

# THE WELINK.CARE LABEL HAS BEEN AWARDED TO



ON THE 16<sup>TH</sup> OF NOVEMBER 2022

WITH THE VERY HIGH DISRUPTION SCORE OF 92 %



Dr. Thierry Vermeeren, CEO

The WeLink.Care label uses a composite index scoring the disruption value of a digital solution use case in the daily health practice. Our expert team has reviewed the preselected digital solution with a set of 35 points of measure, based on interviews, documents research and analysis.

## HEALTHY MIND RECEIVES THE WELINK.CARE LABEL

### Healthy Mind: Awarded the WeLink.Care Label

Healthy Mind, a pioneering solution in the realm of digital healthcare, has been awarded the prestigious WeLink.Care Label. This recognition underscores its significant contribution to improving patient care and revolutionizing healthcare practices through its cutting-edge virtual reality technology. The WeLink.Care Label certifies the innovation and effectiveness of solutions that disrupt traditional practices and enhance both professional and patient experiences.

### About the WeLink.Care Label

The WeLink.Care Label was introduced during the COVID-19 pandemic to address the urgent need for innovative e-health solutions. This initiative began as a catalog of solutions for immediate use in emergency contexts and has since evolved into a comprehensive evaluation framework for digital healthcare innovations. The label represents a commitment to recognizing technologies that empower healthcare professionals and patients, fostering improved practices and patient outcomes.

What sets the WeLink.Care Label apart is its rigorous scientific evaluation process, which incorporates input from certified experts, patients, and healthcare providers. Each solution is assessed against more than 50 detailed criteria spanning dimensions like economic sustainability, innovation, and user experience. The label not only validates the transformative potential of these solutions but also encourages broader adoption by providing a seal of trust for decision-makers.

### The Evaluation Process

The evaluation process for the WeLink.Care Label is designed to provide a thorough and transparent analysis of healthcare solutions, ensuring only the most impactful innovations are recognized. It begins with the recruitment of certified experts who specialize in assessing e-health technologies. These professionals leverage a structured methodology developed from years of research and real-world application to ensure consistency and depth in evaluations.

The process includes multiple stages, starting with an in-depth document review and interviews with the solution's stakeholders, such as developers, healthcare professionals, and patients. These interactions provide a holistic view of the solution's design, functionality, and impact on real-world healthcare scenarios. Following this, experts analyze external documentation and perform benchmarking against similar solutions to assess competitive and disruptive potential.

A unique aspect of this process is its multidimensional scoring framework, which evaluates innovations across five critical dimensions: business model, solution maturity, change of practices, user experience, and overall disruption score. Each dimension is subdivided into targeted criteria, allowing evaluators to quantify the solution's impact precisely.

Finally, the results are synthesized into two deliverables: the Scorecard and the Impact Study. The Scorecard provides a high-level, quantitative overview of the solution's performance, while the Impact Study offers a detailed, narrative-driven exploration of its strengths, challenges, and opportunities. This dual-format reporting ensures that stakeholders receive both a snapshot and an in-depth understanding of the solution's value and market readiness.

## HEALTHY MIND

### Introduction to the company

Healthy Mind is a French company founded in 2017 with a mission to harness technology and innovation to improve healthcare outcomes. Specializing in virtual reality (VR) solutions, the company has developed tools to address pain and anxiety management, offering an alternative to traditional methods such as medication. Healthy Mind's team, comprising software developers and healthcare professionals, is driven by the vision of making immersive experiences accessible across various medical settings. Operating in over 200 healthcare facilities across France, Belgium, and Switzerland, Healthy Mind has rapidly established itself as a leader in VR-based therapeutic solutions. By combining high-quality graphics, scientific methodologies, and user-centric design, the company aims to expand its footprint throughout Europe while maintaining its commitment to improving patient care and well-being.

### The Solution

Healthy Mind offers a VR-based therapeutic solution designed to alleviate anxiety and pain during medical procedures or hospital stays. Patients are transported to relaxing virtual environments, such as serene forests or peaceful oceans, using state-of-the-art VR headsets. These immersive experiences are complemented by integrated audio therapies like music therapy and guided medical hypnosis to create a comprehensive sensory engagement. The solution is tailored for ease of use in clinical settings, provided as a turnkey system that includes a VR headset for the patients and a tablet for healthcare providers. This setup allows medical staff to control session parameters, such as duration and type of environment, ensuring personalized experiences for patients. Healthy Mind's solution stands out for its adaptability across various healthcare contexts, from operating rooms to palliative care, improving the overall patient experience.

