



HPV Uptake Edutainment

GAME PROFESSIONAL

Bachelor's Thesis:

Medical treatment of gambling
addiction

Master's Thesis:

How to change understanding, attitudes
and behaviors with games





- One of the world's leading health game companies
- Award-winning across pharma, marketing, and gaming sectors
- Partnered with pharma, NGOs & governments
- Research collaboration with top universities



VISION

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

SOLUTION: Games

Habits

Thoughts,
emotions and
behaviour

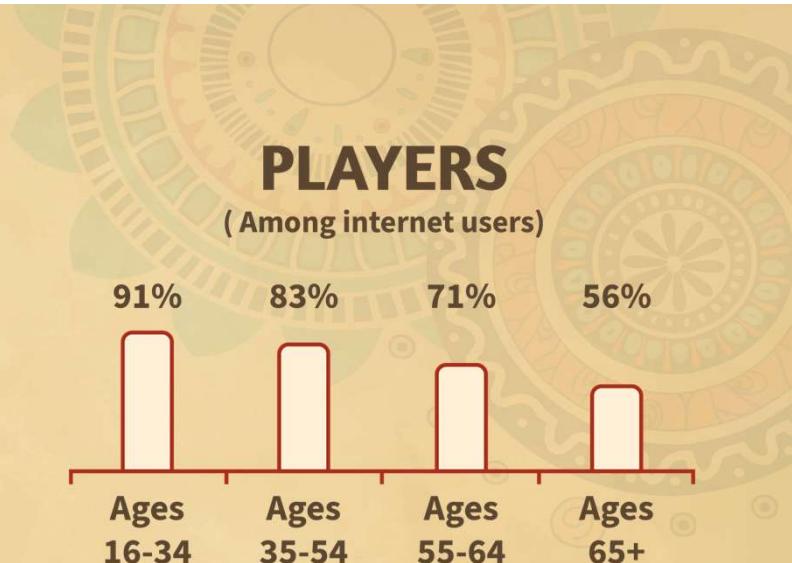
Science

Games make &
break habits

Benefits

- Engaging
- Long lasting
- High reach
- Measurable

Source: GWI 2024
Source: Newzoo 2024
Source: <https://www.aarp.org/>
Source: <https://www.midiaresearch.com/>
Source: <https://www.videogameseurope.eu/>



24

minutes per
day

50/50

males and
females

Game Market is bigger than
movies, music and sports combined!

