

Your
powerhouse
for digital
growth

NOA Ignite

Virtual Patient - Digital training for healthcare professionals.

Video bot for doctors to train
dialogues with patients



How to **convince patients** to
new approach for the treatment
of schizophrenia (LAI)

Educational materials &
trainings

Doctors are busy!

How to **engage** them
into yet another digital
platform ?

Virtual Patient - Video Bot

Engaging online **experience**



For the best roleplay experience use your microphone. ×

 **ALLOW MICROPHONE**

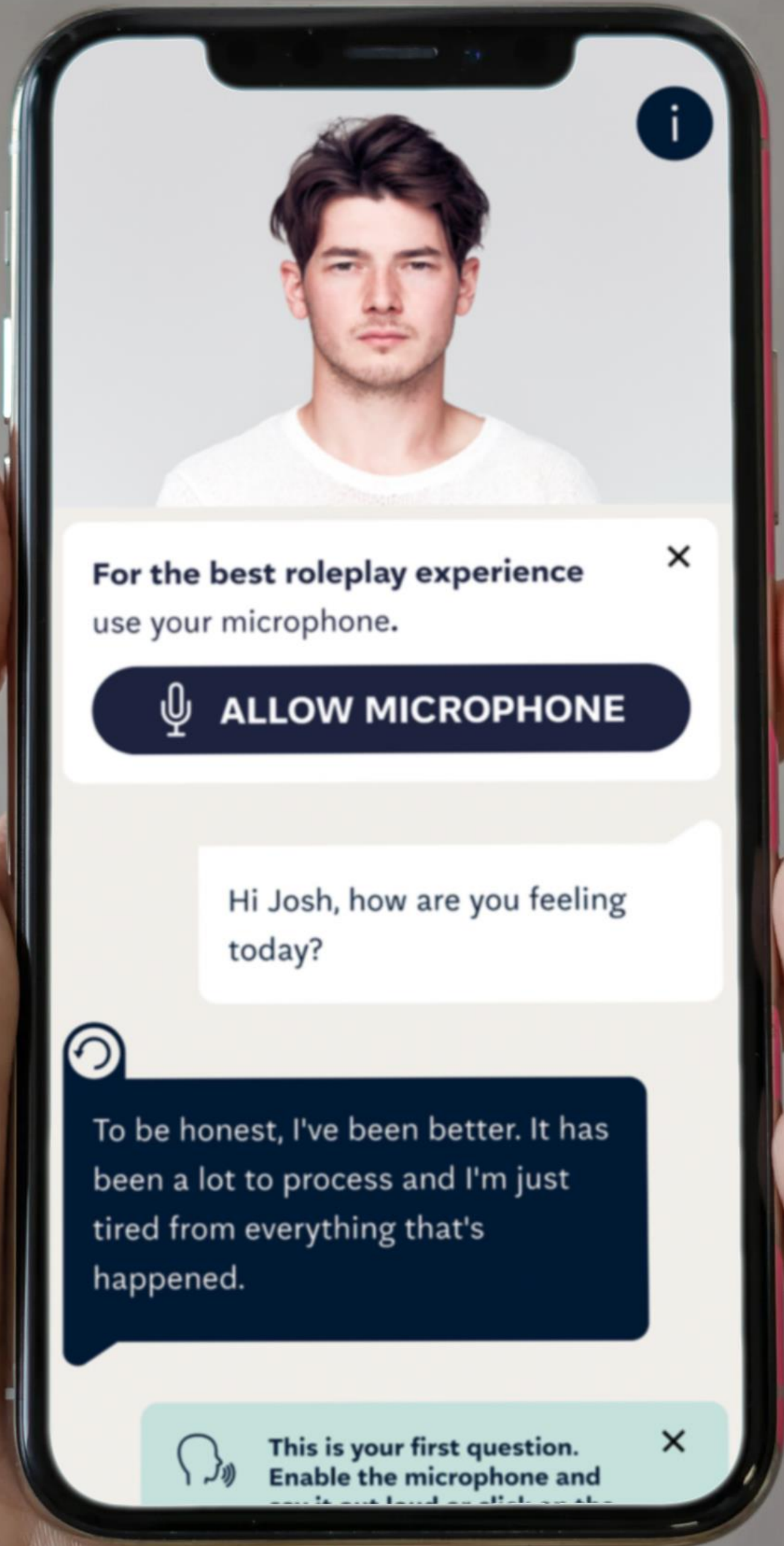
Hi Josh, how are you feeling today?

 To be honest, I've been better. It has been a lot to process and I'm just tired from everything that's happened.


