

THE WELINK.CARE LABEL HAS BEEN AWARDED TO



ON THE 21ST OF SEPTEMBER 2020
WITH THE HIGH DISRUPTION SCORE OF 74 %



A handwritten signature in black ink, appearing to read "Thierry Vermeeren", is written over a horizontal line.

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.

ONCOMFORT RECEIVES THE WELINK.CARE LABEL

Introduction

Oncomfort, a pioneering digital health solution combining clinical-grade virtual reality and hypnotherapy, has achieved the prestigious WeLink.Care Label. This recognition is a testament to its innovative approach to enhancing patient care by reducing pain and anxiety while offering a scalable, evidence-based alternative to traditional sedation methods. By earning the WeLink.Care Label, Oncomfort joins a select group of healthcare solutions that demonstrate a transformative impact on medical practices and patient outcomes.

About the WeLink.Care Label

The WeLink.Care Label was launched during the COVID-19 crisis in 2020, driven by a commitment to addressing urgent healthcare challenges. Initially created to identify and assess digital health solutions relevant to the pandemic, the label rapidly evolved into a comprehensive evaluation system for innovative e-health technologies. Its core focus remains on identifying solutions with the potential to significantly enhance care delivery, patient experience, and professional practices.

Today, the WeLink.Care Label employs a rigorous methodology to assess solutions across multiple dimensions, including their economic viability, technological maturity, and ability to transform healthcare practices. Evaluations are conducted by certified experts who utilize a data-driven approach, enriched by input from stakeholders such as patients, clinicians, and researchers. The label serves as a benchmark for quality, innovation, and impact, providing stakeholders with actionable insights to guide their adoption of disruptive healthcare technologies.

The Evaluation Process

The WeLink.Care evaluation process is rooted in a scientifically robust and structured methodology designed to comprehensively analyze the value and impact of healthcare innovations. The process begins with a systematic document analysis and internal interviews with the solution providers to capture foundational information. This initial phase is vital for understanding the company's vision, business model, and operational capabilities.

Following the preliminary review, the evaluation delves into external perspectives through interviews with users, including healthcare professionals and patients, and an analysis of real-world outcomes. This step ensures that the assessment reflects the solution's practical applicability, integration into care settings, and user experience. Insights gathered are complemented by a review of the available literature and clinical studies, validating the solution's scientific and operational merits.

To ensure objectivity, the WeLink.Care methodology encompasses over 50 data points organized across five key dimensions: business model, technological readiness, solution maturity, user experience, and the capacity to drive changes in healthcare practices. Each dimension is further broken down into specific sub-topics, with evaluations tailored to the unique aspects of the solution under review.

Upon completing the evaluation, results are synthesized into a scorecard and detailed impact study. The scorecard provides a concise dashboard summarizing the solution's performance across all evaluated dimensions, while the impact study offers in-depth insights and actionable recommendations. This two-tiered reporting system supports diverse stakeholders—from hospital administrators to policymakers—in making informed decisions about adopting and scaling the evaluated solutions.

ONCOMFORT

Introduction to the company

Founded in 2017 by Diane Jooris, Oncomfort is a pioneering company at the forefront of digital health innovation, combining hypnotherapy with virtual reality (VR) to enhance patient care. Driven by the vision of making hypnotherapy accessible to a broader audience and adaptable across various medical contexts, the company has established itself as a leader in the field of digital therapeutics. Headquartered in Belgium, Oncomfort collaborates with healthcare institutions and experts to deliver solutions designed to alleviate pain, reduce anxiety, and improve patient experiences. Oncomfort's reach extends across multiple countries, including France, Belgium, Spain, and the Netherlands, where its innovative solutions are integrated into clinical workflows. Supported by partnerships with medical professionals, the company has gained widespread recognition for its ability to provide safe and non-pharmacological alternatives in perioperative and therapeutic settings. With a steadfast commitment to research and development, Oncomfort is reshaping how healthcare providers manage sedation, pain, and anxiety.

