

Japanese firms ink new business partnership worth ¥5 B for mental healthcare

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New business partnership between Otsuka Pharmaceutical and VR technology developer Jolly Good

With the aim of building a regional cooperative mental health platform, Jolly Good Inc. and Otsuka Pharmaceutical have signed an agreement for exclusive product joint development and sales in Japan for a social skill training virtual reality (SST VR) business. If including a 300 million yen upfront payment from Otsuka Pharmaceutical to Jolly Good, as well as development cost reimbursement and royalties, the deal is worth 5 billion yen (¥).

Reports have cited the combined use of pharmacotherapy and SST as a psychotherapeutic method that reduces mental disorder recurrence rates, and Jolly Good's immersive SST VR is expected to help patients concentrate better and improve effectiveness. Dr. Ayako Kanie, a psychiatric specialist and senior medical supervisor, will be content production manager for Jolly Good's VR business.

Through this business, Jolly Good will provide the necessary VR goggles and tablet devices and will produce SST VR content for a range of scenarios in conjunction with Otsuka Pharmaceutical.

Jolly Good has already deployed SST VR for developmental disorders at over 200 hospitals, clinics, welfare support centers, and other such facilities across Japan.