

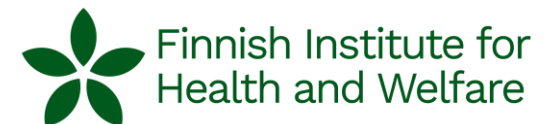
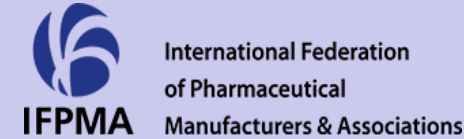
# INTRODUCTION TO HEALTH GAMES



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- One of the world's leading health game studios
- Award-winning across pharma, marketing, and gaming sectors
- Partnered with pharma, NGOs & governments
- Research collaboration with top universities
- [Link to 2025-4 Forbes article](#)





# VISION

Improve the health of 1B people by  
2030 through games for Awareness,  
Diagnosis, and Therapy.



# PROBLEM

**Billions of \$ wasted in healthcare engagement methods that are**

- non-engaging
- inefficient
- expensive
- unmeasurable
- lack trust
- noninspiring for younger generation
- and have little effect to behaviour change



# SOLUTION: GAMES

## HABITS

Thoughts, emotions and behaviours

## SCIENCE

Games make & break habits

## BENEFITS

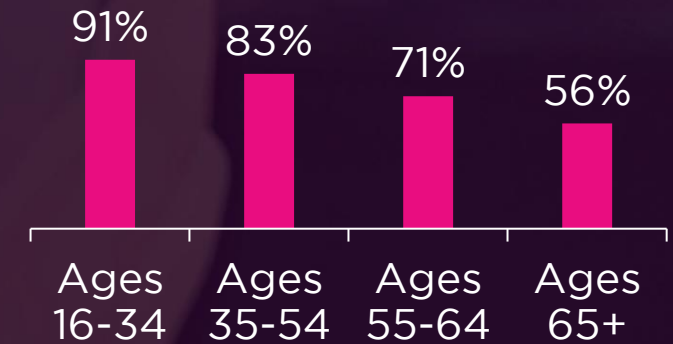
- Engaging
- Long lasting
- High reach
- Measurable



3.4Bn  
gamers!

## PLAYERS

(Among internet users)