HEALTH GAME PSYCHOLOGY EXPLAINED

The most engaging media



6. BEHAVIOUR CHANGE



5. CHANGE IN UNDERSTANDING & ATTITUDES

4. REWARD

Gain meaningful
Reward

1. CHALLENGE

Face new health information



3. PLAY

Apply new
Information

2. TUTORIAL

Learn new
Information

GAME – THE PERFECT METHOD FOR DATA GENERATION

ADAPTIVE: Repetitive and engaging

INTERACTIVE: Measurable and optimizable



RESULTS

IMPACT = REACH * EFFICIENCY

Awareness & UA cost



Up to **10X**
better cost
efficiency

The Game



Up to 10X more
engagement

Behaviour Change



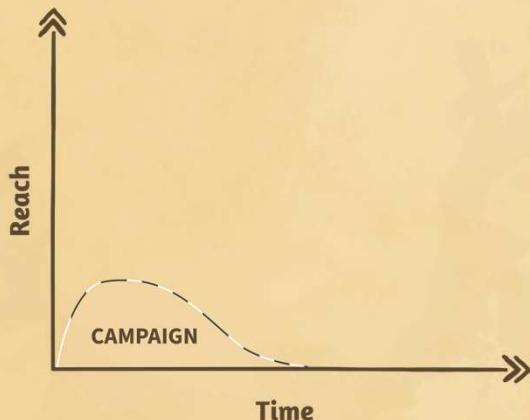
Excellent
SCIENTIFIC results

**Multiplied
TOTAL
Impact!**

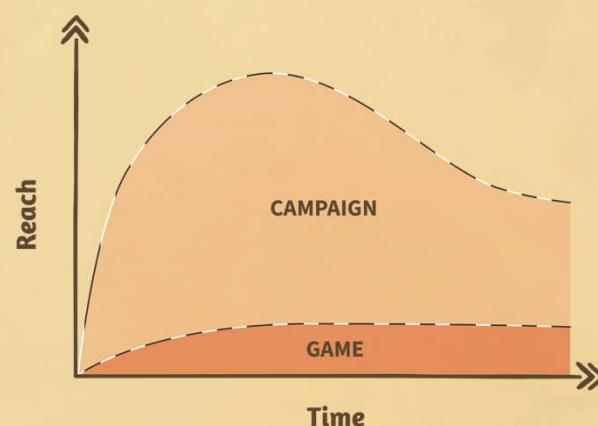
COMPARISON

Campaign VS Game Campaigns

Regular Campaign



Game Campaign



Case Study ADHD GAME

A 5-year European-wide deal signed

Promoted by:

- Clinics
- Healthcare Professionals
- Patient Associations
- Public Health and Education Authorities

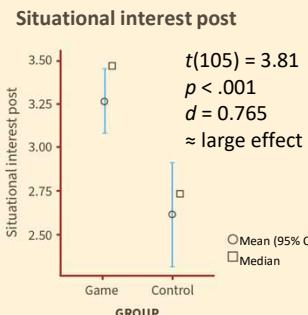
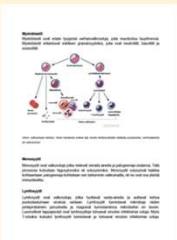
RESEARCH HIGHLIGHTS: COVID-19



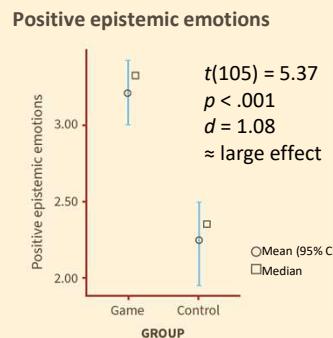
Game group, N = 136
Antidote COVID-19 game
(25 min)



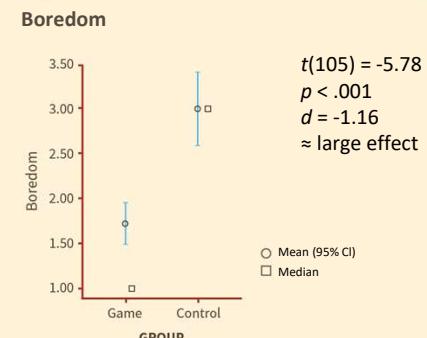
Control group, N = 118
Text based learning
material (25 min)



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



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



Link to the article: https://link.springer.com/chapter/10.1007/978-3-031-22124-8_15