The Solution

At the heart of Oncomfort's offerings is a medical device combining virtual reality and clinical hypnotherapy to support patient care in various medical procedures. The solution includes a VR headset preloaded with immersive scenarios designed to guide patients into a state of relaxation or distraction, effectively reducing pain and anxiety. Tailored modules cater to diverse needs, addressing different stages of care—preoperative, intraoperative, and postoperative—with customizable experiences based on age, medical context, and patient preferences. By leveraging VR technology, it empowers healthcare professionals to enhance care delivery while mitigating the risks and side effects associated with anesthesia or pain medication. The solution also promotes collaboration between patients and practitioners, creating a more interactive and humane healthcare experience.

Features and Benefits

Oncomfort's offers a range of features designed to optimize patient outcomes and streamline clinical workflows. The device includes VR environments validated by clinical research, offering scenarios that guide breathing and relaxation through engaging visuals and audio prompts. These modules are customizable, enabling healthcare providers to tailor experiences based on individual patient profiles, from pediatric to geriatric care. Operationally, the solution increases efficiency by allowing healthcare professionals to focus on core clinical tasks while patients undergo VR-guided therapy.

Compliance and Future Outlook

Oncomfort adheres to stringent regulatory standards to ensure the safety and efficacy of its solutions. Its robust compliance framework aligns with GDPR standards, ensuring patient privacy and secure data management. The company is also actively pursuing broader recognition and certification to expand its market presence globally. Looking ahead, Oncomfort is committed to advancing its technology through ongoing research and development. With clinical trials underway and partnerships with leading healthcare institutions, the company aims to further validate the therapeutic impact of its solutions. Future enhancements include expanding the range of VR modules and integrating new features to address additional medical conditions, reinforcing Oncomfort's position as a trailblazer in digital health innovation.

DISRUPTION SCORE

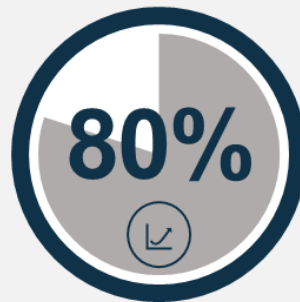
Oncomfort, a Belgian pioneer in digital therapeutics, combines virtual reality and hypnotherapy to deliver innovative digital sedation. This CE-certified Class I medical device integrates a smartphone, VR goggles, and a headset, offering immersive environments tailored to medical and surgical procedures. Backed by clinical evidence in fields such as oncology and gastroenterology, Oncomfort is expanding its portfolio and advancing plans for European and international growth, solidifying its role as a leader in patient-centered care.

