

# 2025 Mindset-XR Innovation In Mental Health Roadshow

North of England

17 September 2025

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# 2025 Mindset-XR Innovation In Mental Health Roadshow

Time	Session	Speakers
10:00 - 10:20	Welcome and introduction	<b>Mike Kenny</b> , Associate Director of Innovation and Industry Partnerships - Health Innovation North West Coast
10:20 - 10:50	Civic HealthTech Innovation Zone project	<b>Dr Annemarie Naylor MBE</b> , Director of HealthTech and Innovation Growth - University of Liverpool
10:50 - 11:20	Implementing gameChange VR for people with agoraphobia and psychosis, a real-world pilot in Greater Manchester Mental Health NHS FT	<b>John Sainsbury</b> , Research & Innovation Manager - Greater Manchester Mental Health NHS FT
11:20 - 11:45	Break	
11:45 - 12:00	Update from Innovate UK	<b>Jane Guest</b> , Mindset Innovation Lead - UKRI
12:00 - 12:20	MHRA Regulation for XR Digital Health	<b>Holly Coole</b> , Senior Manager for Digital Mental Health - MHRA
12:20 - 12:30	XRHA Report Update - Games, XR & Global Health	<b>Ross O'Brien</b> , Co-Founder - XR Health Alliance (XRHA)

Time	Session	Speakers
12:30 - 13:15	Lunch	
13:15 - 13:45	Mindset XR panel session	Chair: <b>Indi Singh</b>
13:45 - 14:45	Speed dating and networking	
14:45 - 15:00	Day round up	<b>Mike Kenny</b>
15:00	Close	

# 2025 Mindset-XR Innovation In Mental Health Roadshow - North of England

Horizon Leeds

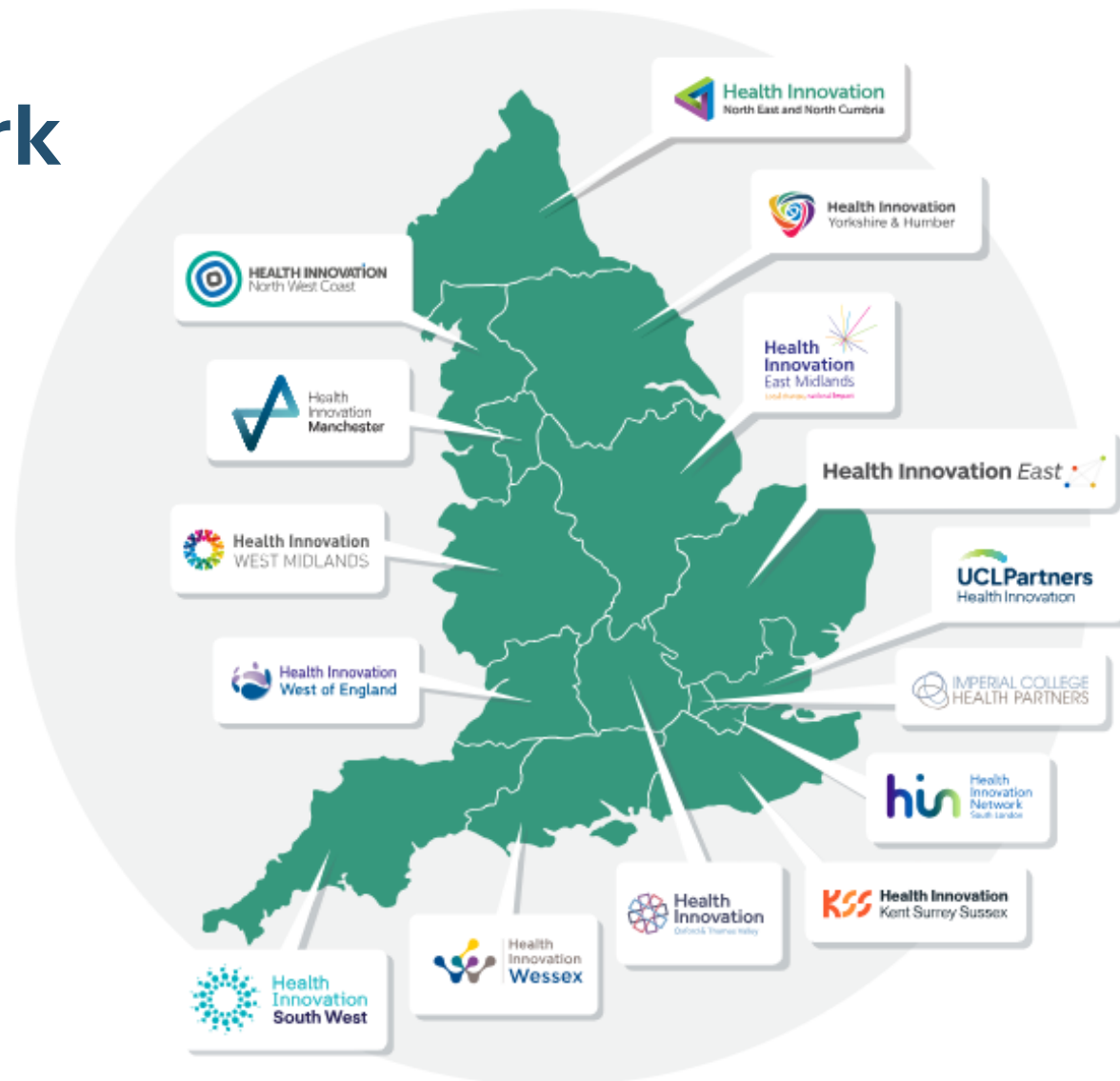
17th September 2025

# The Health Innovation Network

## Local change, national impact

The Health Innovation Network brings together the 15 local health innovation networks across England.

Each health innovation network is fully embedded in their local health and research ecosystem. This drives economic prosperity and growth in all parts of the country and ensures that everyone benefits from innovation.



# What We Do

Locally, we deliver boots-on-the-ground innovation adoption support to health and care teams

Nationally, we come together as the Health Innovation Network to share best practice, accelerate learning and deliver national spread of innovation at pace and scale

**Our collaboration ensures innovations, improvements and best practice benefit more patients, faster**

We transform lives through innovation by supporting health and social care teams to find, test and implement new solutions to the NHS's greatest challenges, driving economic growth for the country.



## Our impact

**4.9M**

patients  
benefitted

**340,000**

hours of NHS time  
released

**£3bn**

investment into  
companies  
we support

**11,000**

jobs created or  
safeguarded

**3,000+**

innovations in our  
pipeline

## Our Work



Cardiovascular  
Disease



Tackling Health  
Inequalities



Patient  
Safety



Innovator  
Support



Implementation  
Support



# Innovate UK invests in digital solutions for mental health



Government announces Innovate UK investment in digital therapeutic solutions for mental health.

Innovate UK is investing over £3.6 million in business-led projects developing therapeutic extended reality (XR) solutions to provide mental health care services.

The funded projects are part of a targeted investment to unlock the transformative power of XR technologies, including:

- creative
- virtual reality (VR)
- augmented reality
- mixed reality
- haptics
- immersive software and audio

These technologies will be developed and trialled over 12 to 18 months, with the ambition to deliver next-generation digital therapeutics for people living with moderate to severe mental health conditions.

