AppliedVR

Designing Immersive Therapeutics (ITx) for Self -Administered, At -Home Use.

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Healthcare Inequities and Gaps in Care are Exacerbating
Massive Chronic Pain Epidemic.

**Major Gap
in Access to Care**

**1 provider
per 30-60K**

Current guidelines call for
integrated pain care, but US
lacks capacity to deliver

**Growing HCP
Shortage**

**700,000 HCPs
exited in 2021**

Mercer predicts
shortage of 3.2 million
healthcare workers by
2026[1]

Self-Administered Care Model.

Increased Access

Convenience At - Home

Infrastructure for Scale

Self-administered options combat the provider shortage, healthcare inequities & limited drug-free options for relief.

VRx obviates the need for travel to clinical location & overcomes limitations of timing & access. It empowers patients with a safe and effective therapeutic they can use at home.

We are building the Infrastructure needed to deliver VRx at scale, including a proprietary content delivery system and portfolio strategy, within a regulatory, reimbursement and patient support ecosystem.

RelieVRx is Optimized
for In -Home Care.

- FDA-authorized (Class II) for CLBP, in-home use
- Pico G24K VR headset + controller
- Integrated, proprietary breathing amplifier
- Pre-installed content
- Product is shipped directly to homes, ready -to-use out of the box
- Comprehensive patient support program

HIPAA COMPLIANT

HITRUST CSF Certified

Independently tested Intertek

IEC 60601-1-11: Medical compliance for home health care electrical equipment
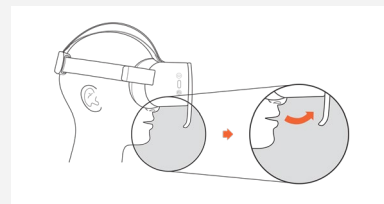
Patented Breathing Amplifier

Proprietary real-time breath visualization enables integrated bio-feedback to drive efficacy

AppliedVR Is Pioneering Immersive Therapeutics (ITx) to **Enable Access to Home -based Integrated Therapy.**
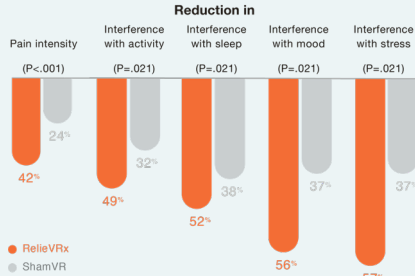
Product Design/Validation Process for RelieVRx:

▼ User research (patient and clinician interviews): n=15

▼ At-home feasibility pilot: n=68

▼ Qualitative at-home ethnography: n=30

▼ Quantitative concept test: n=360

▼ At-home RCT (non-sham controlled): n=97

▼ At-home pivotal RCT (sham controlled): n=188
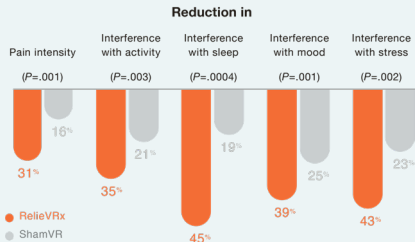
▼ At-home HEOR RCT: n=1000 (in progress)

Validation with   Our 3 E's of Product Design.

Efficacious

At the end of treatment relative to pre-treatment, clinically meaningful reductions (*i.e., those 30% or greater[1]*):
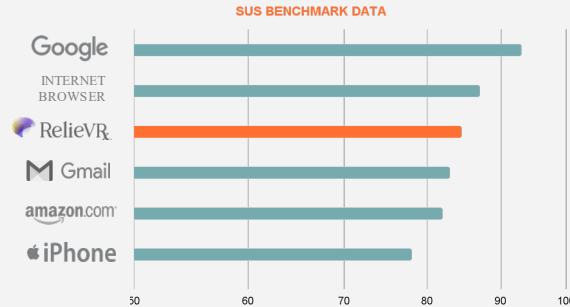
Reduction in

Pain intensity (P<.001)	Interference with activity (P=.021)	Interference with sleep (P=.021)	Interference with mood (P=.021)	Interference with stress (P=.021)

RelieVRx: 42%, 49%, 52%, 56%, 57%
ShamVR: 24%, 32%, 38%, 37%, 37%

● RelieVRx
● ShamVR

At 6 months post-treatment, clinically meaningful reduction (*i.e., those 30% or greater[2]*):