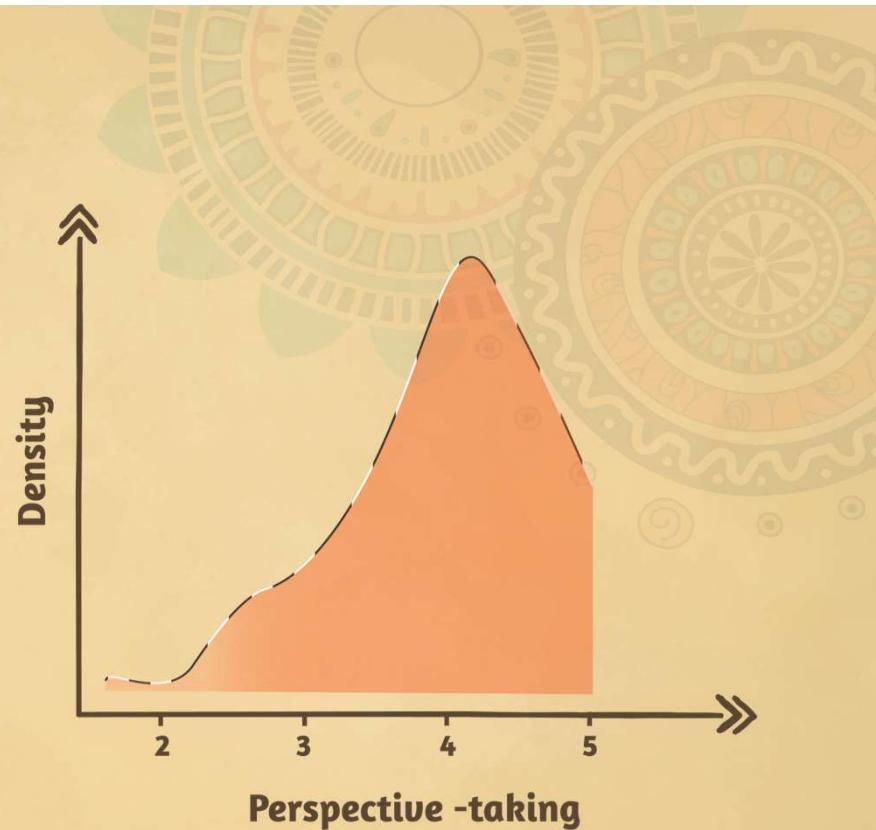


RESEARCH HIGHLIGHTS: ADHD

Perspective – Taking (1-5)
M = 4.01



Early results, presented by



The game demonstrates the capability to help people to take the perspective of a person living with ADHD



FEEDBACK HIGHLIGHT



"I didn't even get through chapter 1 without feeling so heard. This game is nowhere near just "Hi, I have ADHD this means I'm hyper!" It's so thought out and almost 100% made by those with ADHD.

It touches on the symptoms more commonly known like Hyperactivity, memory etc while touching on the lesser known symptoms like emotion dysregulation and such. Even the process of getting a diagnosis is talked about.

This game made me feel so heard as someone with AUDHD and I'll forever be thankful!"

PROBLEM

Problem Statement: The Global HPV Challenge

- HPV infections are extremely common
- Can cause serious cancers, ex. cervical cancer.
- HPV-related diseases are largely preventable through vaccination, ideally given at ages 9–15.
- Low-income countries have low uptake
- Key barriers: limited awareness, misinformation, and lack of trust.