11 September 2025



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# The Mindset-XR Innovation Support Programme

- Part of the Innovate UK Mindset-XR Programme, which aims to grow the UK's nascent extended reality (XR) in mental health sector
- Funding is being awarded in 3 strands:
  - **Round 1** 29 projects underway/complete
  - **Round 2** 23 projects underway/complete
  - **Round 3** 17 projects underway

The Mindset-XR Innovation Support Programme, led by the Health Innovation Network South London, aims to:

**Support** innovators of XR tools for mental health

**Stimulate** growth of the surrounding ecosystem and community

**Scale** up promising innovation for spread and adoption

**Share** knowledge about developing innovation and evidence

It does this by:

- Developing an active community of shared interest and learning
- Providing bespoke support to innovators of XR for mental health
- Convening stakeholders to tackle macro level roadblocks
- Providing a publicly available curriculum to support innovators

## UK Wide Network of expertise



hin.mindset@nhs.net



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Visit [www.healthinnovationnetwork.com/resources/mindset-xr-innovation-support-programme](http://www.healthinnovationnetwork.com/resources/mindset-xr-innovation-support-programme)



# **Why Do We Need Mindset XR?**



**NHS**

# **FIT FOR THE FUTURE**

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**10 Year Health Plan  
for England**

## **Top Two of the Five Government Missions:**

1. Kickstart economic growth - Drive growth, rebuild Britain, support good jobs, unlock investment, and improve living standards
2. Build an NHS fit for the future - Ensure the National Health Service is equipped to meet future challenges

## **10 Year Health Plan:**

- NHS Satisfaction
- Primary Care Access
- Ageing population with LTC's
- Planned and unplanned care
- Financial sustainability
- Outcomes

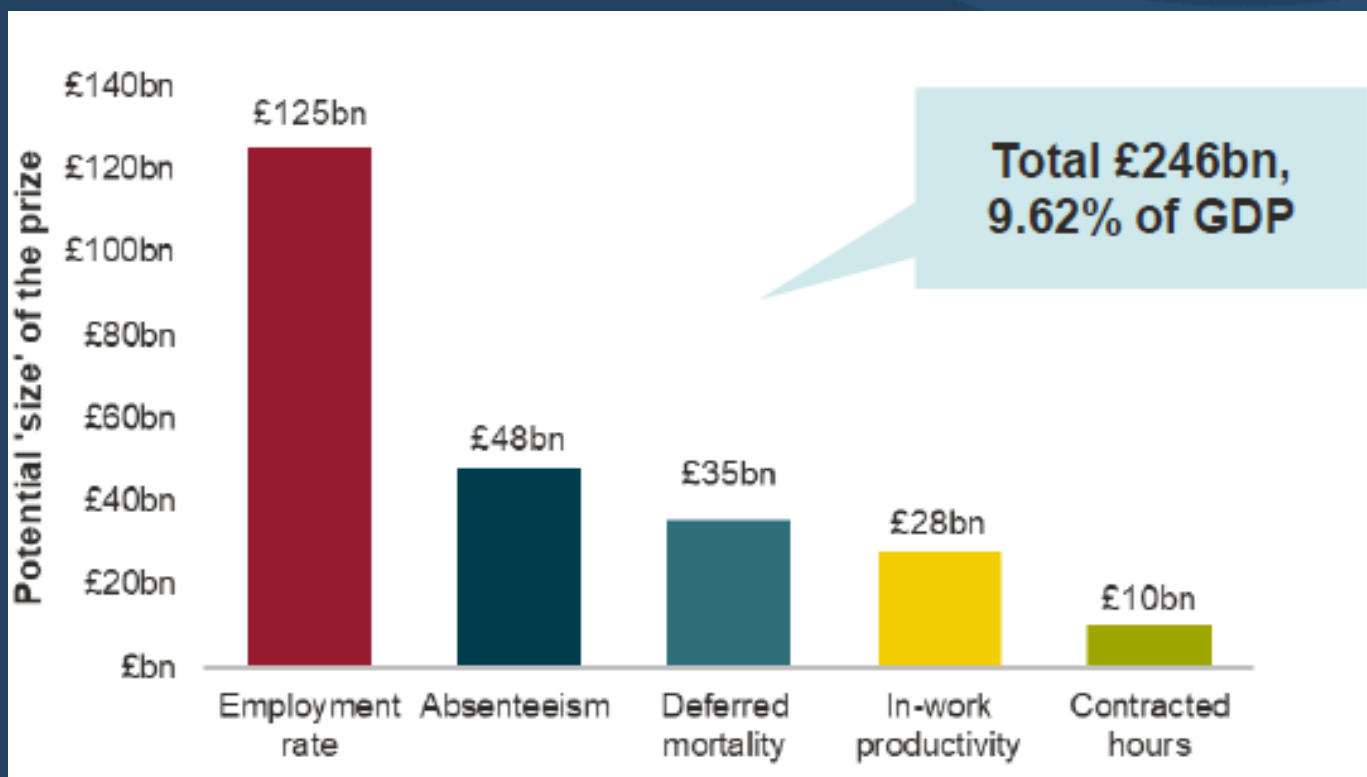
# Defining the size of the health innovation prize

Prepared for the Health Innovation Network

June 2025

<https://thehealthinnovationnetwork.co.uk/news/healthcare-innovations-could-boost-uk-economy-by-278-billion/>

# Total productivity impact of ill-health on the UK economy



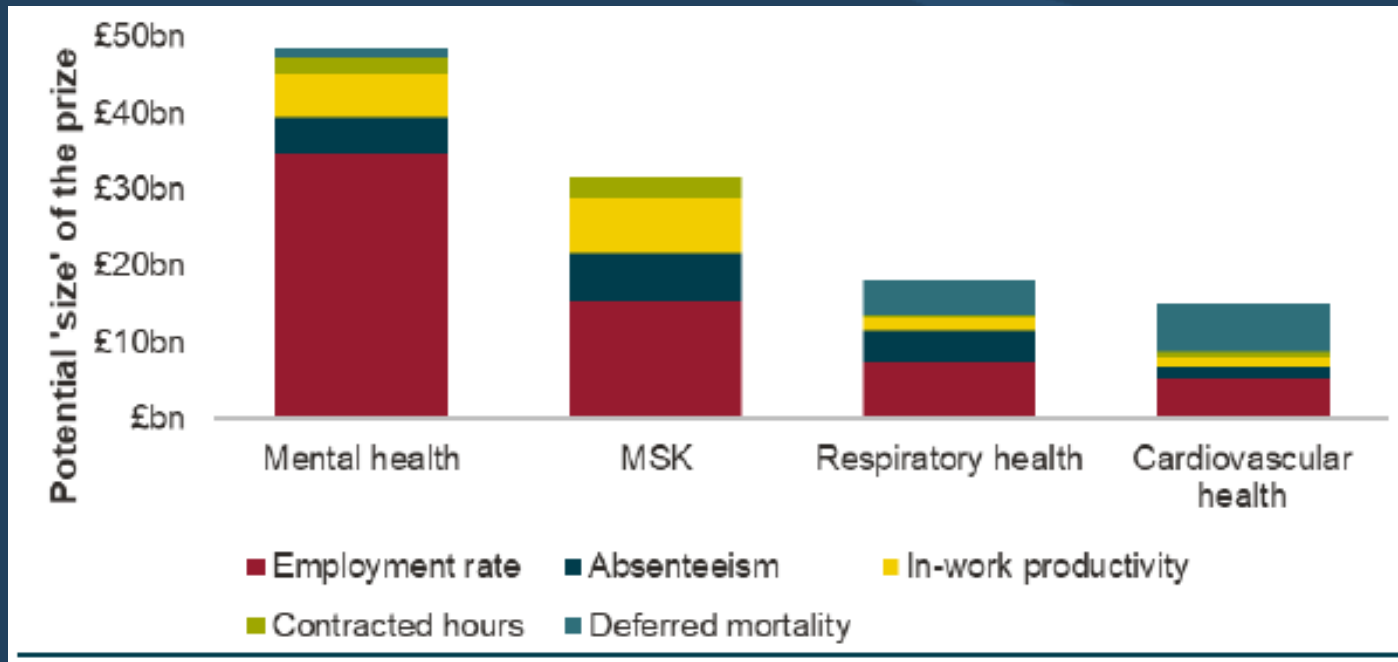
## Statistics:

