

THE FUTURE OF HEALTH GAMES

DCVMN, OCTOBER 2024

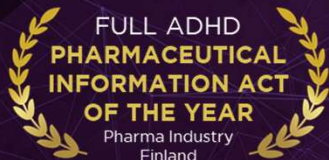


Olli Rundgren
Founder & CEO





**3x Games
6x Awards**



World Health Organization



International Federation
of Pharmaceutical
Manufacturers & Associations



Vaccines Europe



Lääketeollisuus
Pharma Industry Finland



REUTERS EVENTS™



eye for pharma



Tampere University



UNIVERSITY OF JYVÄSKYLÄ



Finnish institute for
health and welfare



VISION

Improve the health of 1B 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

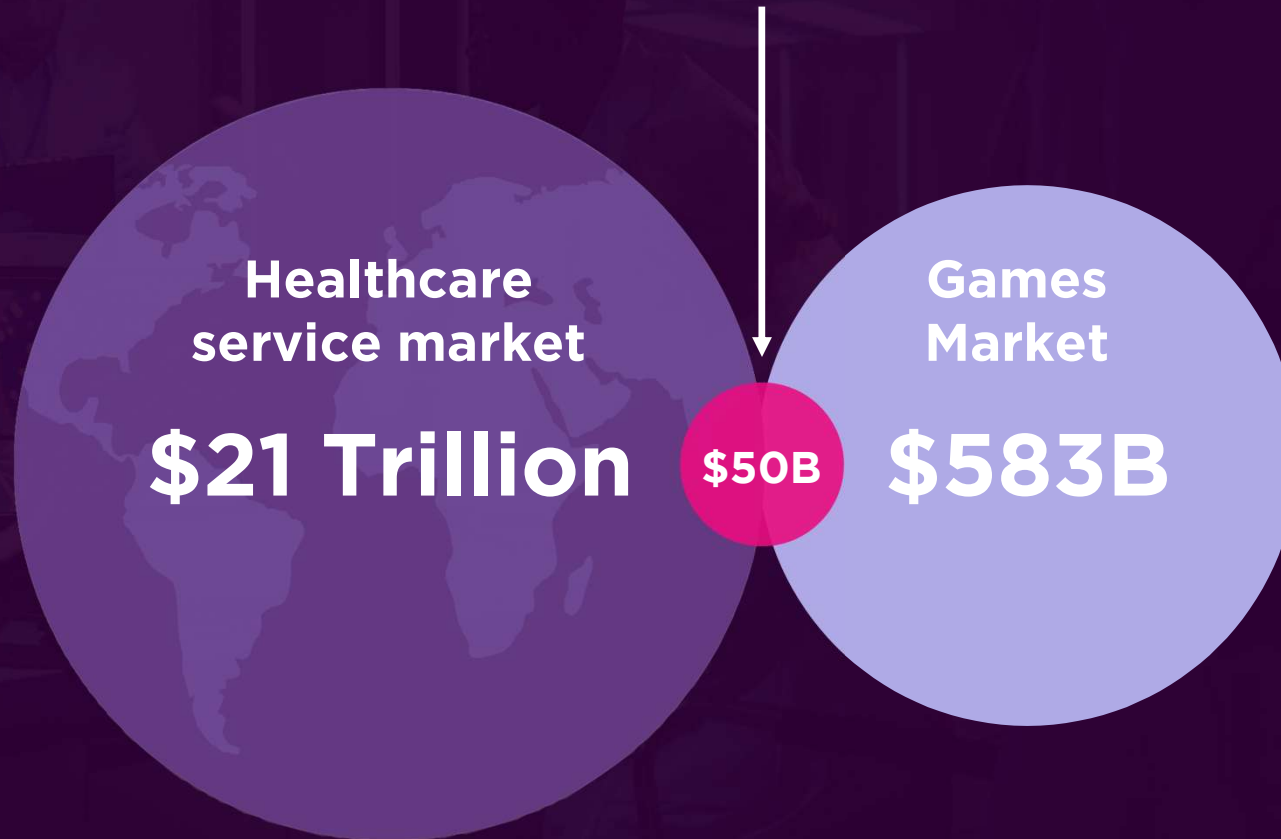


1.3 Years
Per Lifetime

GAME MARKET:

- Bigger than
movies and music
combined!

