

Virtual Patients Empower Real Patients

A new virtual support group patient engagement platform

EXTON, PA, USA, November 19, 2014 /EINPresswire.com/ -- November 13, 2014. [Syandus Inc.](#) recently launched its Virtual Conversations™ patient engagement platform to the healthcare community. The platform allows the user to join a virtual support group composed of friendly, simulated patients who are programmed to respond with clinical best practice and empathy coaching. The user

is able to guide the group's conversation to personalize the program to their specific self-management concerns. Virtual Conversations goes beyond patient education by tackling personal fears and misconceptions that can hinder patients from advocating and managing their medical conditions. This new form of interactive patient engagement is a valuable tool for payers, wellness companies, ACOs,

and other healthcare organizations. It's been carefully designed to improve health outcomes and lower healthcare costs by providing essential insights into the needs and concerns of their patient communities. During the course of each immersive interactive experience, patients can connect with other digital resources, clinical call centers and additional services. Virtual Conversation apps run on mobile, PCs, and Macs, so patients can experience the benefits of a support group from wherever they are.

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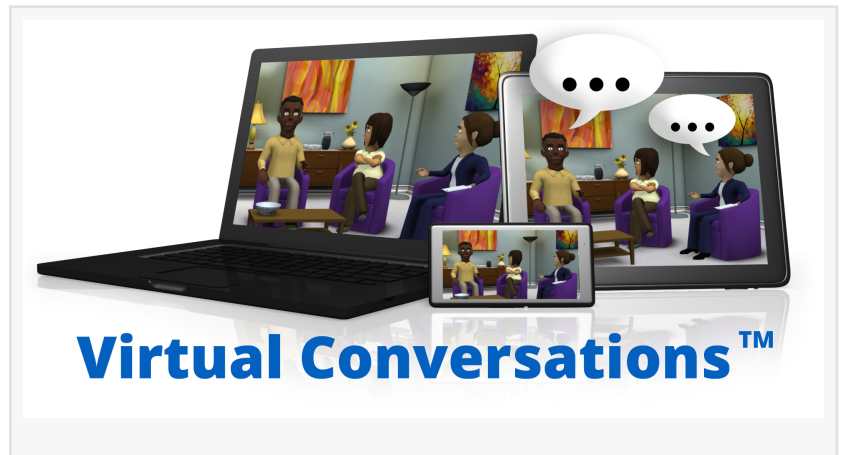
We combine best practice clinical coaching - from the patient perspective - with game technology to create a personalized way for patients to develop self management skills.

Doug Seifert, CEO of Syandus

Within this platform Syandus has combined the intelligent responsiveness of game technology with first-hand patient insights, expert clinician guidance, and literature-based data

to create an engaging virtual support group controlled by user interaction. Support groups are highly effective at empowering patients toward better self-management by blending peer-level empathy with practical knowledge, through casual dialog in a non-threatening atmosphere. Now patients can experience these benefits at their own pace and on their own terms; on the go or from the comfort of home. “When we were approached to help patients newly diagnosed with multiple sclerosis, we quickly learned that patients don’t need just information. Patients also need empathy and ways to confront emotional barriers – and from that insight, the idea of a conversational virtual support group was born” describes Doug Seifert, CEO of Syandus.

Healthcare organizations can utilize Virtual Conversations to provide valuable information to patients to help them adhere to treatment, assesses where the patient is on the continuum of self-management, and connect the patient with additional support offered through the organization that they might not otherwise know is available. This valued differentiating tool will enable healthcare organizations to better serve their patient communities and lower costs through improved patient-



centered management on a new, personal level.

About Syandus

Syandus is a leader in intelligent simulation learning technology. Focused in medicine and life science, the company creates digital experience-driven learning environments for healthcare professionals, students, and patients. Its unique approach combines game engine technology and systems engineering to create responsive personalized learning experiences. Syandus collaborates with medical societies, continuing medical education organizations, universities, medical schools, and faculty experts to translate complex topics into approachable learning simulations suitable for the target audience. Syandus' core simulation technology was developed through several Small Business Innovation Research awards from the National Science Foundation. Syandus' proprietary platform consists of simulation technology, app-based delivery (mobile, PC, Mac), and comprehensive analytics of user interactions, performance, and outcomes.

Multimedia: Press kit available at <http://www.syandus.com/press/VirtualConversations>

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This press release can be viewed online at: <http://www.einpresswire.com>

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