- Cost of **absenteeism** is between **£38B - £56B\***
- Cost of **Economic inactivity** is between **£127B - £188B\***
- **2.5 million** people **inactive** due to **ill-health\***
- 3.7 million employed with work-limiting conditions^
  - Valued at approximately **£31.3bn**
  - **15%** productivity loss
  - Inactivity and reduction in hours associated with **£8.9bn** reduction in tax receipts

A **one percent** increase in the number of people in work aged 50 – 64 could **increase GDP** by around **£5.7 billion per year**



# Mental Health is the LTC with the greatest impact on UK PLC and on people lives



- Mental health conditions are becoming **more common** in the working-age population, rising from 8-10% to **13-15%** prevalence since the **mid 2010s**.
- Long-term productivity impacts may result from missed education for young people with mental health conditions.
- The rise in work-limiting conditions is driven by increases in mental health conditions.

**Mental health related deaths** have also risen significantly since the 2010's

# Mental Health Landscape

## Access

- We have an increasing demand for MH services
- **3,790,826** people were in contact with NHS services in 23/24 which is 40% more than pre-pandemic
- There is limited capacity within the NHS workforce

### **Opportunity**

*We need to support our workforce with digital innovation to enable their skills to reach more people that require support. How can XR support?*

## CYP

- **One in six** children are likely to have a Mental Health problem
- Over a million children were in contact with MH services in 23/24
- Prompt access to support maximises their chances of leading a happy and healthy life

### **Opportunity**

*We need a greater focus on prevention and early intervention to reduce the escalation of symptoms and ensure young people get needs led support as early as possible. How can XR support?*

## Neurodiversity

- Approximately 6% of the population live with ADHD
- Demand for ADHD assessments is costing the NHS millions in non-contracted activity
- NICE recommends environmental modifications before pharmacological treatment

### **Opportunity**

*We need to support people with their circumstances and the symptoms they are experiencing. How can XR support?*

# Opportunities within the 10 Year Health Plan

- **The 3 shifts**

Hospital to  
Community

Analogue to  
Digital

Sickness to  
Prevention

*XR is a digital solution that can support people in community and prevent escalation of MH symptoms*

- **Neighbourhood health centres (MH support under one roof)**

*How can XR support the neighbourhood health model?*

- **MHSTs – Mental Health Support Teams**

*How can XR support MHSTs in schools?*

- **The NHS app as the digital front door to the NHS by 2028** (inc. a store of approved digital tools)

- **Innovation Passport – will make scaling and adoption across multiple NHS sites faster, easier and less bureaucratic**

# Innovate UK's Mindset-XR Innovation Support Programme aims



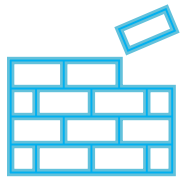
**Create a thriving UK-wide community that connects multiple sectors to advance XR in mental health**



**Support development and visibility of market pipeline**



**Raise awareness of potential benefits of XR in mental health**



**Support innovators to build skills and evidence**



**Do all we can to ensure processes drive equity of access**

# Civic HealthTech Innovation Zone

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**Dr Chawisa Deesomboon ('Belle')**  
**Innovation Manager**  
**Civic Health Innovation Labs**



# Liverpool City Region's Life Sciences Innovation Zone

- The Liverpool City Region is England's second Investment Zone, focused on the Life Sciences.
- The vision is to facilitate a step change in the investment, collaboration and delivery of public health interventions. It will focus on infectious disease, mental health, data and materials science, sustaining a hotbed of research and innovation, resulting in highly productive businesses supporting the NHS to improve health and well-being outcomes for people across the LCR and UK more broadly.
- The Liverpool City Region Innovation Zone will run for 10 years and has the potential to deliver £800m of public and private investment, supercharging the Region's economy, creating 8,000 new jobs and saving lives across the world.





# Civic HealthTech Innovation Zone (CHI-Zone)

The CHI-Zone is anchored by the University of Liverpool's Civic Health Innovation Labs (CHIL). It is funded by the Liverpool City Region's Life Sciences Innovation Zone, part of the Government's national Investment Zone Programme.

**Our mission is to drive transformative innovation in health and care by connecting forward-thinking HealthTech developers with world-class expertise and opportunities to collaborate.**

We are proud to be based in the Liverpool City Region – functioning as a trusted partner for academic, industry and public sector collaborators seeking to accelerate the development, adoption and impact of new technologies.

With a specialist team combining deep clinical, technical and commercial know-how, the CHI-Zone enables new ideas to thrive and tangible solutions to take shape.



**NIHR** | HealthTech Research Centre  
Mental health (MindTech)

# XR Landscape Report

- UK-wide landscape mapping study of XR in healthcare – inspired by the XR Health Alliance report published in 2021
- Led by the XR Health Alliance in collaboration with the University of Nottingham's NIHR MindTech Research Centre
- Aims to identify and showcase current XR research, development and deployment across physical and mental health in the UK amongst HEIs, industry and the NHS

*Interactive Report will be available: November 2025*





# Cheshire and Merseyside NHS @ CHI-Zone

- R&I partnerships involving Alder Hey Children's Hospital Trust, Mersey Care NHS Foundation Trust and University Hospitals of Liverpool Group.
- Mersey Care is one of the largest community healthcare providers in the UK, serving a population of approx. 1.4m people directly, and has partnered with CHIL to establish the Mental Health Research for Innovation Centre (M-RIC).
- This activity gave rise to discussions about the scope for XR to transform services for patients with broad-ranging needs alongside education and training for the community healthcare workforce.



# XR Framework for Mental Health Report

Over recent months, CHIL commissioned [Holovis](#), a global leader in immersive technology, with the support of [Rivermotion Group](#) and [The Insight Works](#), to map the XR landscape in mental health, present a high-level analysis of the potential for innovation in XR in the Liverpool City Region, and co-design a number of XR prototypes with Mersey Care NHS Foundation Trust that could benefit patients and the workforce.

**Report A:** An XR Landscape Review

**Report B:** Liverpool City Region's XR Ecosystem

**Report C:** Towards a Prototype Selection Framework

## INTRODUCTION

This report is one of three exploring key elements of the Extended Reality (XR) adoption process:

- **Report A:** An XR Landscape Review – drawing on a parallel review commissioned by the Civic Health Innovation Labs (CHIL) at the University of Liverpool, and an analysis of other XR technology landscape reports and academic literature
- **Report B:** XR Capabilities in the Liverpool City Region (LCR) – a short review of local capacity and capability
- **Report C:** Towards a Prototype Selection Framework – a look at how prototypes with commercial potential can be created and supported in LCR

At a strategic level this project has aimed to create a practical framework to guide the adoption and employment of XR technologies in mental health care in Merseyside.

