

# Mindset-XR Innovation In Mental Health Roadshow

## South West England

---

25 September 2025



Health  
Innovation  
South West



Innovate  
UK



Health  
Innovation  
Network  
South London



# Play Well For Life: Dragons of Afterlands

Mindset XR Roadshow South West

25.9.25

*Transforming lives one game at a time*

# Play Well For Life: The Team



**Dr. Sarah Campbell**

CEO and Founder



**Claire Koenig**

COO



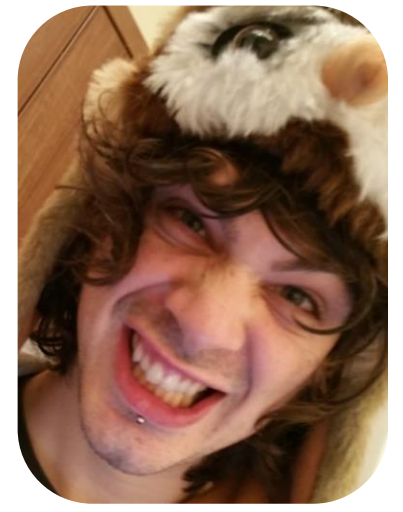
**Ashley Lee**

Research Associate



**Brendan Drain**

Developer



**Johnty Clark**

Lead Developer



# Adolescent Mental Health

## **Mental health of those with chronic conditions**

Young people with a chronic physical health condition are **60% more likely** to develop a mental health condition by age 15 (Brady et al., 2020).

## **Lack of age-appropriate provision**

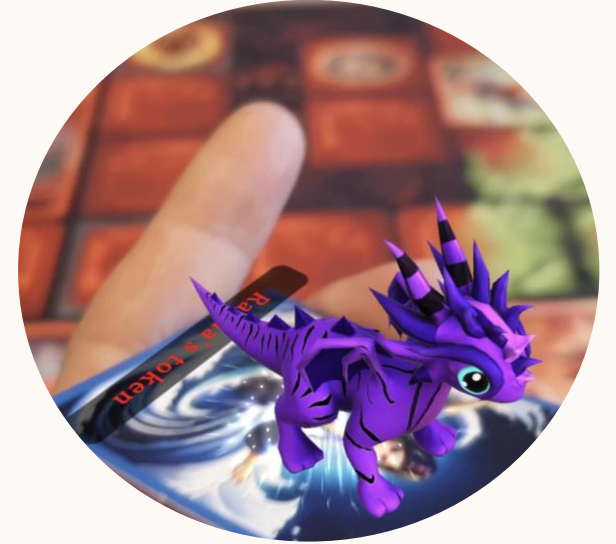
Adolescents in hospitals often find themselves in spaces designed for much younger children, or sharing wards with much older adults, leaving them without an age-appropriate environment for connection and support.

