How to make a game to make people measurably more healthy
How to make a game which the NHS thinks might be as ethically complicated as medicinal marijuana.
6 years ago...
3 million people

- Psychiatric Morbidity Survey (2000)
3 million people
15% seeking treatment

- Psychiatric Morbidity Survey (2000)
"the single most efficient acute intervention for the mitigation and treatment of excessive stress"

Everly & Lating - 'Clinical guide to the treatment of the human stress response
FLOWY
Haha storm! Can’t get me that easy!

Tutorial

FLOWY
75% of people with mental illness fail to receive any treatment.

60% of people referred to IAPT fail to take up treatment.
Quynh Pham, Playlab London Research Co-ordinator
FEASIBILITY AND EFFICACY OF A MHEALTH GAME FOR MANAGING ANXIETY

Flowy Randomized Controlled Pilot Trial and Design Evaluation

Quynh Pham

A thesis submitted to the Wolfson Institute of Preventive Medicine
The Results
Flowy produces a measurable decrease in panic, anxiety and hyperventilation symptoms
Flowy significantly increases quality of life
100% of participants who used Flowy agree it is a useful intervention
Flowy study participants DID successfully use Flowy to prevent and manage panic attacks.
"Since first using Flowy I have been feeling a lot better"

- Flowy trial participant
"I am a lot happier having this game with me, it sometimes feels like a secret weapon!"

- Flowy trial participant
“For me it's changed my life completely, and I know this is a story you must hear over and over again”

- Flowy trial participant
Flowy is a mobile game designed to combat anxiety and panic attacks.

"It's changed my life completely..."

"And I know this is a story you must hear over and over again"
6000 users
110 countries
70,000 breaths
Thanks!

playlab
LONDON