The key objective has been to examine the potential for the development of a small number of XR prototypes to be practically trialled in CHIL and the Mersey Care NHS Foundation Trust.

Our team has set out to establish the criteria for evaluating XR technologies for application in mental health care settings, considering compliance with NHS standards such as the Digital Transformation Strategy and interoperability standards, as well as efficacy, usability, scalability and cost effectiveness.

We have set out to create a pathway for commercialisation, concept validation and pilot testing of prototypes to be supported by an aligned small grants programme, aided by technological support from the Virtual Engineering Centre at the University of Liverpool.

Our team adopted a mixed method approach, applying both qualitative and quantitative evaluation techniques. Our primary research included more than 25 interviews with the client project teams, Mersey Care NHS Foundation Trust, CHIL, and the NHS, Virtual Engineering Centre staff, clinicians and other health professionals, other trusts and Holovis technical experts. Our secondary research included a review of existing XR landscape reports, academic literature and relevant processes, along with an analysis of relevant policies, regulations, SME support processes related to NHS XR adoption and an examination of common grant procedures.

In producing our recommendations (please see Report C) we have taken account of the challenging and highly complex policy and regulatory context and the practical considerations around implementation, judging local businesses capacity to create genuinely innovative prototypes for staff training, therapeutic treatments and patient support.

## THE PROJECT PARTNERSHIP

**Mersey Care NHS Foundation Trust (referred hereafter as Mersey Care):** Founded in 2000 Mersey Care is one of the largest trusts of its kind in Europe, employing 11,000 staff and serving 1.5 million people in 7 local council areas as well as supporting mental health actions in the North West, West Midlands and Wales. The trust operates services to promote well-being, physical and mental health, and addresses issues such as addiction, learning disabilities and neurodiversity and is a community mental health and physical health provider.

**Civic Health Innovation Labs (CHIL) at the University of Liverpool:** Aims to tackle global health challenges with civic data and innovation, accessing leading edge research, and forging collaborations with business and enterprise partners. The team works with research groups, via postgraduate research and fellowships and through participation in global networks and transnational activities.

**Virtual Engineering Centre (VEC):** Established in 2010 at the University of Liverpool the VEC drives digital adoption and solutions in businesses and the public sector. A multidisciplinary team brings together expertise in engineering, computer science, data analytics, immersive visualisation and manufacturing technology. It offers services which combine knowledge of industrial engineering with emerging digital technologies to help solve real life challenges in a state-of-the-art facility with access to world class research and expertise.





# A clear opportunity for XR in mental health

The ***Landscape Review*** undertaken by Holovis provides an initial snapshot of the XR landscape in healthcare – identifying the barriers to growth, uncovering the opportunities and showcasing success. It, also, seeks to demonstrate the value such innovations could potentially bring to both clinical and non-clinical settings, informing strategic decision making.

#### GROUP A

**Companies rooted in classic games/entertainment/EdTech**

These companies are able to specialise in the cross-over with adjacent sectors requiring XR integration.

#### GROUP B

**Smaller or emerging companies experimenting with XR**

These companies are often servicing larger clients or are part of collaborative frameworks. Some of them are beginning to embed AI solutions within their XR products.

#### GROUP C

**Dedicated XR healthcare companies**

These have an identifiable track record of working with NHS institutions.

#### GROUP D

**Organisations involved in skills development across XR training**

These include HEIs, schools, colleges and private companies offering discrete programmes. Companies rooted in classic games/entertainment/EdTech These companies are able to specialise in the cross-over with adjacent sectors requiring XR integration.

## A strong local ecosystem

The ***Liverpool City Region's XR Ecosystem*** report presents a range of companies already using or developing XR products for broad-ranging clients. The Liverpool City Region Combined Authority is acknowledged as supporting them by helping to provide an identity for what is becoming a vibrant business ecosystem over time.

# Six priority prototype areas

The **Prototype Selection Framework** flows from scoping conversations and primary research undertaken with clinical experts from Mersey Care NHS Foundation Trust.

Emerging from workshops and interviews with Mersey Care teams, and by exploring their needs in relation to new technology opportunities in the XR space, six potential areas for prototype development were identified:

- Tools for training staff in identifying comorbidities in patients, presenting mental health conditions
- Gamification for the enhancement of teamwork, problem-solving and resilience
- Neuro rehabilitation therapy
- Augmented and Mixed reality experiences for community-based therapies
- AI-assisted therapy for behavioural and mood disorders in children
- Connected Reality for patients in secure units or experiencing isolation

**Scan to read Reports:**



# Developing XR Solutions for Community Healthcare: CHI-Zone Small Grants and Support Programme

We are looking for **industry applicants** seeking **grant funding** of up to £20k + **technical support** and access to **academic and clinical input** from the University of Liverpool and Mersey Care NHS Foundation Trust

Research commissioned through the CHI-Zone identified the following areas as amenable to XR development for, and adoption by, community healthcare providers:

- Education and training solutions for staff and patients
- New biosensing diagnostics
- Protocolised mental health treatment
- Engaging rehabilitation
- Alternative therapeutics associated with depression and anxiety, pain management and obesity
- Solutions designed to combat isolation

## Key Dates

**Call opens:** September 16<sup>th</sup> 2025

**Deadline for applications:** October 9<sup>th</sup> 2025

**Grant Application Review:** w/c October 13<sup>th</sup> 2025

**Interviews:** 16<sup>th</sup> and 17<sup>th</sup> October 2025

**Decisions shared with applicants:** w/c October 20<sup>th</sup> 2025

**Programme Commences:** November 3<sup>rd</sup> 2025

*Project should be completed and grant funding disbursed by: April 30<sup>th</sup> 2026*

QR Code to Learn more/Apply:





# Your invitation to collaborate!

The University is open for business through the CHI-Zone programme, providing opportunities for you to collaborate with the Civic Health Innovation Labs and Virtual Engineering Centre.

We're keen to hear from businesses interested in generating real-world evidence and clinical validation, where we can help facilitate close collaboration with the NHS at a local level.

If you have ideas about how we might work together, please get in touch. We're eager to explore opportunities for collaboration and making a real difference.

Email us at: [chi-zone@liverpool.ac.uk](mailto:chi-zone@liverpool.ac.uk)





# Thank you

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Email us at: [chi-zone@liverpool.ac.uk](mailto:chi-zone@liverpool.ac.uk)



Greater Manchester  
Mental Health  
NHS Foundation Trust



John Sainsbury

# Implementing gameChange VR therapy

in Community Mental Health & Early  
Intervention in Psychosis settings

John Sainsbury,  
Innovation Manager



**gameChange**  
Improving lives through VR therapy

**Research &  
Innovation**  
at GMMH

# HEALTH INNOVATION

## North West Coast

Break



Innovate  
UK

# Mindset XR Programme: 2022 – 2027

[jane.guest@iuk.ukri.org](mailto:jane.guest@iuk.ukri.org)  
Innovation Lead

## Healthy Lives Aim

“Helping people to live well throughout  
the life course in mind and body.”