BUSINESS PERFORMANCE



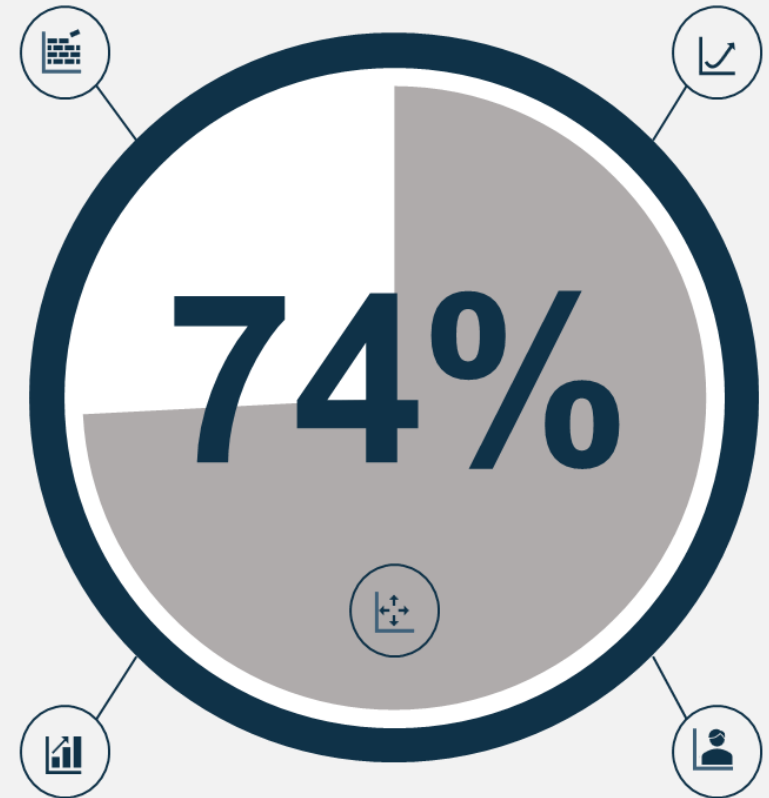
|~ average ~|

CHANGE OF PRACTICES



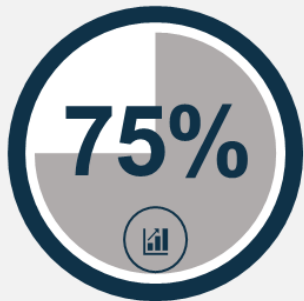
|~ very significant ~|

DISRUPTION POTENTIAL



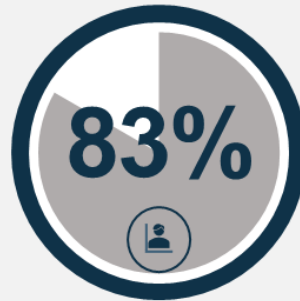
|~ high ~|

SOLUTION MATURITY



|~ high ~|

USER EXPERIENCE



|~ very good ~|

BUSINESS MODEL

Oncomfort's financial performance has improved over the last three years and will evolve significantly in 2020 with a fund raising of 10 million euros in September 2020. Oncomfort's digital sedation solution is already available on the market and used in a number of Belgian hospitals. There is no doubt that this financial boost will help the company to develop and expand its offering.

BUSINESS MODEL



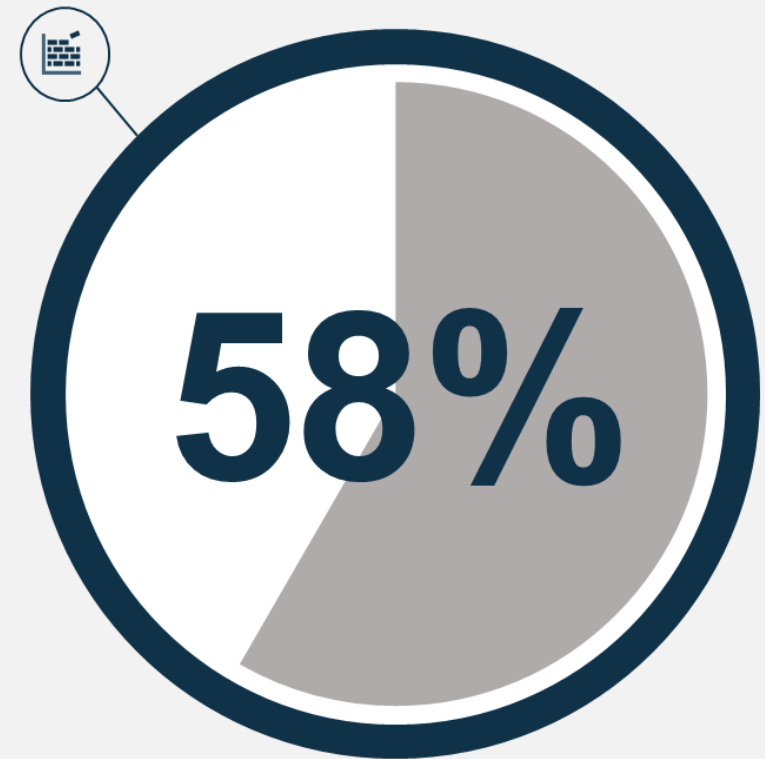
| ~ average ~ |

COMMERCIAL READINESS LEVEL



| ~ first sales ~ |

BUSINESS PERFORMANCE



| ~ average ~ |

SOLUTION MATURITY

Oncomfort's digital sedation solution is fully operational and widely adopted in Belgian hospitals, with significant potential for broader application. Backed by a successful €10 million funding round in 2020, the company is focused on advancing its scientific validation to strengthen the clinical credibility of its innovative approach combining virtual reality and hypnotherapy. With studies already published by one research team and more underway, Oncomfort is committed to further substantiating its therapeutic impact through rigorous research.