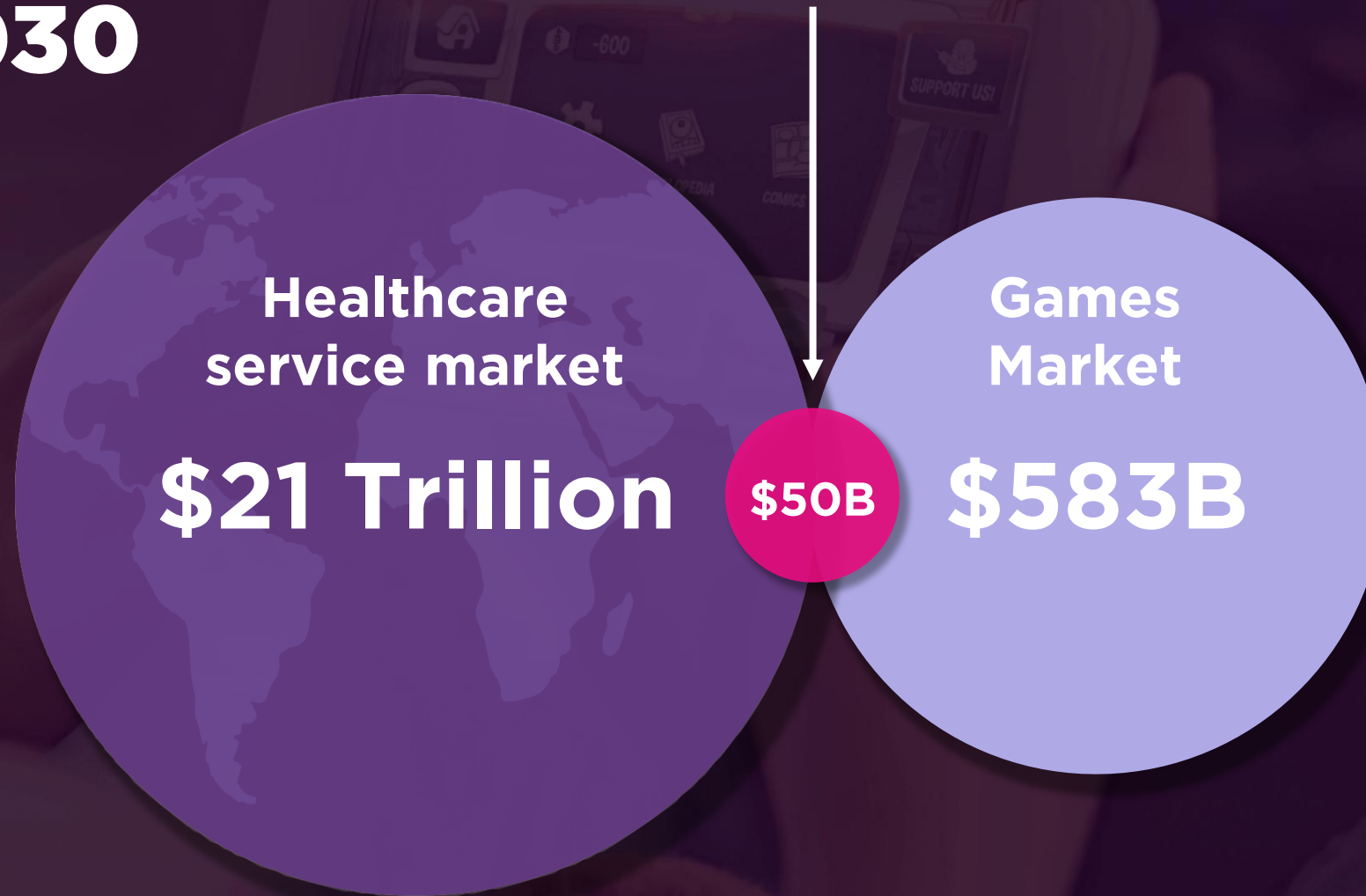
 **24** minutes per day

 **50/50** males and females

## GAME MARKET:

Bigger than movies, music, and sports combined!

# HEALTH GAMES MARKET SIZE BY 2030





# PSYON GAMES PRODUCTIONS

## ANTIDOTE

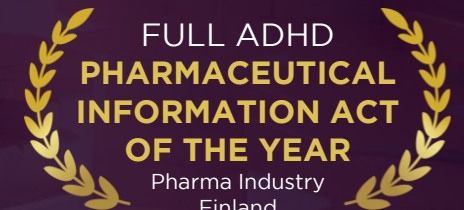
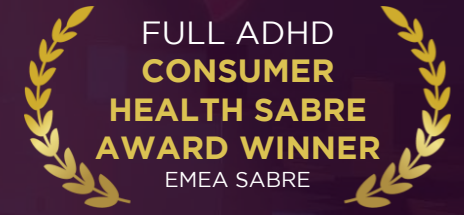
Partnership with GSK for hepatitis awareness