HEALTH GAMES MARKET SIZE BY 2030





RESULTS

IMPACT = REACH * EFFICIENCY

Awareness & UA cost



10X cheaper

The Game



10X engagement

Behaviour change

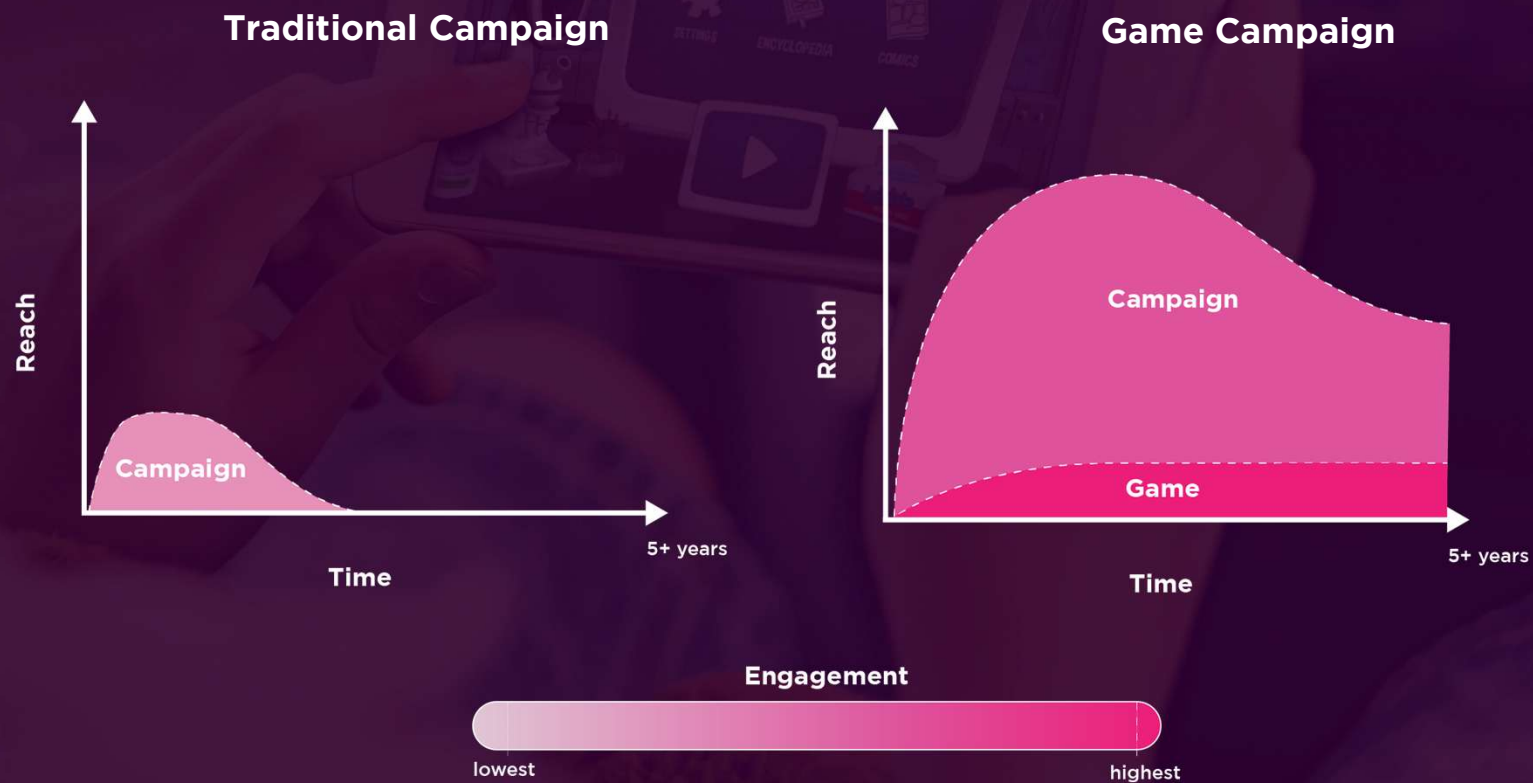


Promising
SCIENTIFIC and
COMMERCIAL
results

MULTIPLIED TOTAL IMPACT!