Image: Freepik

Healthy Lives



# Scene Setting

- Aim
- Approach



# Mindset: Tackling a Key Societal Issue

Key Findings from NHS England Survey, 23/24:

- **1 in 5** (20.2%) adults (over 11.5 million) in England had a Mental Health Condition (MHC)
- **Young people** were more likely to have an MHC than older adults with prevalence in 16 – 24 yr olds rising to 25.8%
- Prevalence of **severe MHCs** has also increased by 11.6%
- Prevalence of MHCs is **higher in the most deprived areas** (26.2%) than in the least (16.0%)
- Yet only **44.6%** adults are receiving treatment
- Increasing demand + not enough clinicians = digital opportunity

*\* Adult Psychiatric Morbidity Survey: Survey of Mental Health and Wellbeing, England, 2023/4*

## UK-WIDE ISSUE

Nation	Prevalence (Adults, %)	Treatment Rate (% of those with condition)
England	20.2% (16–64, 2023/24)	43.5% receiving treatment (2023/24)
Northern Ireland	18–26% likely affected	40% of diagnosed cases received treatment
Scotland	11.3% (long-term condition, 2022)	Approx. 20% on antidepressants
Wales	~16.7% current; ~25% lifetime	No specific rate available

## KEY OUT-TAKE

20 – 25% UK population have a MHC and not even half of them are being treated



# Taking a Holistic Approach

Overall Programme Budget £20m

Delivered 3 Workstreams, 2022 – 2027:

1. Grant funding for **Collaborative R&D** projects
2. **Investment Partnerships** to boost government funding and stimulate future investment
3. Partnering with Health Innovation Network, South London to deliver the **Mindset XR - Innovation Support Programme (MISP)**, to optimise results by stimulating:
  - Knowledge sharing (**expertise**)
  - Networking and collaboration (**partnerships**)
  - Adoption and scale (**connections**)
  - *Supports both projects and the wider ecosystem to deliver both social and economic impact*

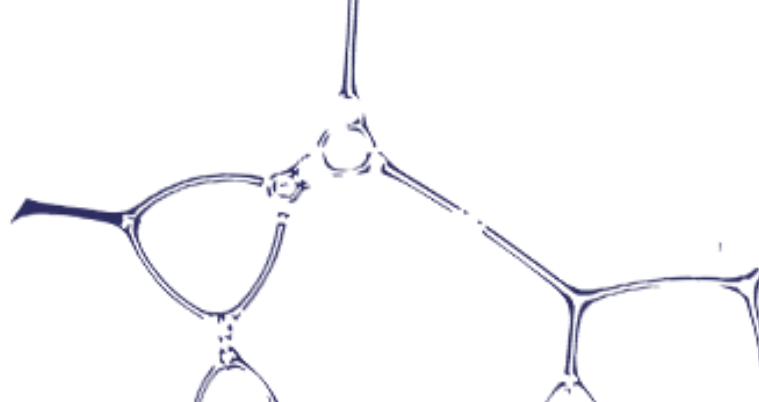
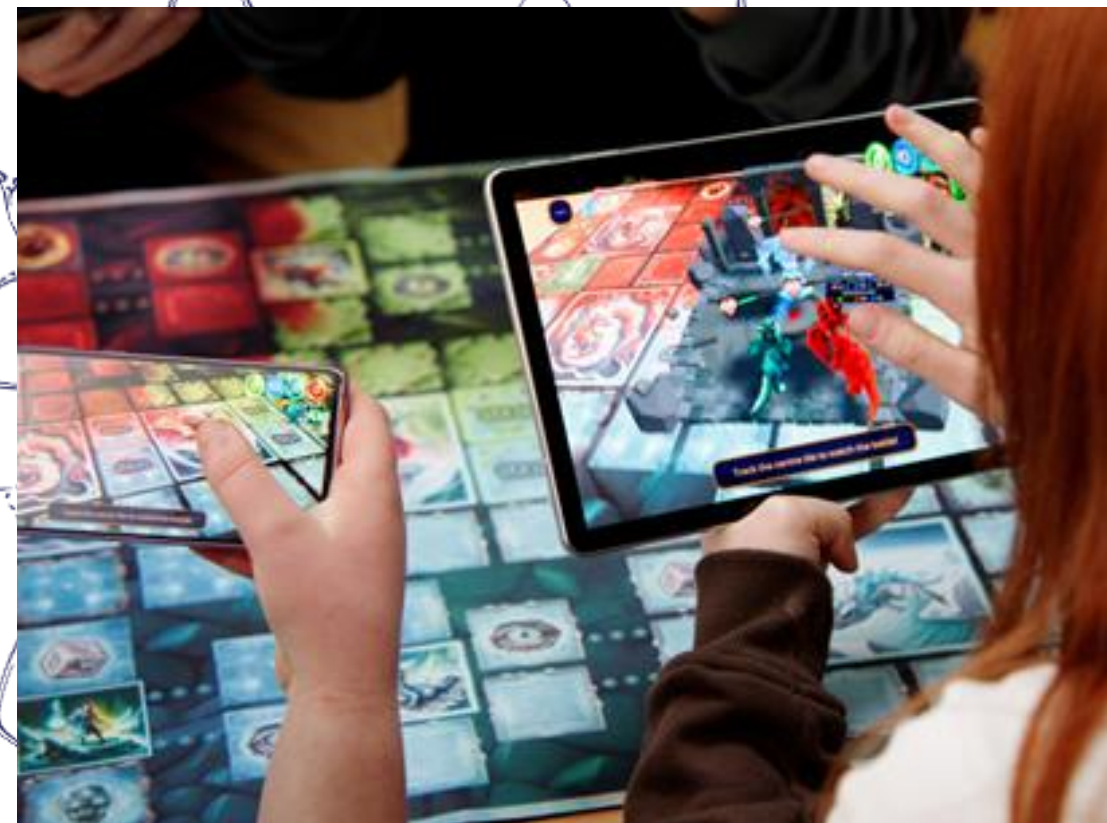


