

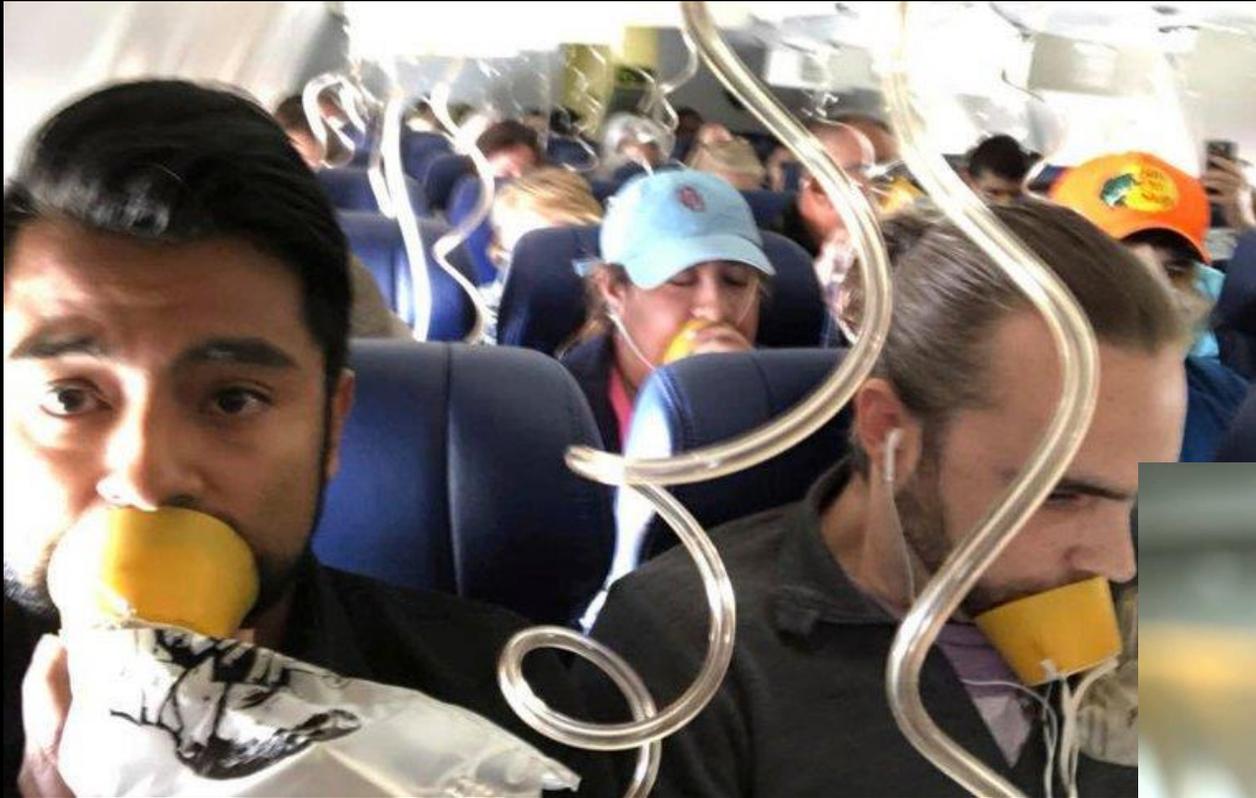
how games, augmented and virtual reality are disrupting life science learning

LTEN Conference, Phoenix, AZ

by Anders Gronstedt, Ph.D., President,
Gronstedt Group

June 14, 2018





how many times have
you heard this message?

“cover mouth and nose”



“miracle on
the Hudson”

150 passengers:
33 brought their life vests,
and only 4 put them on properly

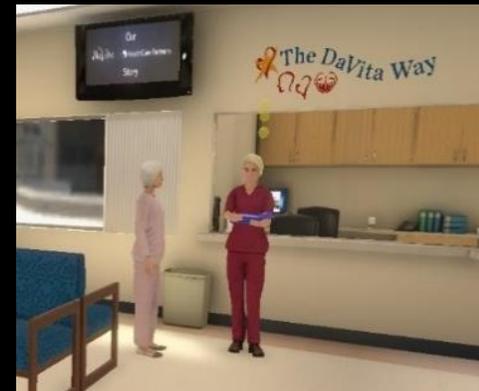


no matter how creative the videos got,
or how many times we repeat
this “microlearning”

people still don't learn what we're
telling them to do,
they have to do it



what if passengers got certified in a safety vr sim?

