



C2Care becomes the exclusive distributor of InVirtuo

Sanary, November 2, 2021 - Virtual reality has been implemented in the health sector to respond to clinical issues and needs. It allows to reproduce environments and scenes of daily life in order to put the patient in condition and to confront him with his disorders. In this sense, the immersion that mental health patients benefit from will lead them to expose themselves to stimuli in complete safety and confidentiality within the institution or medical practice that they consult.

This type of exposure has given rise to the 4th wave of cognitive-behavioral therapies: Virtual Reality Exposure Therapies (VRET).

TERVs are based on the exposure principles of Cognitive Behavioral Therapies (CBT). Benefiting from a scientific validity, they propose an alternative to the exposures by imagination and in vivo. This type of therapy addresses a multitude of mental pathologies: anxiety disorders, addictions, eating disorders... Brief therapies, TERVs focus on the "here and now" to treat the most urgent clinical pictures and to offer patients a response relevant to the severity of their ailments.

Virtual reality is 80% effective, with benefits that are maintained more than a year after treatment.

Today, C2Care, the global leader in therapeutic virtual reality since 2015, is affirming its position by becoming the exclusive distributor of InVirtuo.

C2Care is a start-up led by Romain Streichemberger and Pierre Gadéa. Their company is composed of an expert team of academics and healthcare professionals who aim to build and develop the most comprehensive virtual reality exposure therapy solution on the market. A true multi-professional swarm, C2Care has established itself as a scientific partner for more than 800 healthcare institutions.

C2Care puts at the heart of its values:

- Unity: thanks to inter-disciplinary, intra and inter-company collaborations, and prestigious partnerships.
- Innovation: committed to advancing the field of e-health

- Quality: each environment, each device created has behind it key stages: study of the need, review of the literature, elaboration of the specifications, development, experimentation.

For many years, C2Care has acquired the expertise to offer solutions in various fields of disorders such as behavioral, communication, cognitive and motor disorders.

In Virtuo is a company that offers high quality virtual reality software to healthcare professionals. It is directed by Dr. Stéphane Bouchard, a psychologist specializing in the treatment of anxiety disorders and in the use of technological tools in psychotherapy. For over 20 years, Dr. Bouchard has conducted extensive research on the effectiveness of virtual reality as a therapeutic tool and is considered a world expert in clinical cyberpsychology.

By becoming the exclusive distributor of In Virtuo solutions, C2care further consolidates its position as a world leader and continues its quest for access to therapeutic solutions based on exposure therapies, recognized as a Class 1 Medical Device.

Private, public and professional establishments will now be able to access, through the same platform, the exposure environments created by C2Care's R&D teams and those of Dr. Stéphane Bouchard.

This association adds a new stone to the already well-established edifice of virtual reality therapeutic solutions in which C2Care holds a leading position.

The latter gives, today, the possibility to companies specialized in the development of therapeutic software in virtual reality to make them available by becoming their exclusive distributor and thus, become partners in the interest of wellness.