Image: Play Well For Life



Healthy Lives

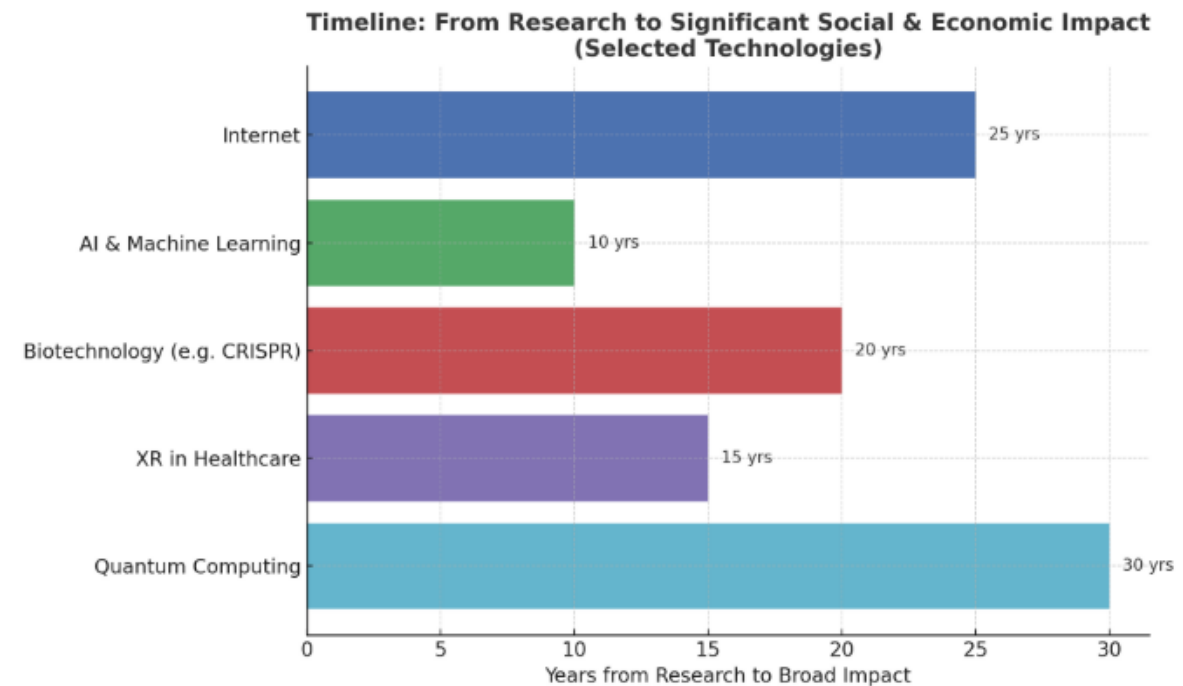


# Delivering Impact

- Impact Timeframe
- Mindset
- Projects

# Research to Impact Timeframe

- Many studies conducted
  - 10 – 20 years for broad impact
1. Griliches (1957, 1992)
    - Showed that new technologies often take **decades** before reaching widespread economic impact.
  2. Comin & Hobijn (2004, 2010)
    - Highlight that major technologies (electricity, telephone, computers) take **10–30 years** from invention to broad adoption across economies.
  3. OECD and World Bank reports
    - Emphasise that R&D and innovation investments typically take **10–20 years** before showing clear economy-wide benefits.



## KEY OUT-TAKE

Takes 15 years for XR to deliver broad impact in healthcare, but 'we' are already seeing this!

## 3 yrs in, Mindset impact so far...

- Funded & supported 70+ UK wide projects
  - **30** Feasibility
  - **40** Industrial Research
  - **4** Investment Partnerships
  - **80%** projects include low social economic group
- Stimulated ecosystem, growing no. of applicants
  - £3m MR1 – 2022/23: **46**
  - £3.2m MR2 – 2023/24: **103**
  - £3.6m MR3 – 2024/25: **136 (196% inc. over 3 years)**
  - £1.8m Investment Partnerships: **150%** inc. across 3 comps
- Innovation progressed from treating **wellbeing to SMIs**
- Over **63** additional jobs created across **32** project reporting
- **£2.1m** private and further funding raised by **13** projects reporting
- High performance MISP achieving **NPS 9 and so much more!**





## Our projects are already delivering impact!

- **TendVR: Researching, designing and delivering VR-based mindfulness based cognitive therapy (VR MBCT) to Mind service users across the UK**

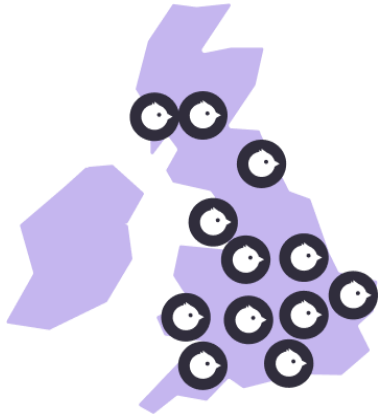
Key stats:

- First VR-MBCT course to be **deployed in the NHS – just three years** after their first study
- **2-5 times cheaper** than Cognitive Behavioural Therapy
- On demand treatment with **no waiting list**
- **>50% average reduction** in PHQ-9 (depression) and GAD-7 (anxiety) vs. 43% (classic ‘gold standard’ CBT) <sup>1</sup>
- **>80%** treatment completion rates (vs. 68.2% classic CBT) <sup>2</sup>
- **59% reliable recovery** from mental health conditions in latest delivery (NHS target = 48%)
- **MR3 award**, focussing on Treatment Resistant Depression

<sup>1</sup>[University of Oxford, Department of Psychiatry](#); <sup>2</sup>[BMC Psychiatry](#)

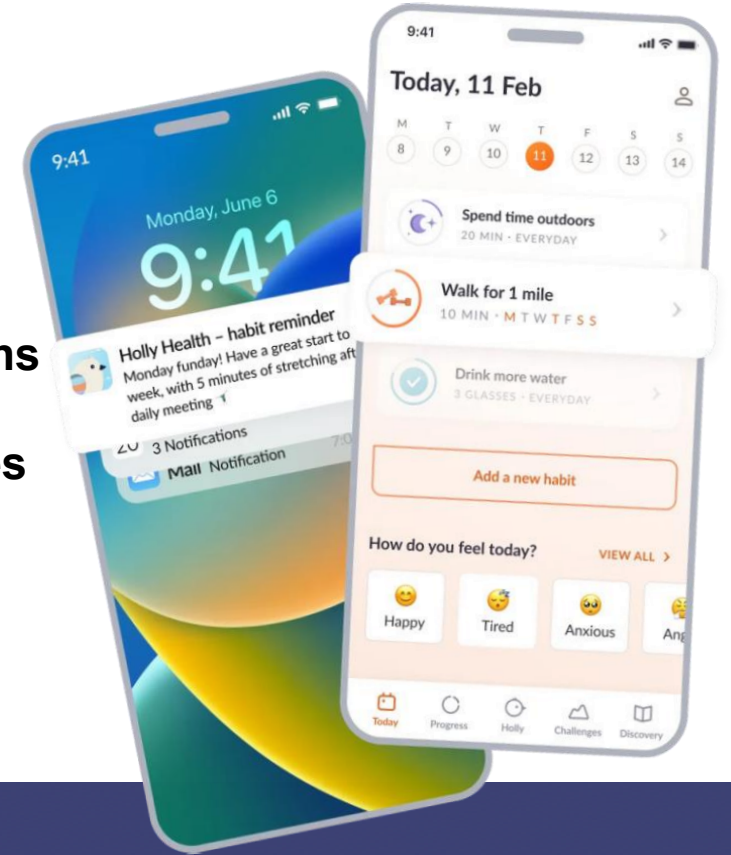
Image: TendVR





## Digital Health Coaching, with Compassion & Intelligence

- The service supports sustainable mental & physical health habit changes for a wide range of lifestyle risk factors and long-term conditions like anxiety, after **extensive co-design with the public & clinicians**
- Deployments have taken place with **200+ GP practices across over 18 UK regions**
- Holly Health has delivered personalised digital health & habit coaching to **70,000 UK patients**



### Observed outcomes in primary care:

**30%**  
reduction in GP  
Appointments  
*(in high service users)*

**28%**  
improvement in  
ONS-4 Wellbeing  
*(in people with low to  
medium wellbeing)*

**31%**  
increase in  
Exercise Hours  
*(in people with low to  
medium exercise)*

**3.55mmHg**  
Average BP  
reduction  
*(in people tracking  
BP)*

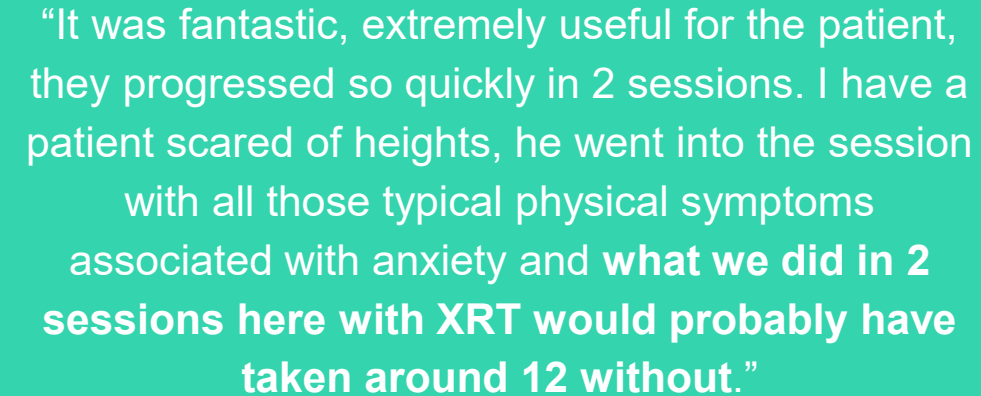
**>15x ROI**  
Estimated ROI  
in ICS scale  
deployments