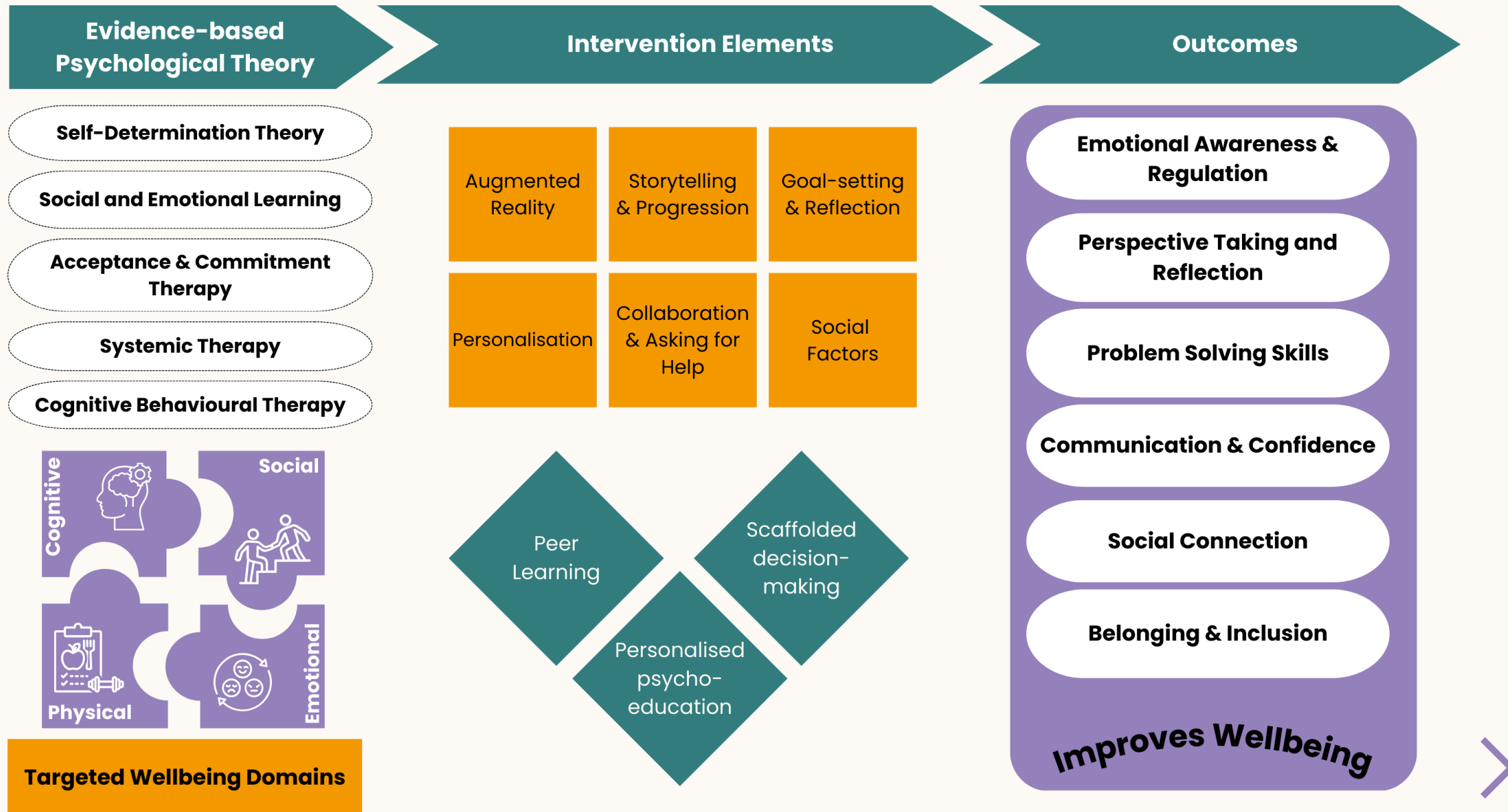




# Dragons of Afterlands

- ▶ Co created with adolescents, psychologists and educators
- ▶ Evidence based and age appropriate
- ▶ Inclusive and engaging





# Key Learning So Far

## Implementation Issues

- Size
- Material
- Wifi

## Pilotitis

- Everyone loves a free trial
- Sometimes there's money for a limited period
- Long-term commitment is an entirely different thing!

## Procurement

- Budget lines
- Strategic priorities
- Trust specific structures





# Next Steps



## **Wellcome Mental Health Award: Transforming mental health outcomes for young people**

- November 11<sup>th</sup>
- Community Mental Health Services
- A unique addition to the toolbox

## **NIHR i4i Product Development Award (PDA)**

- December 3<sup>rd</sup>
- Supporting recovery through building relationships and improving communication in oncology services
- Staff, family members and supportive others

## **Increase Understanding**

- How to map impact against budget line priorities (RoI)
- Potential of evidencing impact outside of the NHS







**Thank you very much!**

Claire@pwflhealth.com

*Transforming lives one game at a time*

# Thank you for attending!

Mindset-XR Innovation Support  
Programme roadshow evaluation  
form



Health  
Innovation  
South West



Innovate  
UK



Health  
Innovation  
Network  
South London