

# X PATIENT BARCELONA CONGRESS

&



# VRPharma

Improving Patients Experience with Virtual Reality



@VR\_Pharma



vrpharma.blog

[www.vrpharma.io](http://www.vrpharma.io)



## Patient-Centered Care



# Our Mission



- ✓ Anxiety Reduction
- ✓ Pain Perception Decrease
- ✓ Enhance Emotional Wellbeing

# One Kit – Infinite Usage

## System designed for hospitals

- User-friendly
- Hygienic
- Experience control
- Scalable and sustainable

## Patient centered

- Comfortable
- Zero learning curve
- Targeting content



## Specialized Content Design Example

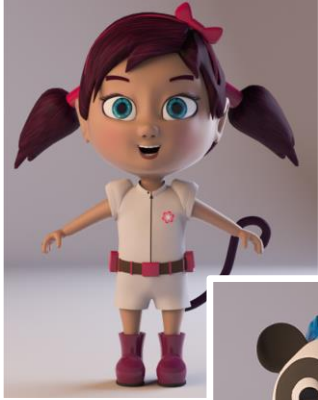


63% of children

report fear of needles



## Specialized Content Design Example



1- Interview & Observe

2-Concept

3-Design

4-Validate

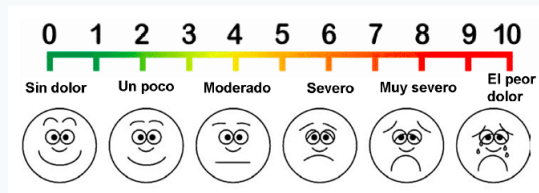
5-Adjust



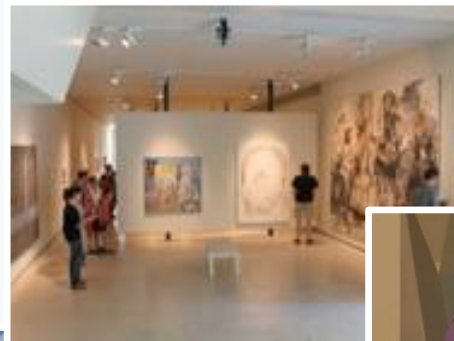
## Specialized Content Design Example



14/15 marked 0-1 in the Wong-Baker scale



## Our expanding library



Limitless  
Applications



## Current Collaborations



## Our Future?

### Explore Limitless Opportunities

- Patients at home
- Healthcare system cost reduction
- Use of fewer opioids



## Who are we?



Mireia Cigarran,  
Chemical & Industrial Engineer  
Founder & CEO  
Full Time



Allan Chung,  
Industrial Engineer, SAAS  
Director of customer experience,  
VTEX.  
Co-founder



Dr. Maite Garolera.  
Dr. of Psychology  
Director of the Clinical Research  
Group Brain, Cognition and  
Behavior, CST.  
Clinical Advisor



## Assessors



Dra. Mª Pilar Villalobos  
Peditrician  
Head of Pediatrics, Hospital  
de Figueres



Dra. María Menendez  
VR Program coordinator at  
Lucile Packard Childre'ns  
Hospital



David García  
Software Engineer



## Partners:





**A Pharmacy of Virtual  
Reality Contents for  
Hospitals**



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