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Japan launches R&D of VR therapy for chronic pain

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Developing VR for rehabilitation together with the leading experts



Jolly Good Inc. in collaboration with Aichi Medical University Hospital's Pain Center, the first interdisciplinary treatment and research facility for pain in Japan, will research the efficacy of virtual reality (VR) therapy for chronic pain.

Professor Takahiro Ushida, one of Japan's leading experts in pain treatment, will collaborate in this research. This research will be conducting multifaceted research on the use of VR in diverse situations, such as rehabilitation of patients, to develop VR therapy for chronic pain. Professor Ushida has represented Japan in the revision of the definition of pain by the International Association for the Study of Pain.

In the first phase of this research, Jolly Good and Aichi Medical University plan to study the development of rehabilitation therapy using VR for people with complex regional pain syndrome (CRPS), post-stroke pain, and other conditions that cause pain or fear of movement.

In April 2020, Japanese startup Jolly Good established the DTx Division, a specialized team for developing digital therapies that include psychiatrists and pharmaceutical strategy specialists, among others. Building upon the base of the VRDTx system, Jolly Good will expand its pipeline to multiple mental illnesses and lifestyle-related diseases and will develop its digital therapies business both in Japan and overseas.