 This is your first question. Enable the microphone and say it out loud or click on the text to start the conversation. ×

1 Okay, can you tell me more about how you are feeling?


MacBook Pro




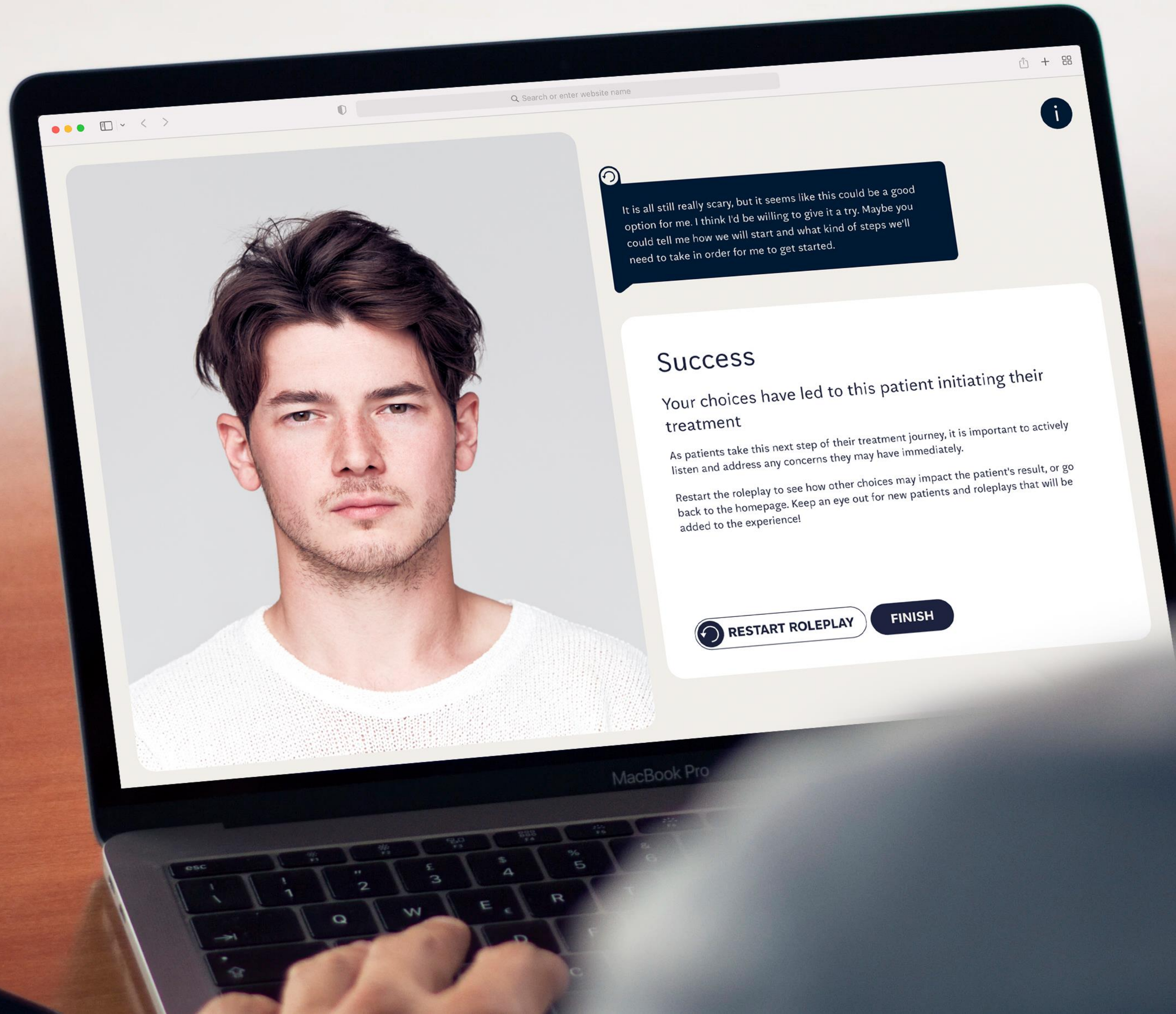
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Search or enter website name



It is all still really scary, but it seems like this could be a good option for me. I think I'd be willing to give it a try. Maybe you could tell me how we will start and what kind of steps we'll need to take in order for me to get started.

Success

Your choices have led to this patient initiating their treatment

As patients take this next step of their treatment journey, it is important to actively listen and address any concerns they may have immediately.

Restart the roleplay to see how other choices may impact the patient's result, or go back to the homepage. Keep an eye out for new patients and roleplays that will be added to the experience!

 RESTART ROLEPLAY

FINISH

MacBook Pro

Content

Technical Solution



MM+M AWARDS 2021

Silver

Branded Website for
Healthcare
Professionals
2021

PREVENTION IN PRACTICE
Educational resources and training to improve communication to prevent relapse and optimize practices for early LAI use

CHALLENGE
Although proven to significantly improve outcomes, many healthcare professionals (HCPs) do not regularly prescribe long-acting injectable (LAI) formulations to schizophrenia patients early in the disease course. This is because they have preconceived notions about people's willingness to try them, when this treatment should be initiated, and many HCPs do not have access to updated training methods to support a confident start.

INSIGHT
By breaking the typical mold of "medical education" and designing an innovative online solution for HCPs to practice using better communication techniques surround LAIs in a "live" setting, we can help them prevent more cases of relapse and rehospitalization for schizophrenic patients and make educational resources more accessible.