### Features and Benefits

The core features of Healthy Mind's solution include high-quality VR environments designed to maximize relaxation and engagement, advanced algorithms that prevent cyberkines, and integrated tools for medical hypnosis and breathing exercises. These features are tailored to meet the needs of patients and healthcare professionals, ensuring a smooth and effective implementation in clinical workflows. The benefits of the solution are multifold. For patients, it significantly reduces anxiety and discomfort during medical procedures, providing a non-invasive alternative to pharmacological treatments. For healthcare providers, the solution enhances operational efficiency by reducing the need for sedation and post-operative recovery time, contributing to better resource allocation. Furthermore, its customizable interface and multilingual support make it accessible to diverse patient populations, ensuring inclusivity and usability.

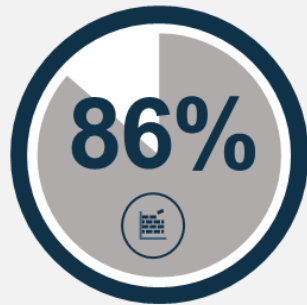
### Compliance and Future Outlook

Healthy Mind ensures full compliance with industry standards, holding certifications like CE marking and ISO 13485 for medical devices. The solution is designed with data security and patient privacy in mind, adhering to GDPR guidelines to maintain trust and safety in its application. Looking ahead, Healthy Mind is focused on expanding its reach within Europe and enhancing its technology to offer even more personalized experiences. With ongoing clinical studies and a commitment to innovation, the company aims to further validate its solution's efficacy and explore new applications in mental health and workplace wellness. This forward-looking approach positions Healthy Mind as a key player in the evolving digital health landscape.

## DISRUPTION SCORE

Healthy Mind's software creates immersive, high-quality virtual environments designed to reduce stress and manage pain through techniques like hypnotherapy and guided breathing exercises. Integrated directly into standalone VR headsets, the solution eliminates the need for additional devices, ensuring ease of use and seamless deployment in healthcare settings. This innovative approach provides a non-invasive, patient-centered alternative to traditional pain and anxiety management, enhancing comfort and care outcomes across diverse medical contexts.

