

# INNOBUYER IMPACT STORIES: OPEN CALL FOR SOLVERS



## FHARMAVERSO

**An interactive digital environment designed to empower patients and facilitate subcutaneous medication administration at home**

Innobuyer collaborated with public institutions (challengers) to identify their unmet innovation needs and select suitable SMEs (solvers) to address them. The matched teams co-created pilot solutions over a 10-month period. Following successful pilots, challengers received support from Innobuyer and experts to design simplified ToR. Each project was backed by €100,000 in financial support—€41,500 for the challenger and €58,500 for the solver.

### THE NEED

The Hospital Universitario de Getafe, a public hospital in Getafe, Spain, provides care to around 120,000 patients annually. Among them, more than 4,000 patients receive support through pharmaceutical care consultations.

About 45% of these patients use subcutaneous medication—injections taken at home to manage chronic conditions linked to 12 different disease programs. While hospital nurses and pharmacists train patients during their visits, the traditional approach—verbal instructions and live demonstrations—often does not provide sufficient support. