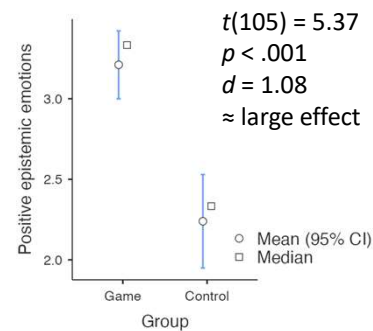


Situational interest post



The game interested students significantly more than the control material (scale 1-5)

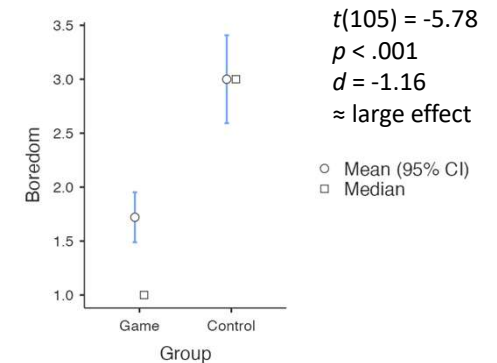
Positive epistemic emotions



Game induced significantly more positive epistemic emotions (surprised, curious, excited) than the control material (scale 1-5)

Control group felt significantly more boredom (negative and inactivating epistemic emotion) than the game group (scale 1-5)

Boredom





THANK YOU!

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PSYON GAMES