## FULL ADHD

Co-developed with Takeda for ADHD awareness

## ANTIDOTE COVID-19

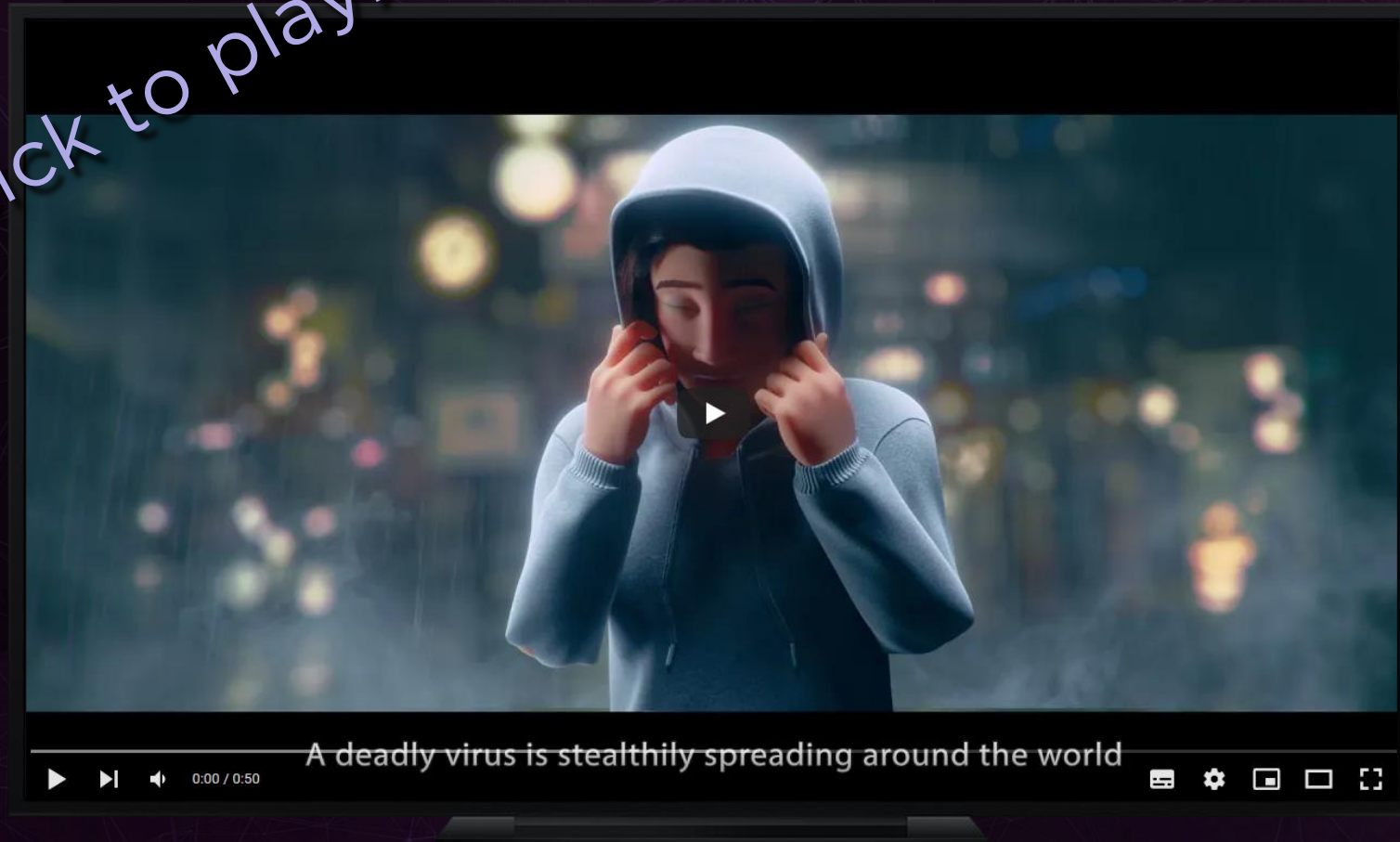
The world's only COVID-19 awareness game approved by WHO, Apple and Google



+ 5x LOIs signed with  World Health Organization for new games!