SOLUTION
Prevention in Practice – an soft, warm and empathetic unbranded educational online experience designed to help HCPs learn about the latest clinical findings and techniques surrounding the treatment of schizophrenia and put them into practice with a seamless digital roleplay experience.

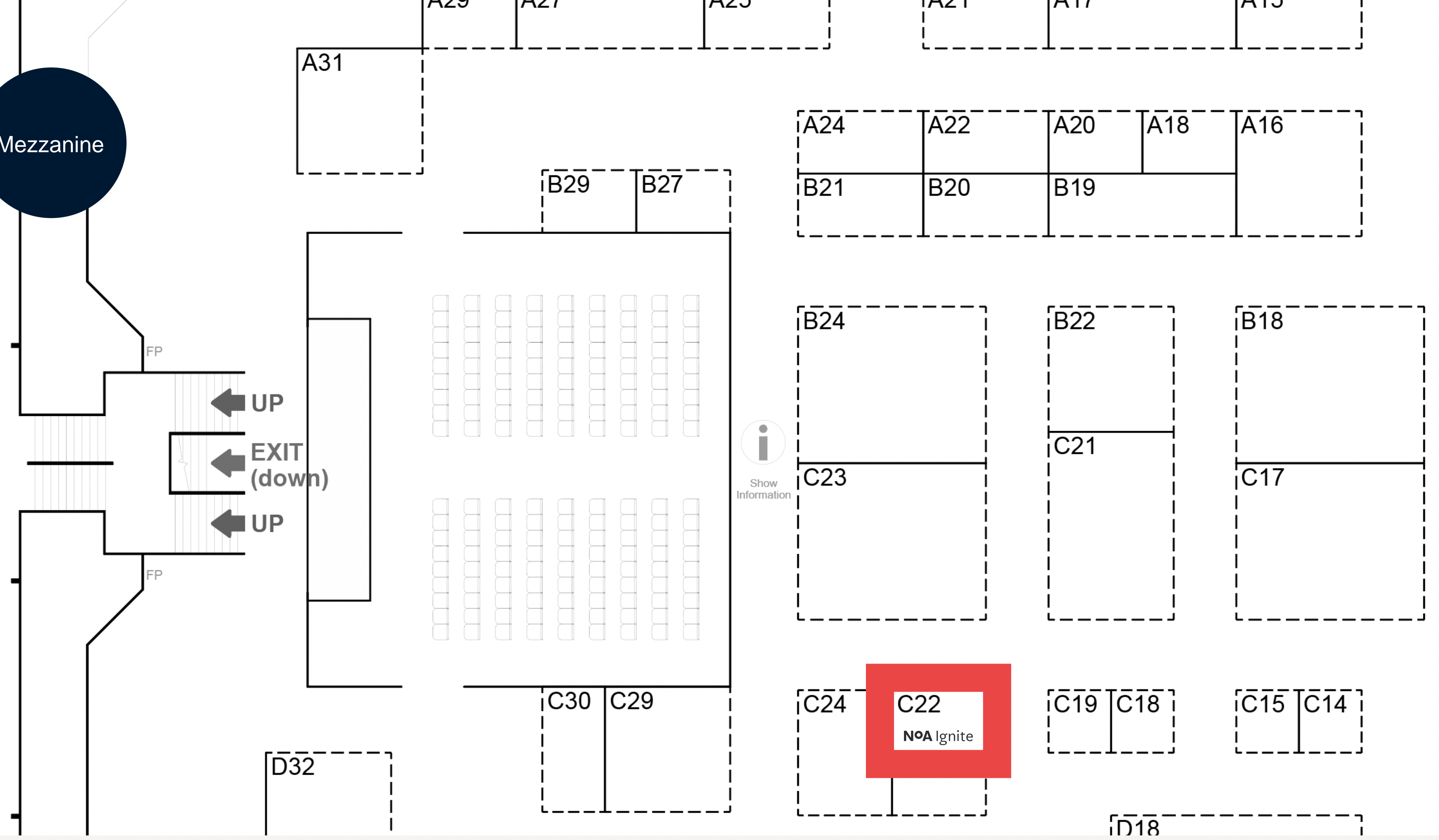
THE DIGITAL ROLEPLAY
HCPs speak out their responses and patients respond automatically in real-time, they practice using the techniques found in the educational videos and improve communication skills.
They can help a patient see the value of a long-acting solution and how it fits in with their goals and life.
Reports throughout the roleplay show areas in which they can improve and the data that supports their choices.

EDUCATIONAL VIDEOS
Show HCPs the importance of shared decision making, goal-setting and motivational interviewing when it comes to communicating with patients and the data that supports an LAI.

What you can do to help your patients
Shared decision-making and supporting shared decision-making
Motivational Interviewing and goal setting with patients

Otsuka
Lundbeck

Mezzanine



Digital experiences for **pharma** and **healthcare** industry

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