The Empathy Training Platform

Boosting Diversity & Inclusion
Cultivating Belonging and Compassion
Establishing Healthier and Wealthier Organizations
LACK OF EMPATHY IS A ROOT CAUSE
Healthcare, Corporates, Education

- Poor patient experience
- Lack of belonging leading to turnover
- Diversity and Inclusion
- Attrition & Compassion fatigue
LACK OF EMPATHY IS A ROOT CAUSE OF

- Low patient satisfaction
- Violence against medical staff
- Patient compliance & adherence
- Complaints and malpractice claims
Compassion fatigue and turnover costs

- Up to 70% of healthcare workers develop compassion fatigue
- Healthcare sector annual turnover rate: 19.5%
- A U.S hospital average loss from employee turnover: $4.4M
- Annual costs from medication errors associated with compassion fatigue: $3.5B

*Sources: DCCN, NSI, Whil*
The effects of physician empathy on patient satisfaction and compliance

Sung Soo Kim, Stan Kaplowitz, Mark V Johnston

Affiliations  + expand
PMID: 15312283   DOI: 10.1177/0163278704267037

Cultivating Empathy Through Virtual Reality: Advancing Conversations About Racism, Inequity, and Climate in Medicine

Roswell, Robert O. MD; Cogburn, Courtney D. PhD; Tocco, Jack PhD, MPH; Martinez, Johanna MD; Bangenmyr, Catherine PhD; Ballenson, Jeremy N. PhD; Wright, Michael EdD; Mieres, Jennifer H. MD; Smith, Lawrence MD  Author Information ©

Empathy and the Development of Affective Skills

Anna Rakka
American Journal of Pharmaceutical Education December 2018, 82 (10) 7192. DOI: https://doi.org/10.5688/ajpe7192

The Science of Empathy
Helen Riess, MD
First Published May 9, 2017  Research Article  Find in PubMed
https://doi.org/10.1177/2374373517769207  Article information  ⇨

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OUR SOLUTION
A VR BASED EMPATHY MANAGEMENT SUITE

THE PLATFORM
improving the empathy and the Wellbeing of the Workforce within the Workplace

THE EMPATHY DASHBOARD
management tool for monitoring and measuring employee's empathy levels

THE EMPATHY JOURNEY LIBRARY
an individual, stand-alone, in-app VR training process

Boosting Empathy, Diversity & Inclusion
Cultivating Belonging and Compassion
Establishing Healthier and Wealthier Organizations
OUR PRODUCT: THE EMPATHY JOURNEY

Three complementing elements

1. Unique VR experience: Walking a mile in someone else's shoes
   Research-based innovative scripts using real-life narratives, filmed from a first-person POV, creating a powerful psychological impact. Provoking empathy by relying on the proven unique power of VR.

2. A personal in-app workshop
   Reflecting and processing the VR experience’s different insights, while building the user’s cognitive and motivational empathy.

3. The Empathy Report
   Registers the organization's and individual users' overall empathy levels throughout the process. Suggests concrete actions to enhance organizational empathy levels.
Numerous studies show: VR enhances empathy

Our method: Managing empathy levels using our VR-based platform

How virtual reality is redefining soft skills training

VR learners were:

- 4x faster to train than in the classroom
- 275% more confident to apply skills learned after training
- 3.75x more emotionally connected to content than classroom learners
- 4x more focused than their e-learning peers

Walking a mile in someone else's shoes

How virtual reality can create the ultimate empathy machine
THE COMPLETE EMPATHY SOLUTION
Our secret sauce

➢ Unique training modules: The Empathy Journey – A complete, personal, mobile app-based emotional training
➢ Research backed content production (VR, workshop & analysis)
➢ AI data collection and analysis, producing empathy reports
➢ Fast & easy remote onboarding
INITIAL MARKET: U.S.A, U.K and Israel healthcare system

6.5M  Medical staff in the U.S.A

14,000  Hospitals in the U.S.A

$170B  U.S.A L&D and training market (future market)

*Statista, 2020
THE BUSINESS MODEL:
SAAS

➢ Annual subscription cost per organization for using OtheReality’s platform:
  ➢ $50,000 per year for a 1,000-employee organization
  ➢ 4% out of the average training budget
OUR CURRENT STAGE

BETA PRODUCT, PAYING CUSTOMERS

- Healthcare sector design partners (pilot and research in process)
- Ten existing Empathy Journeys
- Two Paying customers (Hebrew university, BIU)
- Several pilots in corporates
- Independent research of our tools in the education system shows high impact on youth regarding harassment prevention
- Three ongoing academic researches
- A running product
Our Upcoming Milestones:

➢ Raising Seed round - $500K
➢ Extending our Empathy Journey’s VR library
➢ Developing our platform and Integrating a conversational AI system
➢ Improving the data analysis system for impact measurement
➢ Go to market with existing Empathy Journeys
BOOSTING EMPATHY BY LEVERAGING VR

ELIK ALMOG
Co-founder, CEO
Serial Social Entrepreneur; Experienced Manager and Board Member. Holds an MA in Public Policy

YOTVAT PALTER-DYCIAN
Co-founder, COO
Marketing and Media Production Professional; Group Facilitator, Cinema & Video Therapist; Holds an M.S. in Marketing

PROF. MOTTI NEIGER
Founder, CCO & R&D
Communication Scholar at Bar-Ilan Uni.; Head of Media & Curriculum Committee; Entrepreneur

Contractors: VR Specialist, VR & unity developer,
Advisors: Training technologies advisor, Patient experience advisors,
Boosting Empathy by Leveraging VR

www.othereality.com

office@othereality.com