COMPARISON

CAMPAIGN VS AWARENESS GAME CAMPAIGNS





**SIGNED 5-YEAR EUROPEAN WIDE DEAL
TO SCALE THE FULL ADHD GAME WITH
TAKEDA PHARMACEUTICALS
INTERNATIONAL ZURICH**

RESEARCH:



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

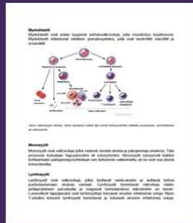


Tampere University

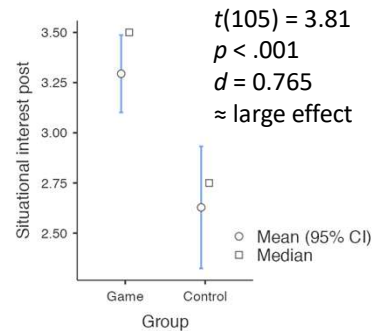
Game group, N = 136
Antidote COVID-19 game
(25 min)



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

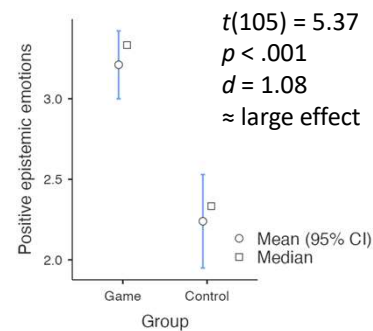


Situational interest post



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

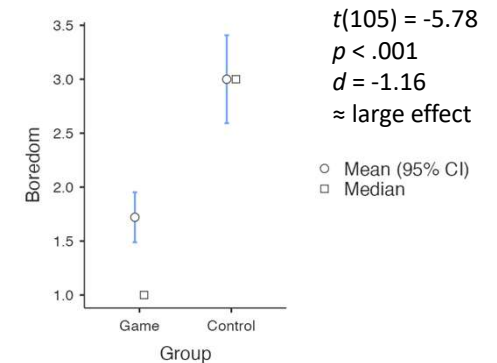
Positive epistemic emotions



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



VALUE FOR THE STAKEHOLDERS

PATIENT FIRST!

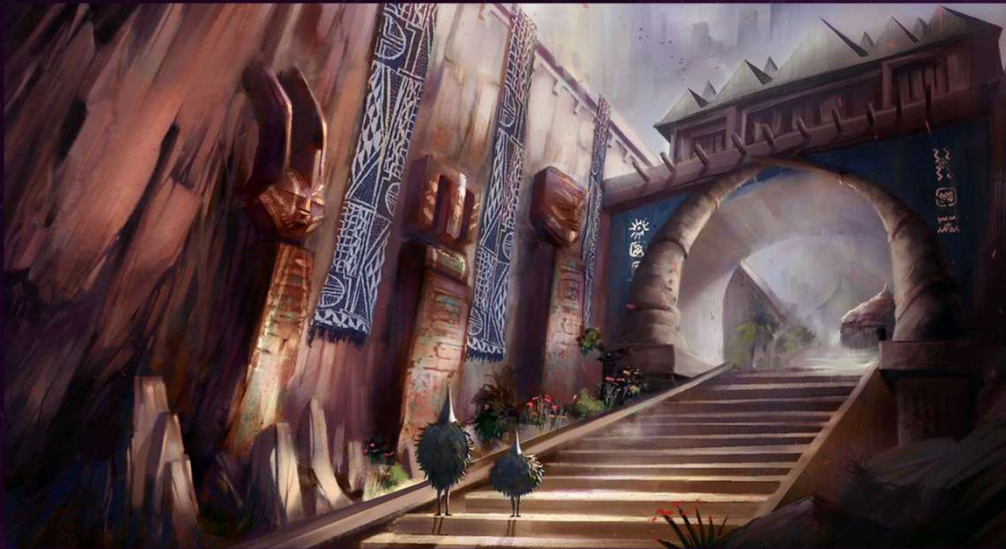
1. PATIENT
2. DOCTOR / HCP
3. FAMILY
4. PHARMA
5. GOV / INSURANCE

PSYON GAMES PIPELINE

- Vaccines
- ADHD
- Contraception & Women's Sexual Health
- Obesity
- Mental Health
- Diabetes
- Looking for new areas



HPV AWARENESS GAME



(ART CONCEPTING)



WE OFFER

1. Partnership for the HPV awareness game
2. Co-dev partnerships for new therapy areas
3. Partnerships for research organisations





THANK YOU!

Olli Rundgren

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PSYON GAMES