# Dossier: VR REHAB INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $111,486.92

**Award Date:** 2023-12-12

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

VR Rehab Inc. (doing business as XRHealth) provides virtual reality (VR) telehealth solutions for physical and mental healthcare. Their primary business is offering FDA-registered VR medical devices and therapeutic VR environments accessed through a HIPAA-compliant telehealth platform for remote rehabilitation and pain management. Their core mission is to make healthcare more accessible, engaging, and effective by leveraging the power of immersive VR technology. They aim to solve the problems of limited access to specialized care, lack of patient engagement in traditional therapy, and high costs associated with in-person rehabilitation. Their unique value proposition lies in their end-to-end platform offering personalized VR therapy programs supervised remotely by licensed clinicians, which enables patients to receive treatment from the comfort of their homes, clinics, or hospitals, potentially leading to better patient outcomes and reduced healthcare costs.

**Technology Focus:**

* XRHealth's platform features a range of FDA-registered VR medical devices and therapeutic VR environments for various conditions, including neurological disorders, orthopedic injuries, pain management, and mental health issues like anxiety and PTSD.
* Their proprietary telehealth platform allows licensed clinicians to remotely monitor patient progress, adjust therapy programs, and provide real-time feedback during VR sessions. Data from VR sessions (e.g., range of motion, reaction time, pain levels) is tracked and analyzed to optimize treatment plans.

**Recent Developments & Traction:**

* Partnership with Memorial Hermann Health System (October 2023):\*\* Integrated their VR telehealth platform into the Memorial Hermann Rehabilitation Network to expand access to care and improve patient outcomes.
* Series B Funding Round (January 2022):\*\* Raised $55 million in a Series B funding round led by Israeli growth fund Giant Ventures, with participation from AARP and HTC. The funding was intended to expand its VR telehealth platform globally.
* Collaboration with the U.S. Department of Veterans Affairs (Ongoing):\*\* XRHealth is reported to be working with several VA hospitals to explore the use of VR therapy for veterans with chronic pain, PTSD, and other conditions.

**Leadership & Team:**

* Eran Orr (CEO):\*\* Experienced entrepreneur with a background in technology and healthcare. No specific prior roles in defense or aerospace found.
* Dr. Beth Sanders (Chief Clinical Officer):\*\* Experienced clinical psychologist and healthcare executive.

**Competitive Landscape:**

* AppliedVR:\*\* Offers VR-based therapeutic programs for pain management and anxiety. XRHealth differentiates itself by providing a broader range of clinical VR solutions and an end-to-end telehealth platform with remote clinical supervision.
* EaseVRx (by AppliedVR):\*\* A direct competitor focusing specifically on chronic lower back pain. XRHealth distinguishes itself by offering a broader range of applications beyond just lower back pain.

**Sources:**

1. [https://www.xrhealth.com/](https://www.xrhealth.com/)

2. [https://www.fiercehealthcare.com/digital-health/xrhealth-nabs-55m-series-b-expand-virtual-reality-telehealth](https://www.fiercehealthcare.com/digital-health/xrhealth-nabs-55m-series-b-expand-virtual-reality-telehealth)

3. [https://www.mhealthintelligence.com/news/memorial-hermann-integrates-vr-telehealth-into-rehab-network](https://www.mhealthintelligence.com/news/memorial-hermann-integrates-vr-telehealth-into-rehab-network)