Reduction in

Pain intensity (P=.001)	Interference with activity (P=.003)	Interference with sleep (P=.0004)	Interference with mood (P=.001)	Interference with stress (P=.002)

RelieVRx: 31%, 35%, 45%, 39%, 43%
ShamVR: 16%, 21%, 19%, 25%, 23%

● RelieVRx
● ShamVR

Easy-to-Use

RelieVRx rated **A+** in usability according to industry benchmarks

SUS BENCHMARK DATA

Google
INTERNET BROWSER
RelieVRx
Gmail
amazon.com
iPhone

50 60 70 80 90 100

Engaging

Patient engagement with RelieVRx drove strong adherence

5.4
Average RelieVRx sessions per week

89.4

% of participants who completed study

*Sham VR is 2D nature content delivered in a VR headset. 1: Garcia LM, Birckhead BJ, Krishnamurthy P, Sackman J, Mackey IG, Louis RG, Salmasi V, Maddox T, Darnall BD An 8-Week Self-Administered At-Home Behavioral Skills-Based Virtual Reality Program for Chronic Low Back Pain: Double-Blind, Randomized, Placebo-Controlled Trial Conducted During COVID-19 J Med Internet Res 2021;23(2):e26292 doi: 10.2196/26292 PMID: 33484240 PMCID: 7939942 2: Garcia, L., Birckhead, B, Krishnamurthy, P., Mackey, IG., Sackman, J., Salmasi, V., Louis, RG., Castro, C., Maddox, RU, Maddox, WT., & Darnall, BD (2022). Durability of treatment effects for an 8-week self-administered home-based virtual reality program for chronic low back pain: 6-Month Follow-up study of a randomized clinical trial. Journal of Medical Internet Research, 24, 5 doi: 10.2196/37480

Aligning 4 P's of Healthcare.

Patients: VRx must be easy to use, effective, and engaging

Payers: VRx must address a core cost driver with demonstrated cost effectiveness and health outcomes evidence

PATIENTS

PROVIDERS

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PAYERS
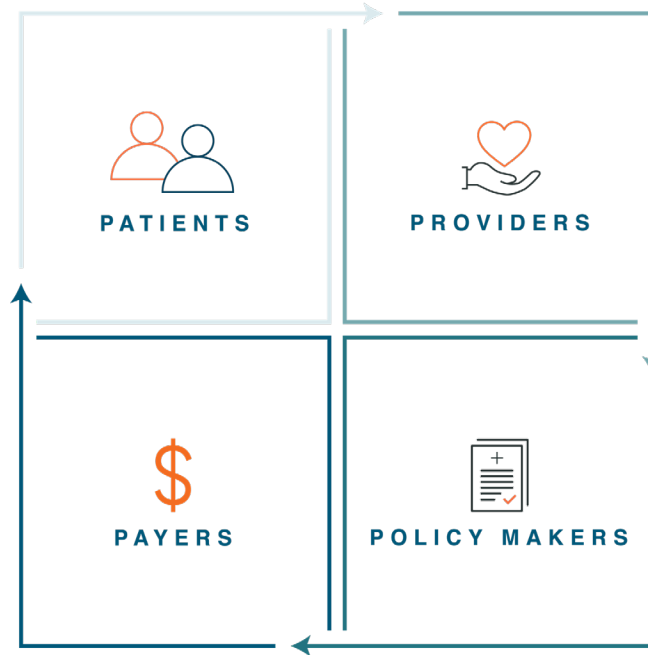
POLICY MAKERS

Providers: VRx must fit into workflow, fall under treatment guidelines, and lead to positive healthcare outcomes and satisfaction with patients

Policy Makers: VRx must be safe, effective and compliant with a comprehensive list of medical device requirements, including quality and cybersecurity

Future Vision.

VR Pharmacy in the Home

Built as a platform to deliver multiple therapies for pain, behavioral and mental health

Privileged and Confidential.

Peer Support and Connections

Synchronous VR group therapy reinforces program concepts, addresses the impact of social isolation on pain, and connects patients to a support network

Personalization and Precision VRx

Proprietary biofeedback & data platform optimize outcomes for each individual patient