# ANTIDOTE COVID-19 CAMPAIGN TRAILER

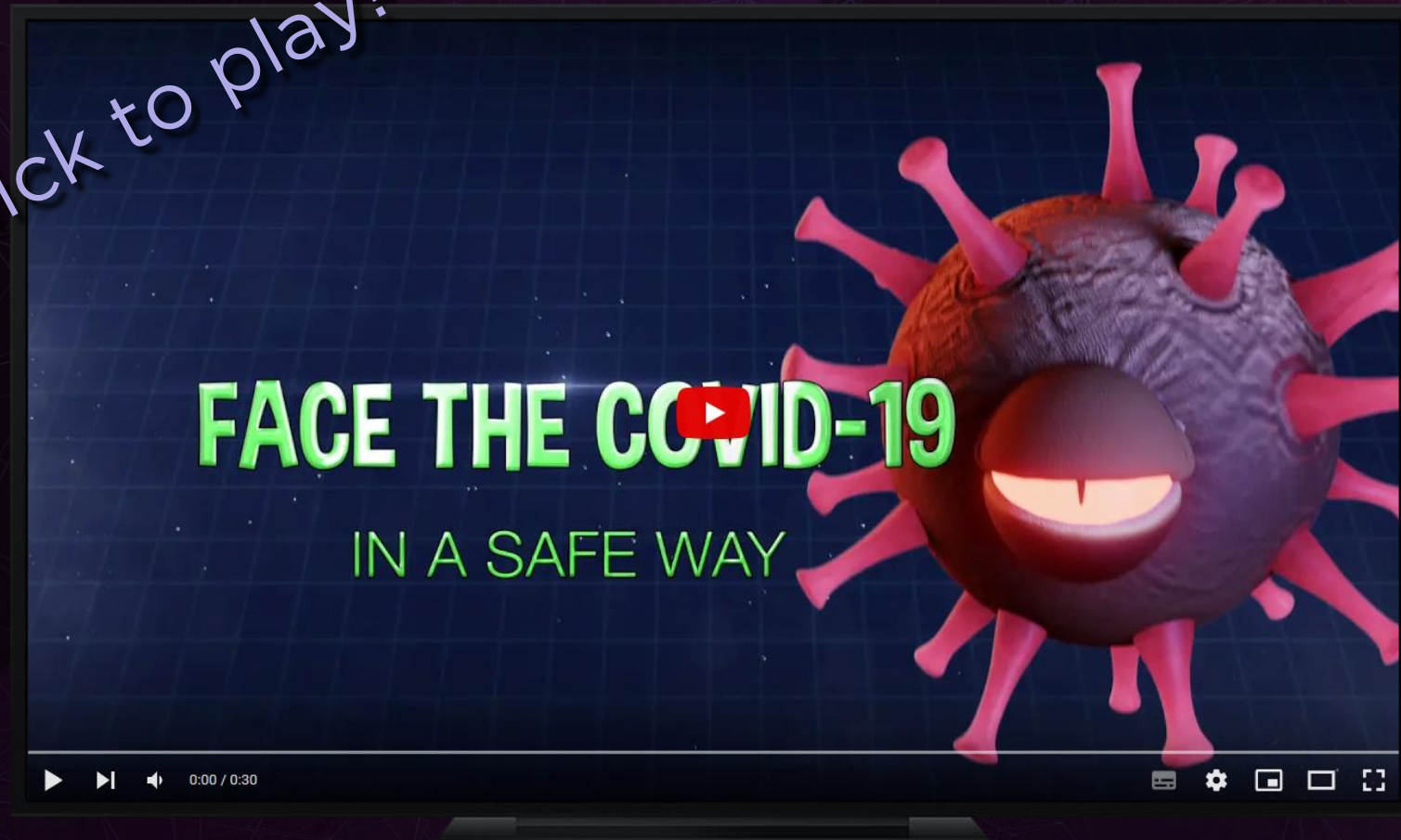
Click to play!





# ANTIDOTE COVID-19 GAME TRAILER

Click to play!



# FULL ADHD TRAILER

Click to play!