PSYON GAMES

Gates Foundation



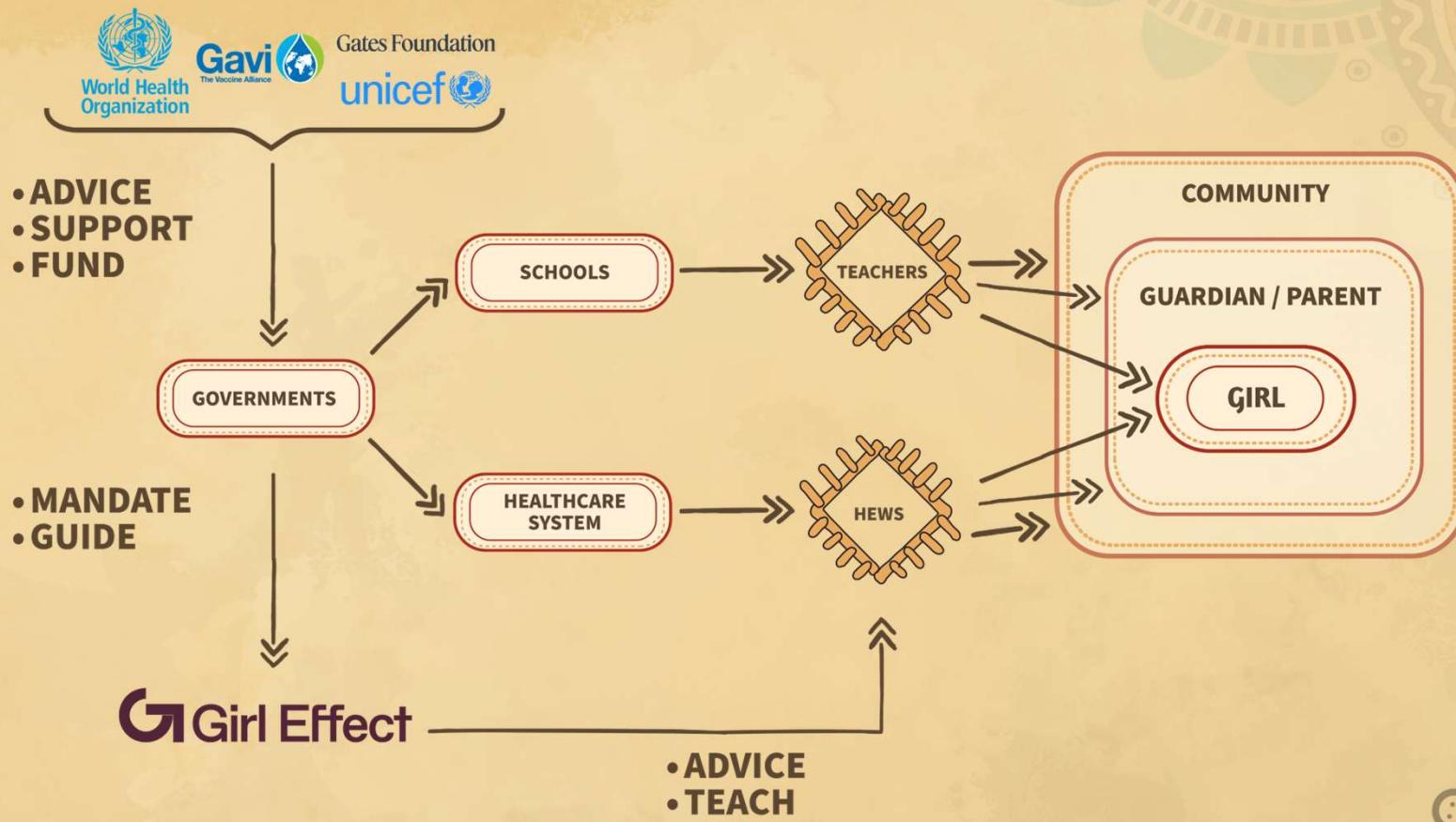
HPV Uptake Edutainment

VISION FOR THE PROJECT

To empower families and health extension workers (HEWs) across Sub-Saharan Africa with the knowledge, trust, tools, and confidence to take action to prevent HPV.

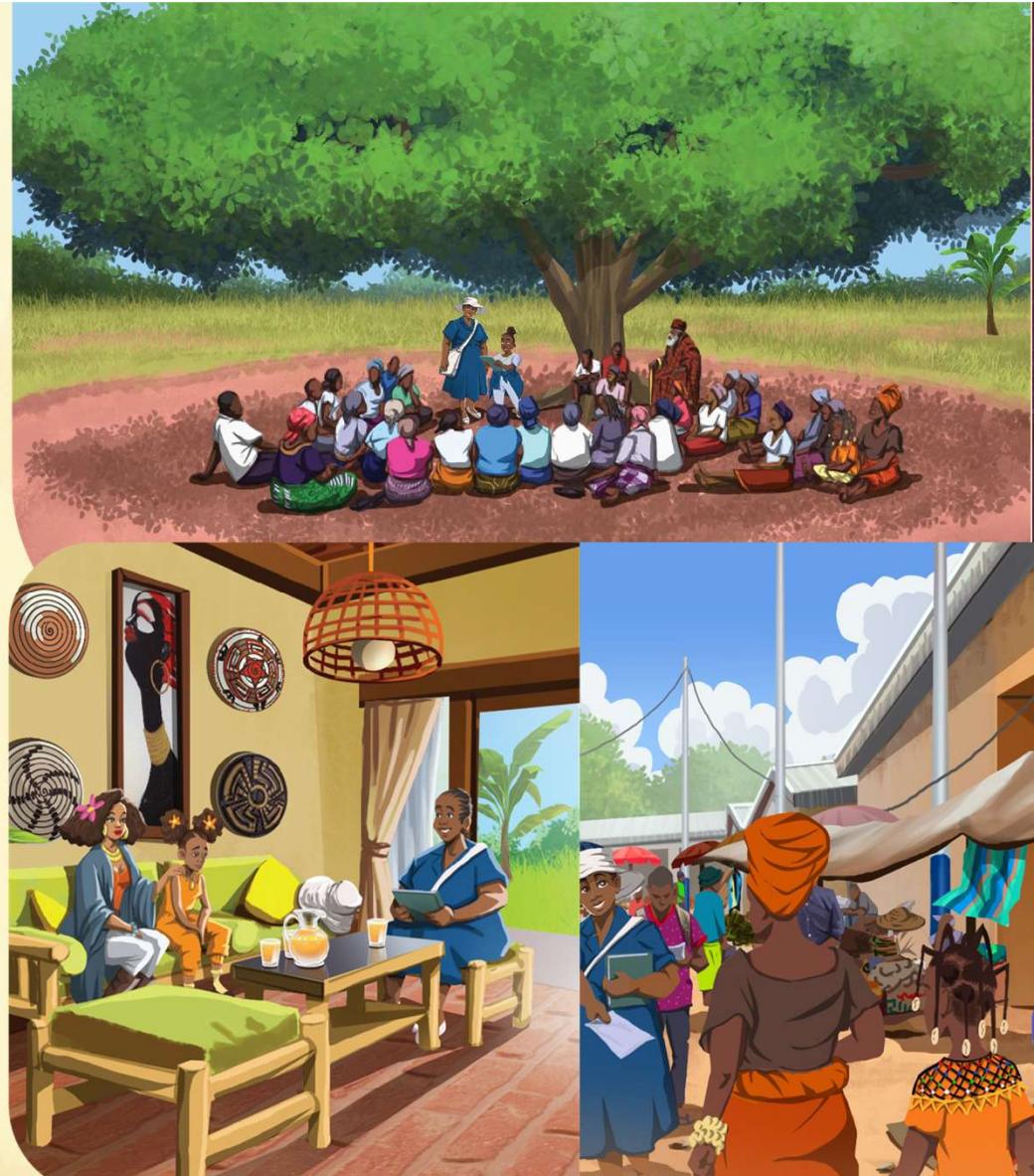
Use the power of games and AI to shift behaviors, build long-lasting trust in vaccination, and spark meaningful conversations for years to come.

