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Japanese medical VR company Jolly Good to develop digital therapeutics

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Establishes CBT VR Specialist Department with Clinical Psychiatrists



Leading Japanese medical VR company Jolly Good Inc. has recently established a specialized DTx Division to develop digital therapeutics (hereinafter "DTx") using VR and AI technologies.

Dr. Ayako Kanie and Dr. Aiichiro Nakajima, psychiatrists and leaders in the development of cognitive-behavioral therapy at top research institutes in Japan, will officially participate in Jolly Good. The company has been developing social skill-training VR for developmental disabilities and digital therapeutics VR for depression. After agreeing that Jolly Good's high-quality VR could be effective for mental illnesses, both doctors made the decision to participate.

In many cases, drug therapy alone is insufficient to treat mental illnesses such as depression, and the importance of psychotherapy is gathering more attention. However, the issue with conventional psychotherapy is that it is not properly delivered to patients who need it, due to the lack of time and capability of specialists.

Jolly Good's DTx Division has also applied for an international technology patent for providing personalized digital therapeutics by analyzing behavioral characteristics and vital data during the VR experience.

Jolly Good is planning a business expansion of digital therapeutics globally. Negotiations have started with several medical companies about global sales partnerships to this end.