CLINICAL TRIALS



|~ studies published by one team ~|

PREMS & PROMS



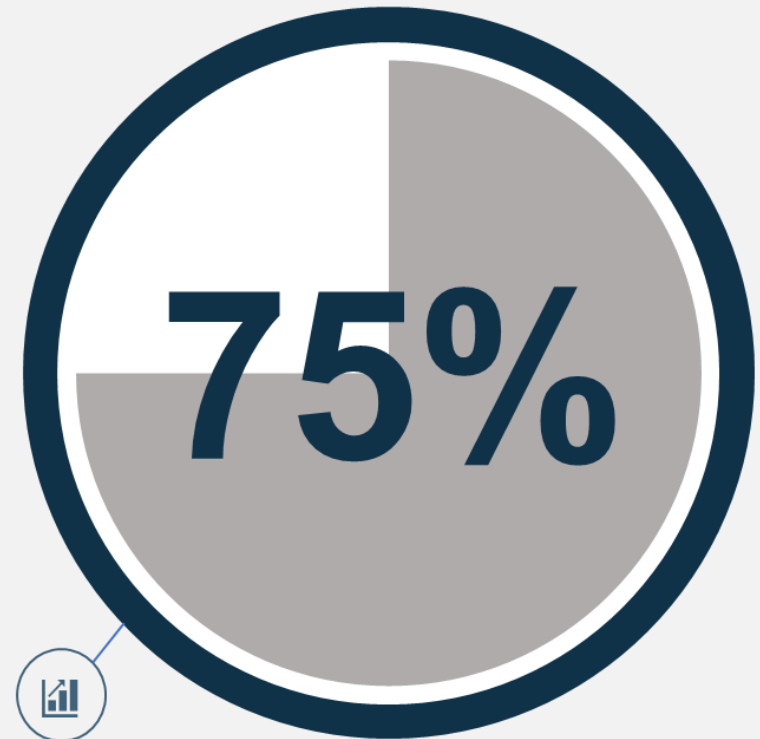
|~ sufficient ~|

DESIGN APPROACH



|~ inadequate ~|

SOLUTION MATURITY



|~ high ~|

TECHNOLOGY READINESS LEVEL

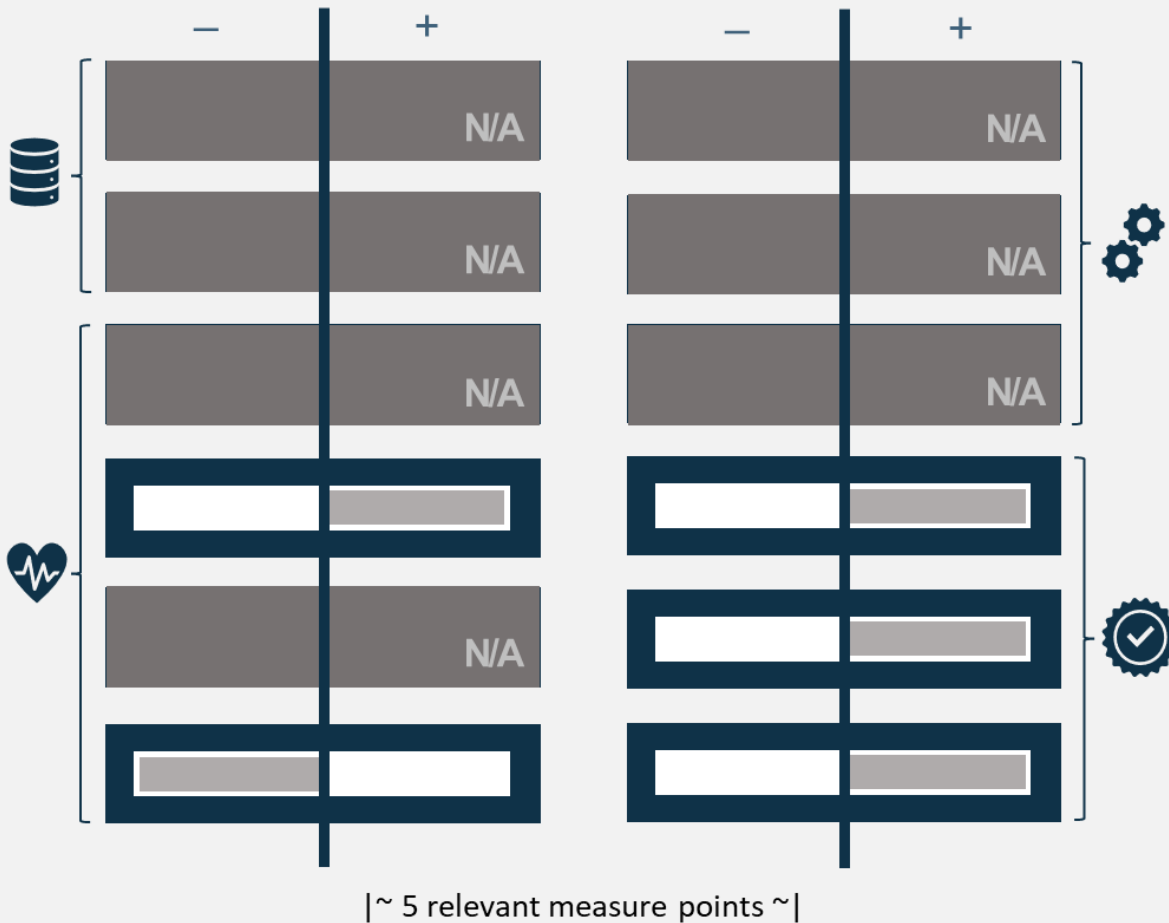


|~ product deployed ~|

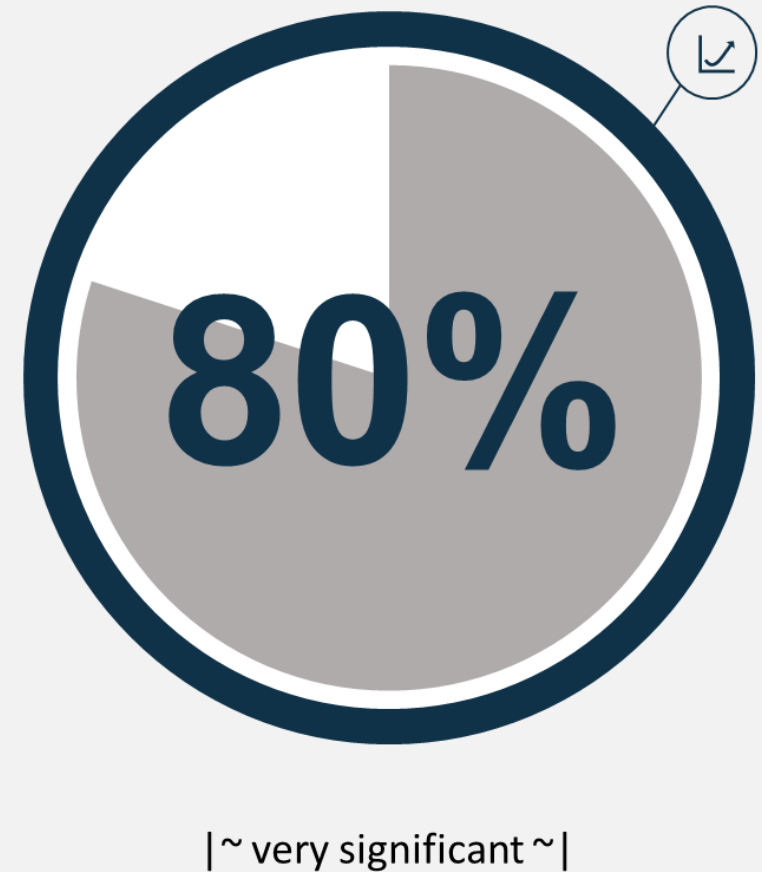
CHANGE OF PRACTICES

Oncomfort's digital sedation solution enhances care delivery by creating a relaxed, distraction-based state for patients, allowing healthcare professionals to perform medical procedures with increased precision and comfort. The solution includes a signaling system that informs professionals when