STAKEHOLDERS



HPV awareness game for different audiences

1. Awareness game for the main general public
2. Health Extension Worker Facilitation tool (HEW)
3. HEW Training Simulation
4. AI Companion for Learning & Support



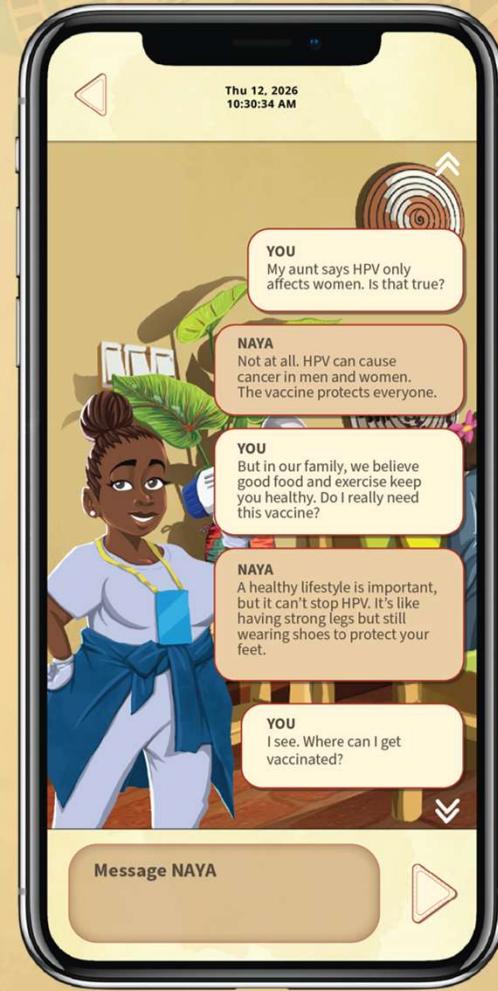
AI CHATBOT EXTENSION:

Description

- AI Companion for Learning & Support
- Available at any point during gameplay.
- Personalized as a trusted in-game character.
- Designed for low-bandwidth and varying literacy levels.

Purpose

- Provide private, personalized support for HPV-related questions and concerns.



ANALYTICS & DATA COLLECTION

- Overview

Built-in Insights Without Added Burden

- **Measure Impact:** Track user behavior, engagement, and knowledge gains.
- **Iterate and Improve:** Data helps refine game mechanics, narrative pacing, and educational content.
- **Audience Insights:** Understand demographic patterns, regional performance, and behavioral trends.

Key Metrics to Track

- **Behavioral Shifts:** Before/after knowledge assessments or in-game behavior aligned with real-world actions.
- **Learning Outcomes:** Quiz scores, decision pathways, completion rates.
- **Engagement:** Session duration, repeat visits, interaction hotspots.
- **Retention & Drop-off:** Pinpoint where users lose interest or disengage.