## And last but most definitely not least...

### XR Therapeutics: New VR platform for accessible treatment of phobias and anxiety, self-harm & PTSD

- **7 NHS** trusts (took one and a half years to win first contract)
  - 2 charities
  - Multiple private insurance providers
  - Various services including adult and children mental health teams across:
    - Prison and probation services
    - Education and children and young people services
    - Neurodiversity and learning disabilities
    - Procedural and hospital settings
- The **first XR company to be commissioned by an ICB** and be included on the NHS Innovation Accelerator
- Delivers savings of up to **£21,000 per 100 patients treated**, while delivering an additional **7 QLYs** (quality-adjusted life year)
- **Featured in the NHS Long Term Plan** for their work with Greater Manchester Mental Health Foundation Trust



“It was fantastic, extremely useful for the patient, they progressed so quickly in 2 sessions. I have a patient scared of heights, he went into the session with all those typical physical symptoms associated with anxiety and **what we did in 2 sessions here with XRT would probably have taken around 12 without.**”

- Laura, NHS Therapist

“XRT has changed my perception of how I view all my fears and anxieties and not just the specific phobia I have. **I was blown away by the process of the treatment and how quickly it worked for me.**”

– Patient, XR Therapeutics

Healthy Lives



# Future Funding

- Context
- Shape
- Optimising Impact

# How things are shaping up

Top-level UK strategy supports more investment in DTX for MH:

## Government

- Health mission focus is on CYP mental health

## NHS 10 Year Plan

- Analogue to Digital
- Hospital to Community
- Sickness to Prevention

## Life Sciences Plan

- Enabling World Class R&D
- Driving Health Innovation and NHS Reform
- Making the UK an Outstanding Place in Which to Start, Grow, Scale, and Invest

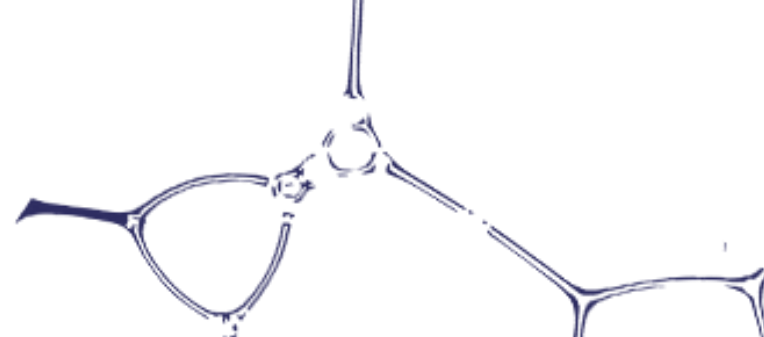


Image: CrossSense Trial Participant



# Catalysing Innovation

Current thinking...

- New 4yr programme with comps launching in **2027**
- Focus will be on DTx for mental health across the life course utilising creative tech + AI (if applicable & appropriate)
- Thematic areas: **Prevention**, Diagnosis, **Treatment**
- CR&D multi-strand comps:
  - Feasibility (TR 1 – 3)
  - Industrial research (TR 4 – 6)
  - Experimental design (up to TR 7, 8)
- Investment Partnerships comps, feasibility, industrial research, experimental design
- Contracts for Innovation (SBRI), industrial research (closer to market/impact)



Image: MindTrack 360  
(Formerly, Life Process Program)

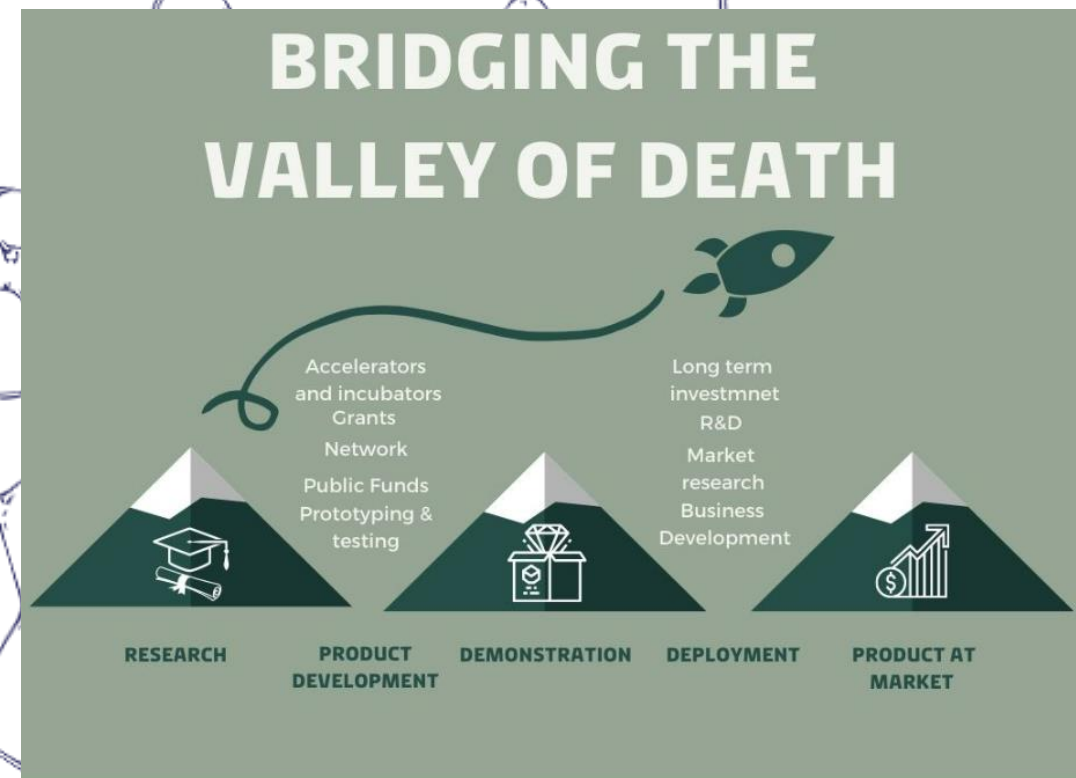


## Optimising Impact

A community approach, drawing on ecosystem expertise

- Looking at partnering with **ESRC** to run a comp focussed on behavioural and culture barriers to determine what's needed for **behavioural change** - to increase market adoption and stickiness
- Providing a **support programme** to help optimise project delivery and opportunities to drive adoption and scale (e.g., MISP)
- Partnering with an accelerator to help projects with the most potential to bridge the second valley of death

**AMBITIOUS PLAN, DEPENDENT ON SPENDING  
REVIEW PRIORITIES AND BUDGET  
ALLOCATIONS...still an opportunity to shape**







Innovate  
UK

# Thank You

[jane.guest@iuk.ukri.org](mailto:jane.guest@iuk.ukri.org)