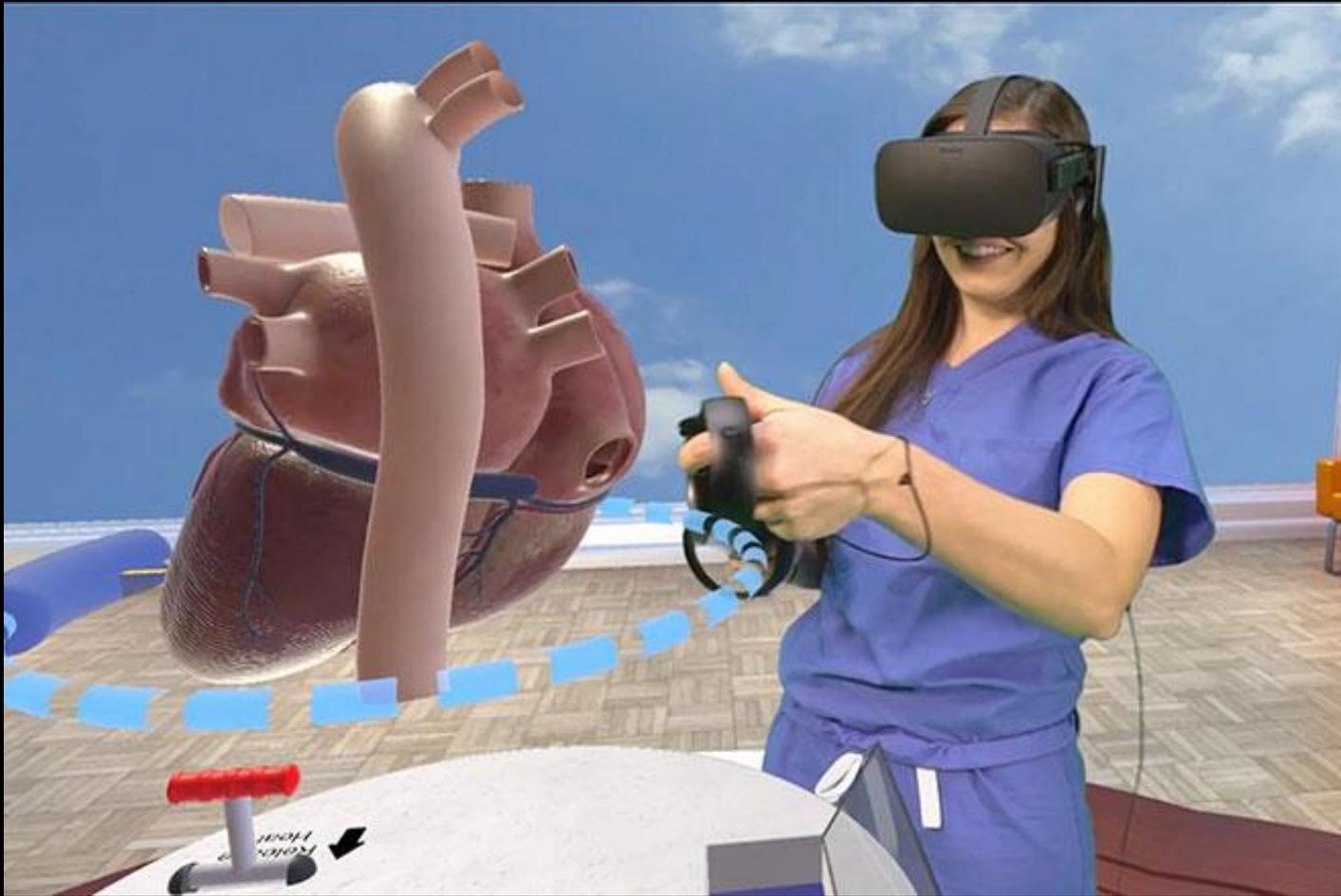


[Watch demo](#)

DaVita®

Challenge: All team members need to understand the customer experience

Solution: Customer empathy sim, playing the role of patient



change scale and
perspective

go inside the heart



embodied cognition

building muscle memory



reduced fear of public speaking



reduced fear of height



better than eye-patch for lazy-eye treatment



reduced PTSD symptoms



twice as effective as narcotics for pain relief

Rewiring the brain

Sources: [How VR Can Defeat Your Fear of Public Speaking](#)
[Using VR to Help People Reach Greater Heights](#)
[Voices of VR Podcast, #553, Tipatat Chennavasin.](#)
[The Journal of Pain, "The Impact of Virtual Reality on Chronic Pain," Ted Jones, Todd Moore, James Choo, Dec 20, 2016](#)



“the ultimate
training machine”

repeated movements in virtual
reality causes changes in brain
structure, which in turn improve
performance in the real world



Walmart 

the worlds largest employer has
trained 250,000 employees in VR

Oculus Go

first standalone VR

higher resolution than Oculus Rift

\$200!!!