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PSYON GAMES

UNFAIR ADVANTAGE IN AI

What is the limiting factor in training AI-models?

**PERSONALIZED AND
HIGH-QUALITY DATA!**

R&D: PSYON GAMES AI MODEL

With the potential to understand human Behavior in a totally new way

Player plays the game, and has an opportunity to start a personalized discussion with the trained AI-chatbot at any time during the gameplay.



Player returns to play the game that has been personalized based on the data generated.



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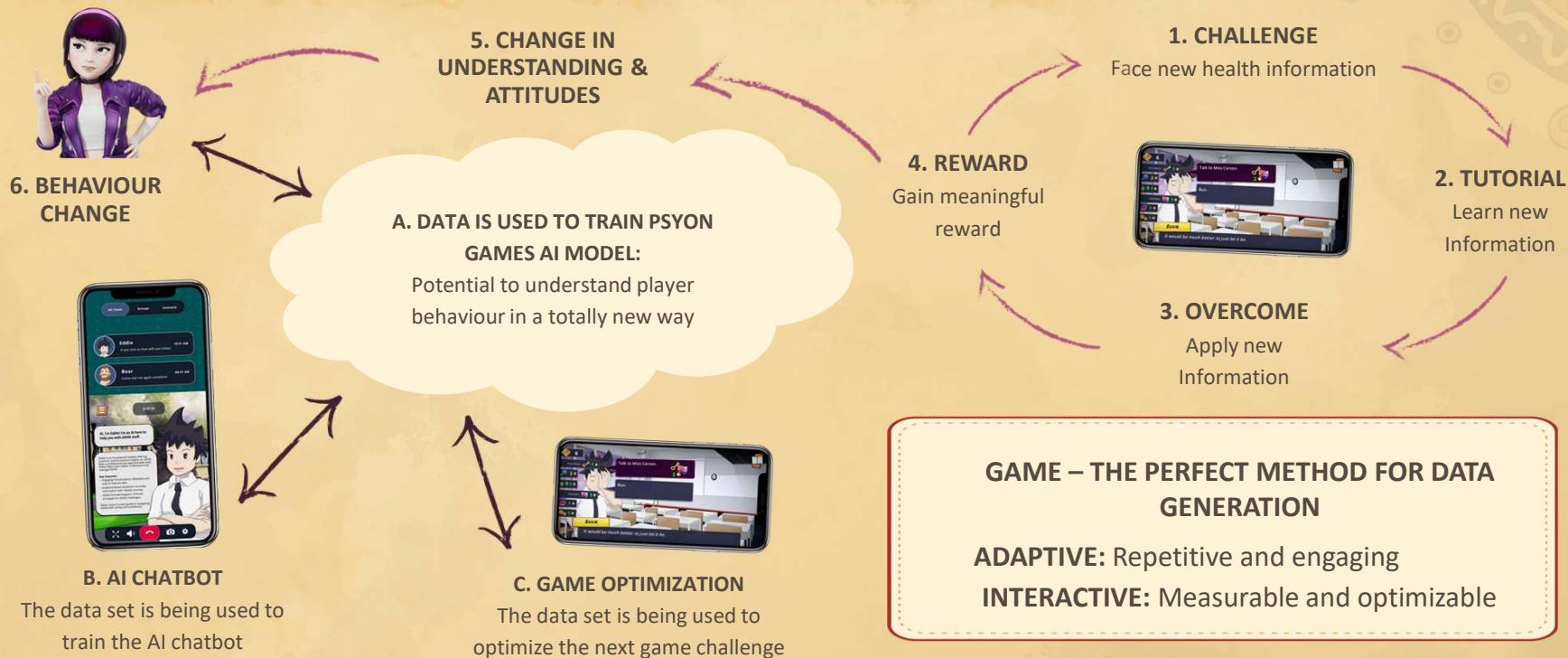
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GAME PSYCHOLOGY + AI MODEL

Superior way to change behavior and generate data



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WE ARE LOOKING FOR

1. Partners to joint the HPV game development and scaling
2. Co-development partnerships for new therapy areas



THANK YOU!

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