# RESULTS

**IMPACT = REACH \* EFFICIENCY**

Awareness & UA cost



Up to **10X**  
better cost  
efficiency

The Game



Up to **10X** more  
engagement

Behaviour  
change



Excellent  
**SCIENTIFIC**  
results

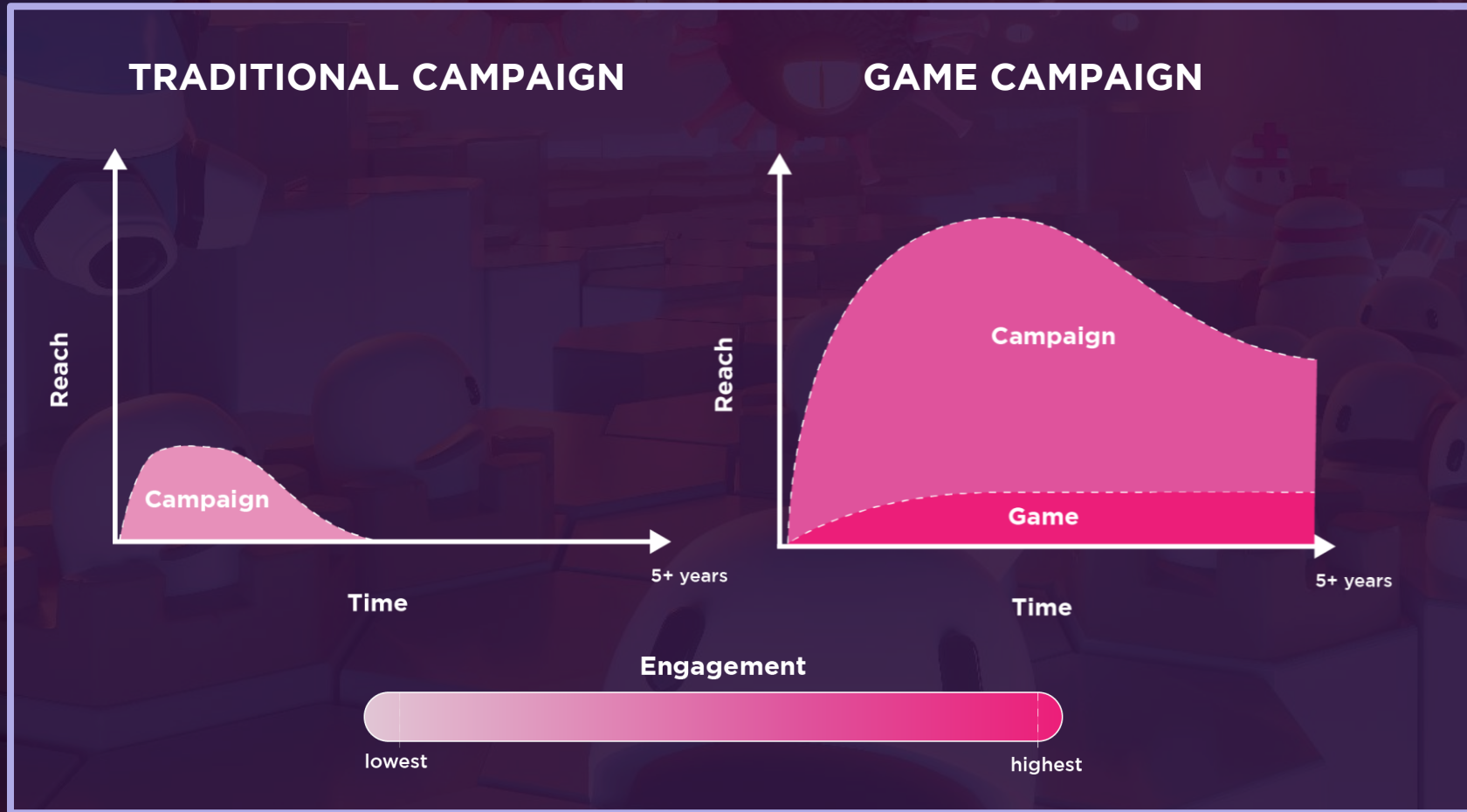
# MULTIPLIED TOTAL IMPACT!





# COMPARISON

## CAMPAIGN VS GAME CAMPAIGNS



### CASE STUDY

#### ADHD GAME

A **5-year** European-wide deal signed with TOP-10 pharmaceutical company

Promoted by

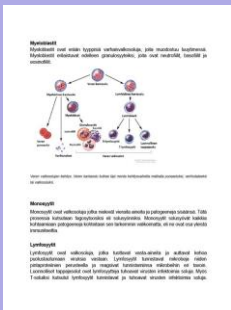
- Clinics
- Health care professionals
- Patient associations
- Public health and education authorities

