

# Boosting Empathy in Healthcare by leveraging AI & VR tech



**Lack of Empathy** is a root cause of many healthcare challenges, such as staff burnout and low patient adherence. These cost the US healthcare system an estimated \$100B annually. Despite evidence that empathy is improvable and crucial for healthcare quality, current empathy-boosting solutions lack impact measurability, personalization & scalability.

**+ 25.9%**  
Medical centers  
annual turnover rate

**↘ \$43B**  
[Medical centers annual loss  
from employee turnover](#)

**🕒 50%**  
Average patient adherence &  
compliance rate (US)

**↘ \$26B**  
[Medicare annual costs due  
to hospitals readmission](#)

**OtheReality** has developed a **personalized empathy platform** for medical centers. Leveraging AI & VR, staff are invited to walk a mile in the shoes of their patients and colleagues through individual experiential workouts, designed using our research-backed methodology.

The workout data, augmented by sensor-based indicators, is aggregated and analyzed on the platform, creating deep-learning-based dashboards, monitoring, and measuring the organization's Algorithmic Empathy Index (patent pending AEI™) for the medical centers to better meet their KPIs and **demonstrate ROI**.

**OtheReality** addresses the **US healthcare market** of 6,000 hospitals and over 1,000 medical simulation centers. US hospitals spend over \$1.5M annually on improving patient experience and HCHAPS scores. Similarly to a gym membership, an annual subscription fee (SaaS) provides medical centers with remote & repeated training to strengthen the empathy muscle of their teams to maintain empathic competence.

## COMPANY STATUS :

Development stage: Beta  
 Funding stage: Bootstrapped  
 Affiliations: MassChallenge,  
 UnBox Ventures, Nvidia inception  
 Market: Healthcare – patient  
 experience office and medical  
 simulation centers  
 Market size: \$16.9B  
 Investment opportunity: \$500K

[Click for a news report on our OB/GYN pilot](#)

## OTHEREALITY UNIQUE ADVANTAGES :

- |                                    |                                     |  |
|------------------------------------|-------------------------------------|--|
| Remote & scalable empathy training | Personalized & data-driven platform | Research - backed method                   |
| Timesaving & cost-effective        | IT & LMS Seamless integration       | Establishing the Algorithmic Empathy Index |

## TRACTION & MARKET VALIDATION :

- Design partnership & beta site with Sheba-Tel Hashomer (finalizing agreement)
- 4 US medical centers – Pending quote for pilots
- 2 paid pilots: Wolfson medical center, Pade-Poria medical center
- Paying customers: 5 academic institutes and several hospitals in Israel

## OUR LEADERSHIP TEAM :

- [Elik Almog](#)  
Co-founder, CEO
- [Prof. Motti Neiger, BIU](#)  
Founder, CCO & R&D
- [Yotvat Palter-Dycian](#)  
Co-founder, COO
- [Ofar Atir](#)  
Co-founder, CTO
- [Prof. Ronen Rosenblum, Harvard Medical School](#)  
Advisory Board
- [Ravid Segal](#)  
Co-founder, Chief XR Simulation Officer
- [Prof. Amitai Ziv](#)  
Co-founder, CSO  
Deputy director of Sheba medical center