### BUSINESS PERFORMANCE



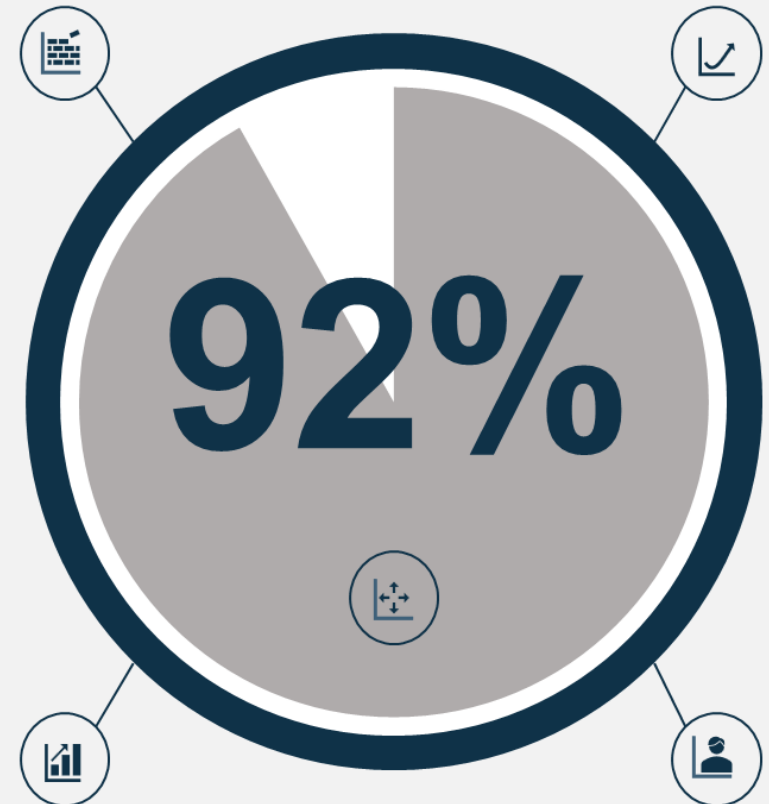
|~ very good ~|

### CHANGE OF PRACTICES



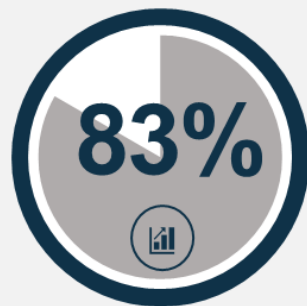
|~ very significant ~|

### DISRUPTION POTENTIAL



|~ very high ~|

### SOLUTION MATURITY



|~ very high ~|

### USER EXPERIENCE



|~ very good ~|

## BUSINESS MODEL

Healthy Mind demonstrates strong financial potential with a €1M turnover and a 90% client retention rate, despite not yet achieving profitability. Following a €1M funding round in 2022, the company is scaling its versatile VR solution, usable across various settings except ophthalmology and for children under seven. Active in over 200 institutions across France, Belgium, and Switzerland, Healthy Mind targets hospitals, nursing homes, workplaces, and independent professionals, with plans for broader European expansion.

### BUSINESS MODEL



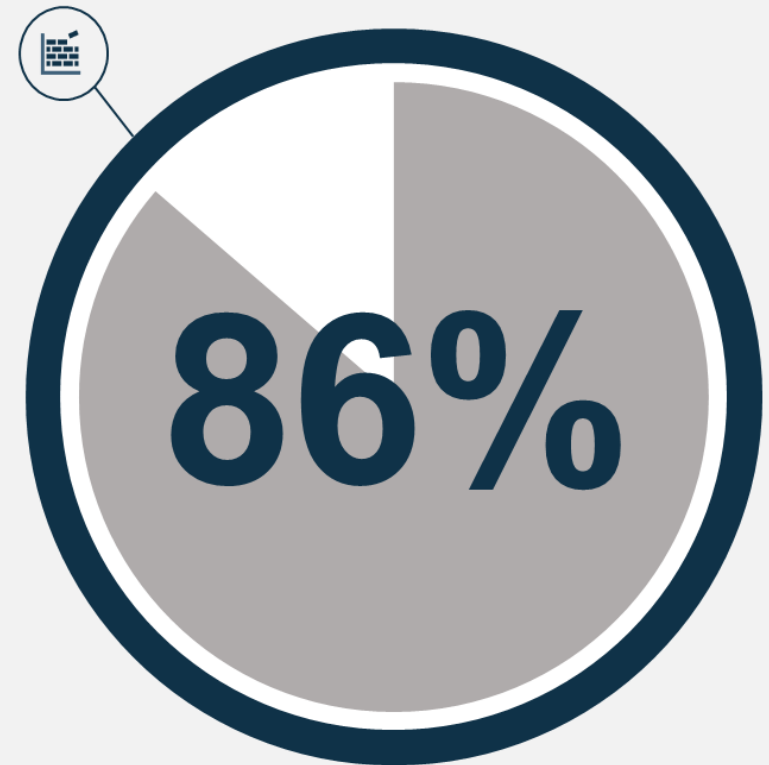
|~ very good ~|

### COMMERCIAL READINESS LEVEL



|~ model validated ~|

### BUSINESS PERFORMANCE



|~ very good ~|

## SOLUTION MATURITY

Healthy Mind’s solution demonstrates advanced maturity, with significant potential to drive changes in clinical practices. Supported by a multidisciplinary scientific committee, the solution has undergone several clinical studies, with additional research ongoing. While Patient-Reported Outcome Measures (PROMS) and Patient-Reported Experience Measures (PREMS) results are not yet published, the existing studies underline the solution’s impact on reducing anxiety and pain. This robust scientific foundation enhances its credibility and adoption across diverse medical contexts.