# RESEARCH HIGHLIGHTS: COVID-19

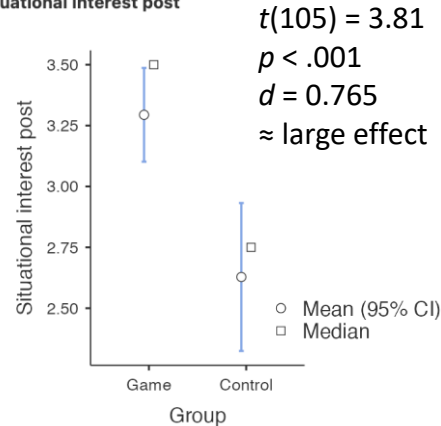
Game group, N = 136  
Antidote COVID-19 game  
(25 min)



Control group, N = 118  
Text based learning material  
(25 min)

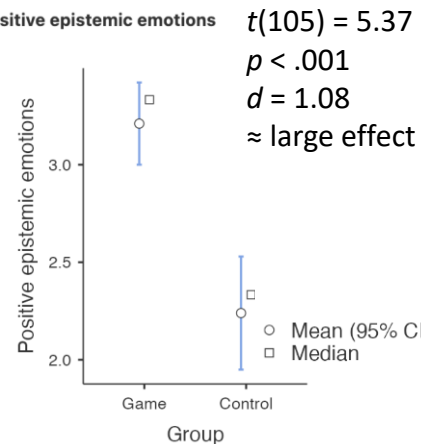


Situational interest post



The game interested students significantly more than the control material (scale 1-5)

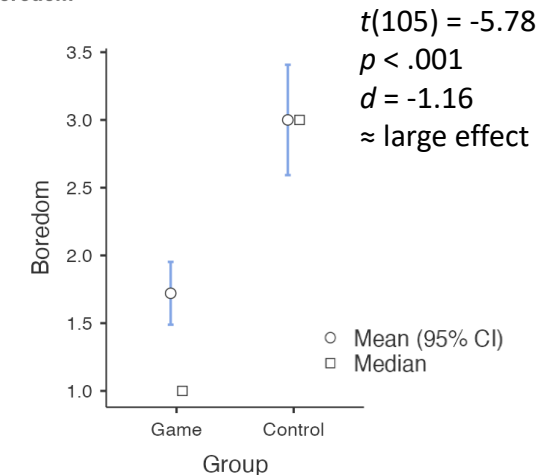
Positive epistemic emotions



Game induced significantly more positive epistemic emotions (surprised, curious, excited) than the control material (scale 1-5)

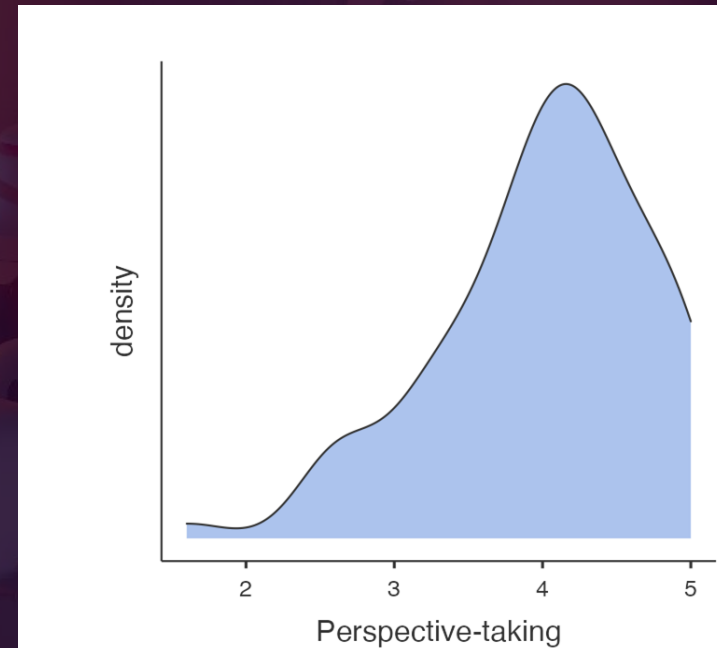
Control group felt significantly more boredom (negative and inactivating epistemic emotion) than the game group (scale 1-5)

Boredom



# RESEARCH HIGHLIGHTS: ADHD

PERSPECTIVE-TAKING (1-5)  
 $M = 4.01$



The game demonstrates the capability to help people to take the perspective of a person living with ADHD



