

BRINGING DISEASE AWARENESS TO LIFE

CHALLENGE

Bring the challenges faced by a person with multiple sclerosis back to the forefront of a neurologist's mind

TRUTH

Having MS makes life very complicated.

The unpredictable, debilitating nature of the disease leaves people living on a knife edge; existing treatments are disruptive and problematic in their own right. There is little opportunity for a 'normal' life

OUTCOME

Two definitive yet interconnected experiences that would immerse attendees emotively and physically in the lives of people with an MS diagnosis



MS INSIDE OUT

Uneven floors, unstable furniture, weighted crockery, vibrating surfaces and confused keyboards bring to life the symptoms of the condition for HCPs, patients, and their families



95% said **INSIDE OUT** improved their understanding and awareness of MS

88% agreed the **VR experience** helped them to better understand MS



MY OTHER LIFE

VR experience to hear, feel and smell challenges faced by people living with different stages of MS, e.g. from dealing with work stress to children reacting to changes they don't understand

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