### CLINICAL TRIALS



|~ studies published by multiple teams ~|

### PREMS & PROMS



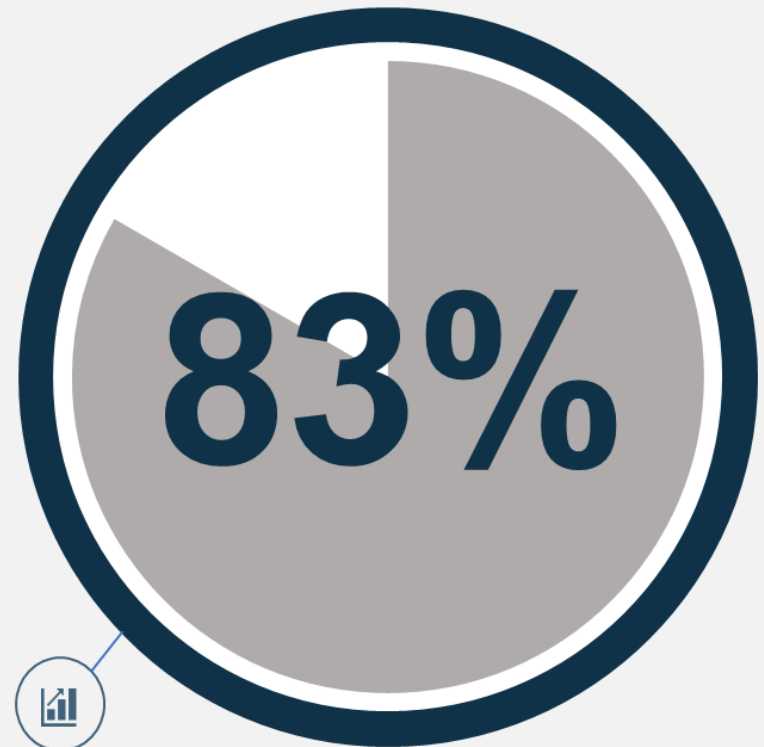
|~ insufficient ~|

### DESIGN APPROACH



|~ adequate ~|

### SOLUTION MATURITY



|~ very high ~|

### TECHNOLOGY READINESS LEVEL



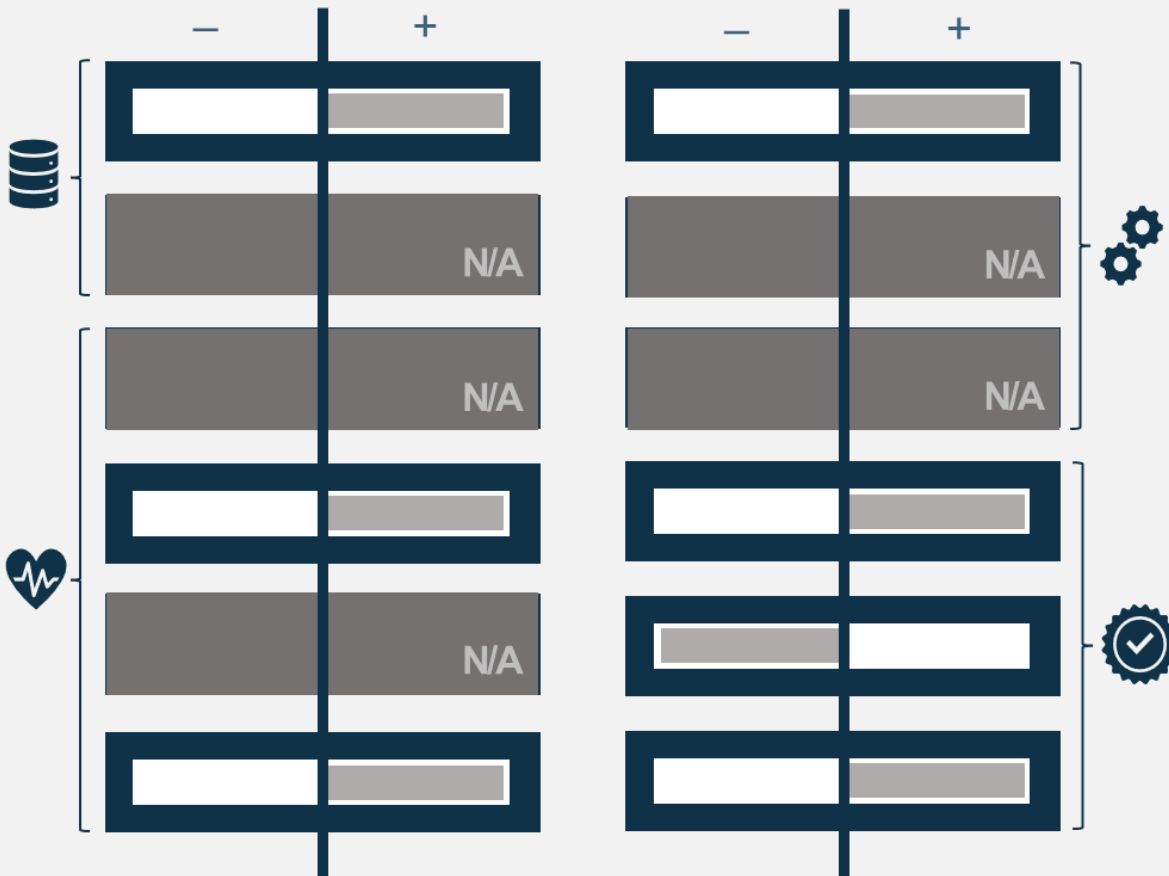
|~ product deployed ~|



## CHANGE OF PRACTICES

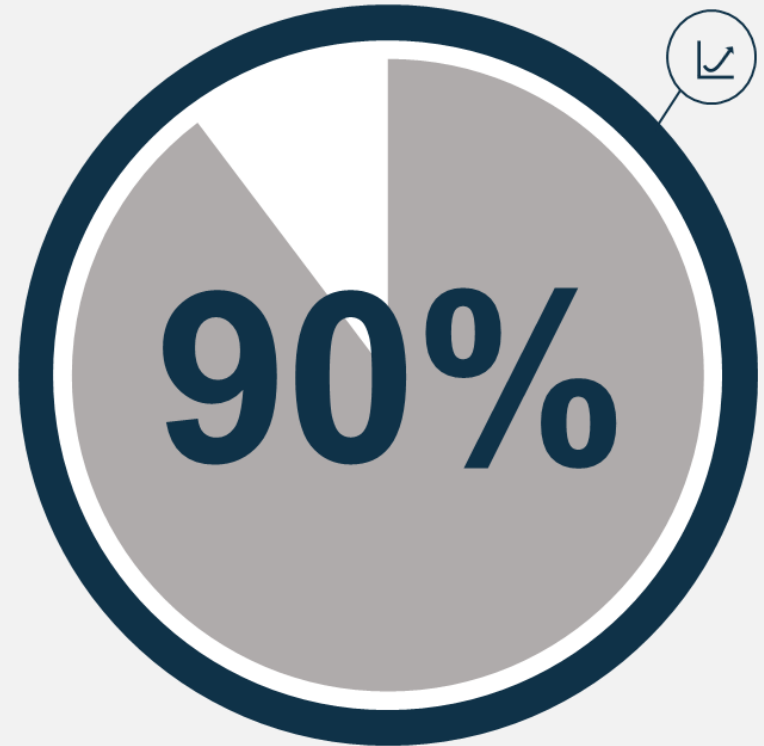
Healthy Mind drives significant practice transformation by empowering caregivers with a tablet to customize and control patient sessions, including duration and virtual environments. Its innovative algorithms and superior graphic quality provide an immersive experience, enhancing the therapeutic impact with a realistic sense of presence. Versatile across medical fields, the software is usable in all specialties except ophthalmology and for children under seven, offering a highly adaptable solution for stress and pain management.

### PRACTICES MEASURE POINTS



| ~ 7 relevant measure points ~ |

### CHANGE OF PRACTICES



| ~ very significant ~ |

## USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

Healthy Mind excels in user experience, with high acceptability among healthcare professionals due to its ease of use and robust support system. Caregivers receive on-site training and assistance with initial patient sessions, though the solution's intuitive design often enables independent usage. A dedicated helpdesk provides prompt support via phone, email, or on-site visits, complemented by a FAQ and training area. Customizable parameters, including 11 languages and sensory options, ensure tailored experiences for diverse patient needs. Very positive patient experience thanks to absence of cyberkinesia



| ~ very good ~ |

### PROFESSIONAL EXPERIENCE



### PATIENT EXPERIENCE



| ~ very good ~ |

### USER EXPERIENCE



| ~ very good ~ |





## LINKS AND RESOURCES

<https://healthymind.fr/>

<https://label.welink.care/>

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*This report is based on the information provided by the scored company, input from various stakeholders, and the application of the WeLink.Care© methodology by OZConsulting. The findings, scores, and evaluations presented are intended solely for informational purposes and do not constitute a guarantee or endorsement of the quality, effectiveness, or commercial viability of the evaluated digital health solution.*

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