

PRESS RELEASE

Groningen, The Netherlands - 20 mei 2021

VRelax wins prestigious 'Prix Galien MedTech Innovation Award' 2021

The Groningen-based company VRelax won the prestigious Prix Galien Medtech Innovation Award on May 19. This prize is awarded to companies that introduce meaningful (medical) tools within healthcare.

VRelax is changing the approach to stress. Thanks to relaxation in Virtual Reality (VR), the lives of people with mental or physical problems are significantly improved. This allows existing therapy to be effectively supported without having to resort to additional medication or intensive counseling. The mission of VRelax: reduce stress and anxiety, distract people from worry or pain and give them back control by providing fewer pills and more VR glasses within the healthcare sector.

The jury praised the approach of the Groningen startup because of ongoing (clinical) research and validation of the operation of VRelax within the GGZ, Hospitals and ARBO. The fact that this is done together with patients and healthcare professionals demonstrates a long-term strategy in which users are put central and the proper implementation of technical innovations is guaranteed. The recent CE certification helps enormously in this respect. The jury also appreciated the user-friendliness of the system. The app has a high degree of freedom of choice allowing the user to choose which virtual environment best suits his/her mood at that moment.

The jury of the Prix Galien MedTech Innovation Award expresses their sincere admiration for VRelax and their ability to use VR in a wide range of healthcare applications. For the vulnerable patient, as well as the caregivers under a lot of stress in COVID times, this is a fantastic development. A development, especially in situations where there are fewer and fewer people to care for increasingly vulnerable patients, that is important.

Many people suffer from stress, for example through burnout, depression or anxiety. This results in a lot of personal suffering and high health care costs (CBS, 2019). Reducing feelings of stress and learning to relax are important pillars of good mental health that help to reduce healthcare costs and medication use.

Precisely because of the current pandemic, vulnerable groups are more likely to experience mental health problems. VRelax has many applications during the crisis, but has long been used to support healthcare professionals and patients. Regular treatment is often a lengthy, intensive process with personal guidance and accompanying medication. VRelax was developed to offer a good alternative.

END OF PRESS RELEASE

More information can be found at:

www.vrelax.com

www.linkedin.com/company/vrelax/

Free to use images can be found here:

www.vrelax.com/downloads

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ABOUT VRELAX

VRelax is a scientifically validated Virtual Reality app aimed at people within the GGZ, hospitals and businesses. With VRelax they can manage their stress levels themselves. It is a relaxation tool against stress, burn-out, anxiety and gloominess. But it is also a distraction from pain, physical discomfort and medical procedures. Our team developed VRelax for and by healthcare professionals and patients in response to needs in the field. It takes people into beautiful virtual worlds, taking them out of their downward spiral of thoughts. Building on these experiences and extensive scientific validation studies, VRelax was born.