Learn more, search:  
['MINDSET' @UKRI.org](#)

Search:  
'Mindset XR Innovation  
Support Programme'  
to sign up to the newsletter



Medicines & Healthcare products  
Regulatory Agency

# Mindset-XR

## Regulation of digital mental health technology (DMHT)

Holly Coole (MHRA)

17 September 2025





# Mindset-XR Innovation Support Programme roadshow evaluation form



# THE GROWING VALUE OF XR IN HEALTHCARE IN THE UNITED KINGDOM



UK Research  
and Innovation



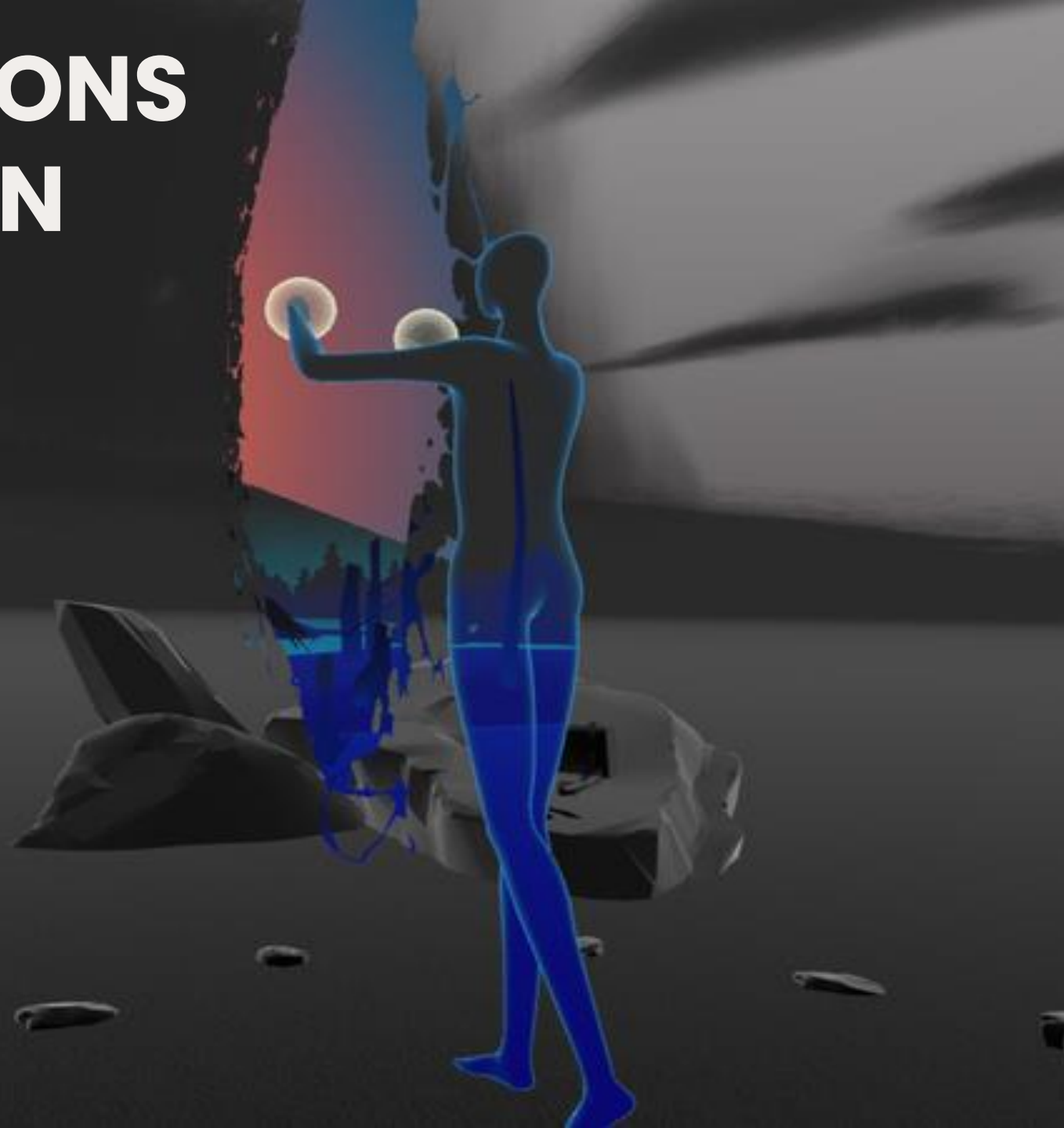
Rescape®

**NHS**  
Health Education England



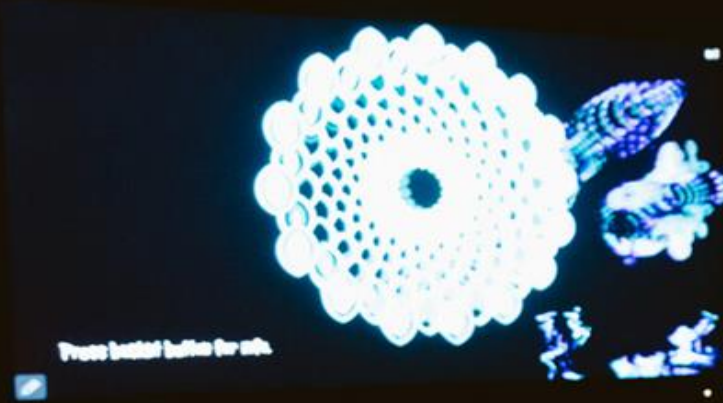
# OVER 20 APPLICATIONS OF XR & GAMES IN HEALTHCARE

- Phobias and Post Traumatic Stress Disorder
- Stress Management and Relaxation
- Surgical Training and Planning
- Physical Rehabilitation
- Pain and Difficult Procedure Management
- Exercise
- Cognitive Rehabilitation
- Optical Rehabilitation
- Addiction
- Neuropsychological Assessments
- Cognitive Training Wellness
- Sports Medicine
- Disability Solutions
- Speech Therapy
- Autism Spectrum Disorder
- Mood Disorders
- Patient Education
- Preventative Health
- ADHD
- Elderly Care





# Challenges Remain



- Standards and Regulations
- Distribution and sales platforms
- Collaboration with the digital arts and gaming industry
- Evidence Building
- Investment
- Global Collaboration



A person with short dark hair, wearing large black headphones, is shown in profile, looking towards the right. They are wearing a black t-shirt with a colorful graphic. In the background, a computer monitor is visible, displaying some text that is partially obscured. The overall lighting is a mix of pink and purple hues.

# Opportunities

Improving  
people's lives

Reducing  
reliance on NHS

Preventing  
onset of further  
issues

New business  
models

Long term  
health impact

New funding  
opportunities

# Report Version 2 – Bridging the divide to transform global healthcare provision

Games developers  
creating experiences for  
health

Health workers  
making games

**National and Global Strategic  
Investment & Infrastructure**

Cross-Sector Funding  
Implementation Strategies  
Channels for Distribution





**Ross O'Brien**



**XR Health Alliance  
Co-Founder**





HEALTH INNOVATION

North West Coast

Lunch



# HEALTH INNOVATION North West Coast

## Mindset XR panel

Chair: Inderjit Singh

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# HEALTH INNOVATION

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# Speed dating

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# HEALTH INNOVATION

## North West Coast

# Round up

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# HEALTH INNOVATION North West Coast

# Thank you for joining us!

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