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ASIA EDITION

AXA Hong Kong, CUHK and Oxford VR establish unique healthcare partnership

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AXA Hong Kong, CUHK and Oxford VR announce first-of-its-kind clinical research in mental health in Asia using VR enabled immersive therapy



AXA Hong Kong, The Chinese University of Hong Kong (CUHK) and Oxford VR (OVR) announced an agreement on a first-of-a-kind partnership to pilot a groundbreaking automated immersive therapy using virtual reality (VR) for mental health in Asia including the Greater Bay Area.

The pilot focuses on a jointly supported clinically-validated trial in Hong Kong using a modern VR technology platform for managing common mental health issues, such as social avoidance, anxiety and depressive symptoms, in people's daily lives and work.

In Asia, there is generally a high level of stigma surrounding mental wellbeing, resulting from a lack of awareness and education. There is also a lack of resources and a trained workforce to cater for mental health needs. Enabling widespread and easy access to effective new solutions has never been more critical.

This partnership brings together AXA Hong Kong's unique understanding of the Asian healthcare market, CUHK's outstanding reputation for academic excellence and research and Oxford VR's world-class clinical expertise in developing psychological therapies using immersive technology.

A variety of specially-designed scenarios will be developed for this clinically-verified trial. These scenarios will be offered in both English and Cantonese.

The pilot will involve the recruitment of the public to participate in the trial and is expected to be completed next year. Programme details will be announced at the upcoming launch in June.