

# HP AND BEHAVR UNLEASH THE POWER OF VR SO CLINICIANS CAN IMPROVE HEALTH AND MENTAL WELLBEING



Depression, anxiety, stress, pain and addiction are modern-day afflictions that cost society billions of dollars and individuals much more. Drug treatments often carry too many negative side-effects. But there is hope. Based on in-depth medical and scientific R&D, learning innovation and HP technology, BehaVR uses VR to help healthcare practitioners transform people's lives.

**“VR is far more psychologically powerful than any medium ever invented and is poised to dramatically transform our lives.”**

Jeremy Bailenson, Thomas More Storke Professor,  
Department of Communication, Stanford University

## Educate - Motivate - Activate

BehaVR uses VR to create safe, lifelike scenarios to help patients understand the science of their condition and learn mindfulness techniques to overcome them. The BehaVR solution educates, motivates and activates people to achieve their best health.

BehaVR enables healthcare providers to utilize the neurological and psychological power of virtual reality to create behavioral health experiences for general wellness products and digital therapeutics. Using HP VR technology, the BehaVR solution targets chronic pain management, addiction recovery augmentation and stress management.

**BehaVR is a top-10 major medical innovation (Prevention<sup>1</sup> 2019 Health Breakthrough Awards)**



## BehaVR in action

In a study at the Bellarmine University College of Health Professions in Louisville, Kentucky, four patients suffering from chronic pain experienced significant improvements following a program of treatment that included BehaVR with other opioid-free treatments. They achieved up to a 74% reduction in pain and discomfort across several key indicators.



## Three elements of BehaVR



• BehaVR Balance: a foundation program that teaches users stress resilience and emotion regulation for active coping



• BehaVR Thrive: Builds on Balance and delivers condition-specific content, such as chronic pain management



• BehaVR Platform: Underpinning Balance and Thrive is BehaVR's Dynamic eXperience Engine for controlling and personalizing VR sessions from the cloud, with all patient experience logs and responses captured and analyzed

BehaVR is safe, secure, and meets all of the necessary standards for patient care and protection.<sup>2</sup>



HP workstations are general purpose devices and are not intended for use in diagnosis, cure, treatment, or prevention of disease or other medical conditions.

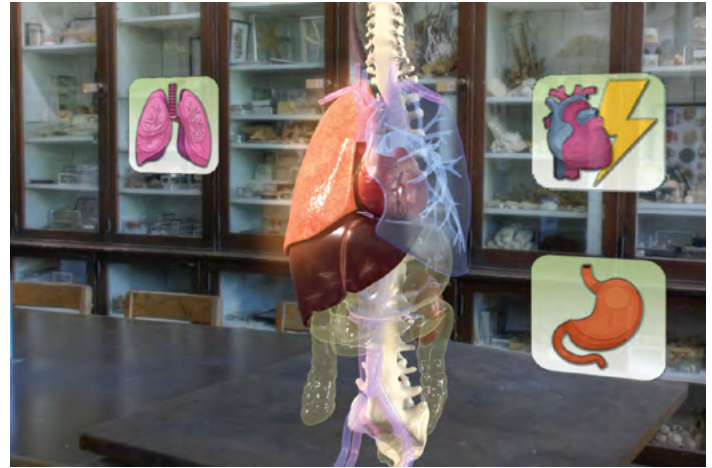
**“All too often, we don’t help patients improve their behavioral health beyond telling them to go to yoga and meditate. Our programming gives patients biofeedback that helps them learn to notice a stress response when it’s happening and act upon that.”**

Aaron Gani, Founder and CEO, BehaVR

## VR: nearly 30 years of clinical evidence

A wealth of R&D over many years has gone into proving the efficacy of VR to benefit healthcare. But the high cost, complexity and limited quality of VR technology has been a barrier until now. Combining the BehaVR ecosystem backed by solid medical accreditation with HP’s VR technology, healthcare practitioners have a cost-efficient and effective treatment tool that can scale from a small general practice clinic to a major hospital or academic institution.

All healthcare providers can use the BehaVR/HP solution to improve outcomes for their patients, establish centers of excellence for mental health and wellbeing, and build clear brand differentiations from competitors.



**Find out how HP’s portfolio of VR-ready products unlocks the power of BehaVR to positively transform people’s lives.**



HP ZBOOK CREATE NOTEBOOK

Real-time rendering. Sleek design. This device does it all. The first Z device with NVIDIA® GeForce® RTX™ graphics is built for mobile VR, allowing healthcare providers to implement new therapies, regardless of location.



HP Z1 TOWER

Create truly immersive virtual reality experiences with a desktop optimized for leading VR engines. Advanced security features come standard on every Z1 Entry Tower. System safeguards like the industry’s first self-healing BIOS help lock your device, data and identity down tight.

For more information contact [www.behavr.com/contact](http://www.behavr.com/contact)