# HPV VACCINE AWARENESS GAME

## GOAL

- 10-30X efficiency improvement

## TARGET MARKET

- Sub-Saharan Africa → Global

## METHOD

- Interactive storytelling, culturally localized
- AI chat support



Gates Foundation



 Girl Effect

# VALUE FOR THE STAKEHOLDERS

## PATIENT FIRST!

### PATIENT

1. Patients' voice – Endorsed by patient association
2. Game drives better health choices

### PHARMA

1. Game provides new way to help the patients
2. Patient association endorsement leads to better reputation

### DOCTOR

1. Game increases compliance to the care plan
2. HCPs can interact with patient in a new way
3. Patient association endorsement

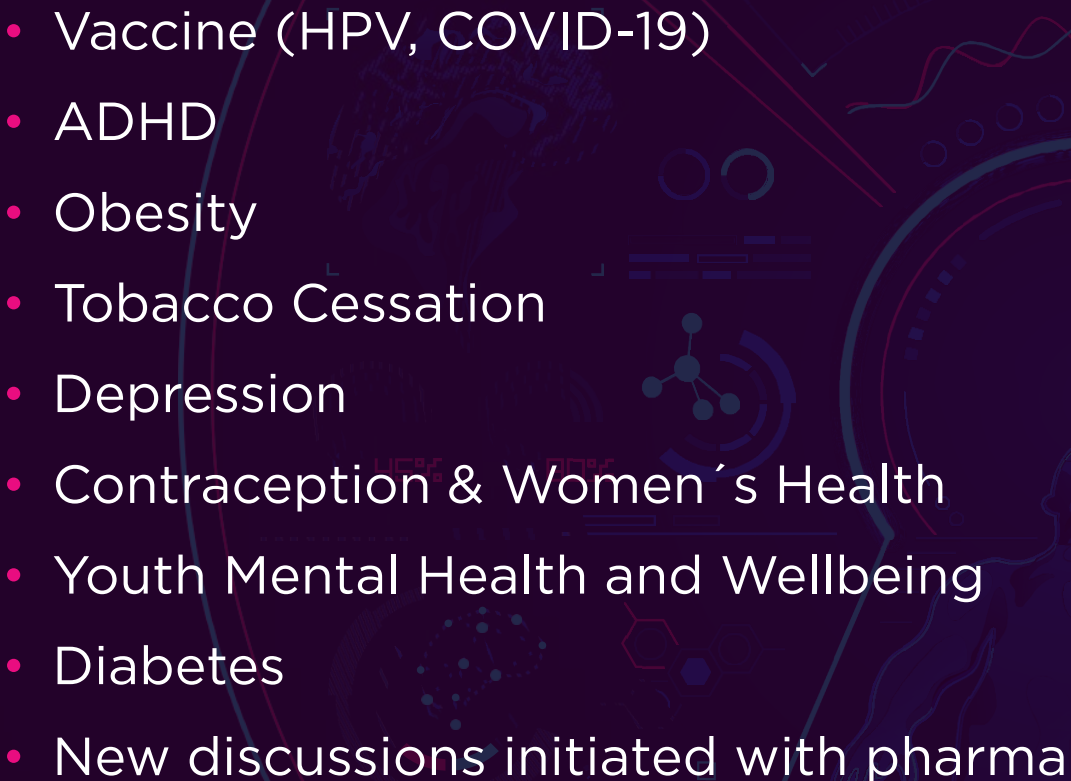
### GOV / INSURANCE

1. Game results: Healthier people & Cost savings
2. Game increases the value of insurance product
3. Proven efficacy compared to traditional marketing



# PSYON GAMES PIPELINE

# AWARENESS THERAPY AREAS

- 
- Vaccine (HPV, COVID-19)
  - ADHD
  - Obesity
  - Tobacco Cessation
  - Depression
  - Contraception & Women's Health
  - Youth Mental Health and Wellbeing
  - Diabetes
  - New discussions initiated with pharma

# R&D

- Generative AI method for health education/awareness/patient engagement
- Clinical trials: patient journey, adherence, compliance





# THANK YOU!

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**PSYON GAMES**

Enabling Health Games