Samsung Odyssey

inside-out tracking

\$400 + laptop



cheap

expensive

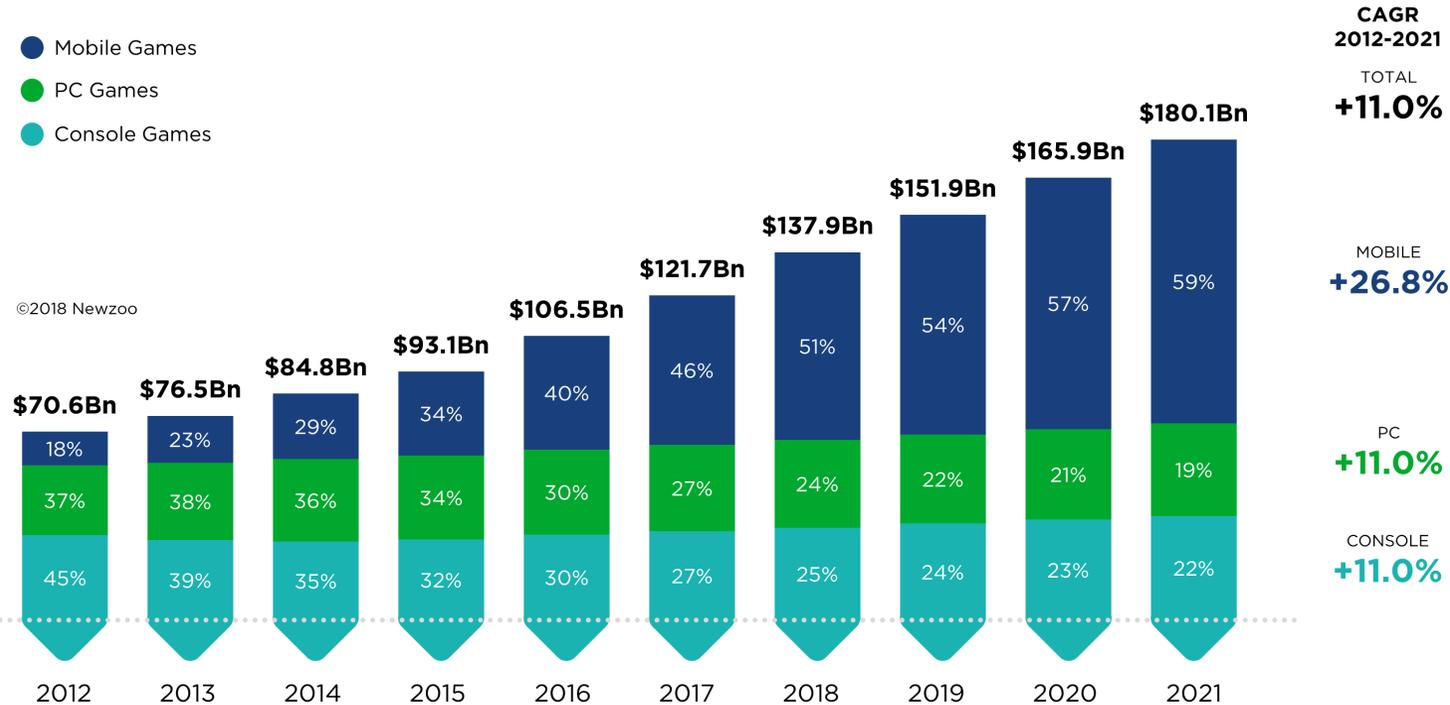
second generation vr headsets breaking down barriers to implementation