the patient is fully immersed, optimizing procedure timing. While highly effective, the system currently lacks biofeedback capabilities, presenting an opportunity to incorporate patient vital data for even greater clinical integration and personalization in the future.

PRACTICES MEASURE POINTS



CHANGE OF PRACTICES



USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

Oncomfort delivers a user-friendly, turnkey solution that allows healthcare professionals to select tailored virtual environments based on patient needs and preferences, enhancing comfort during painful or anxiety-inducing procedures. Designed for ease of integration, the device requires minimal setup and supports patient autonomy by offering digital sedation as an alternative to medication. Hospitals bear the device cost, ensuring no additional expense for patients while enabling seamless transitions to conventional sedation if necessary.



| ~ good ~ |

PROFESSIONAL EXPERIENCE

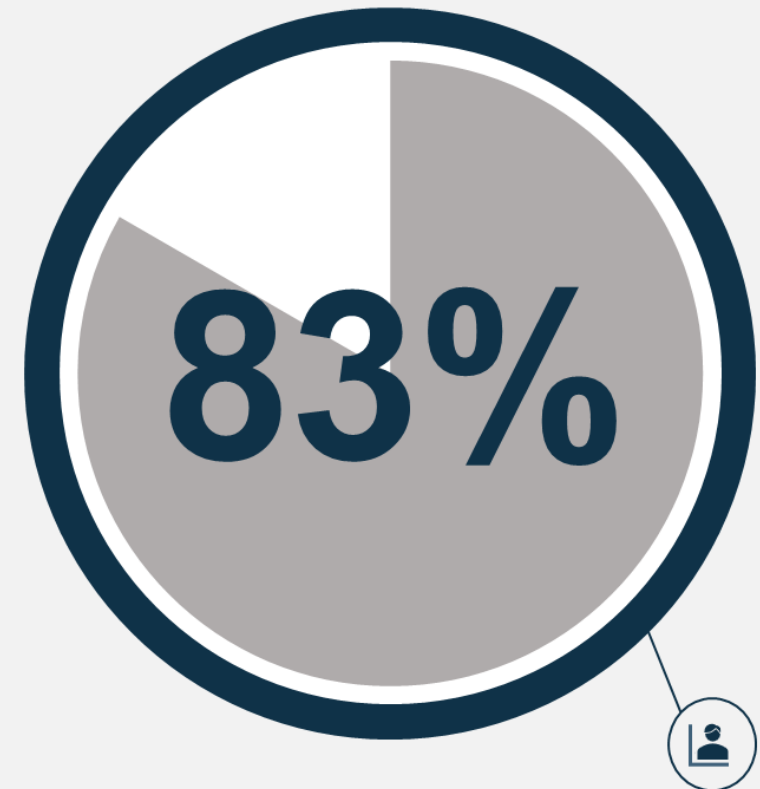


PATIENT EXPERIENCE



| ~ very good ~ |

USER EXPERIENCE



| ~ very good ~ |

LINKS AND RESOURCES

<https://hypnovr.io/fr/oncomfort/>

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

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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