2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES

- Mobile Games
- PC Games
- Console Games

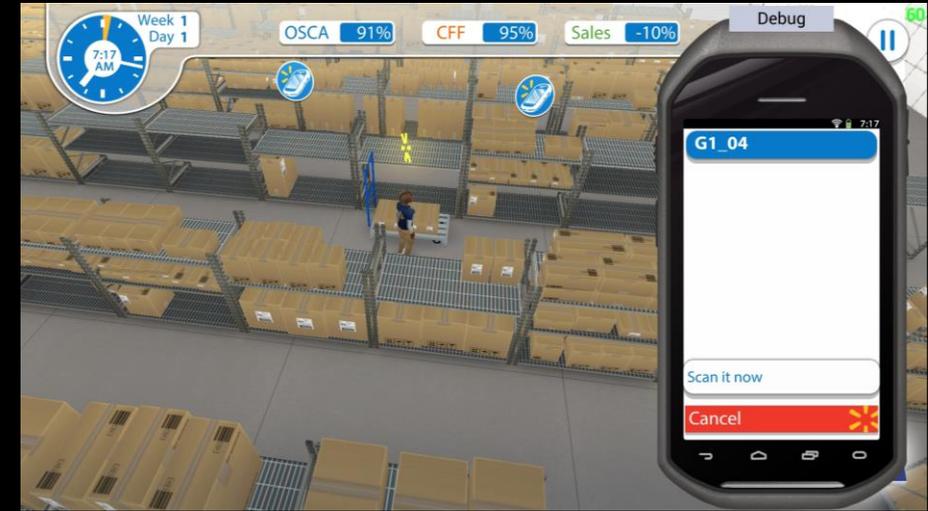


Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport



mobile game explosion

63% mobile gamers are women



[Watch demo](#)

Walmart 

challenge: train 1 million + associates to become managers

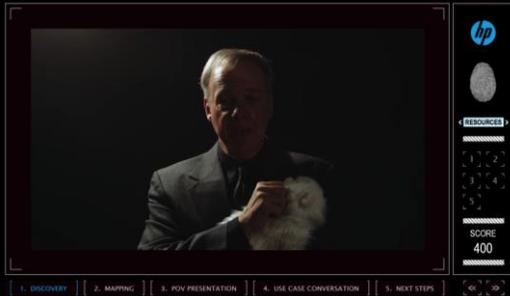
solution: mobile business sim modelled on popular mobile resource management games like The Sims, Clash of Clans and Game of Wars



[Watch trailer](#)

“Space Advisors”
cross-selling game

KPMG



goal: train 10,000 global sales
reps on new executive selling
approach

[Watch trailer](#)

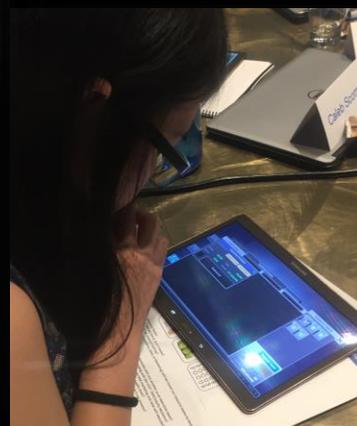
mission-possible themed

video-based game

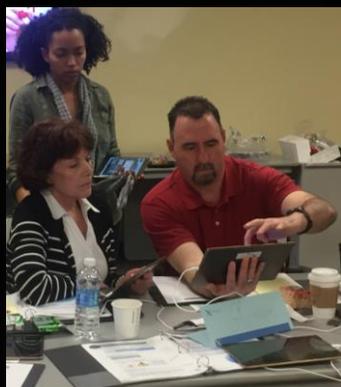




Teams compete for market domination



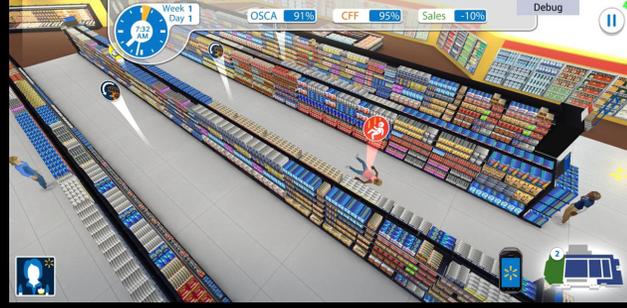
Touch-interface,
3D data visualization



Years of business processes
compressed to hours

business game: LeadershipX

[Watch demo](#)



immersive computing continuum

VR: simulations

“flight simulator” for any skill, and the “ultimate empathy machine”

**Mobile 3D:
microlearning**

building 1000s of reps

AR: performance

support
moment-of-need



“scribe” animations



**Hewlett Packard
Enterprise**

video-based sales sim



intuit

cyber security
“tower-defense” game



Davita

virtual reality patient
empathy simulation

Google™



mobile micro-learning
management skills



we custom-develop learning
programs that drive performance
improvements and business
results for global clients

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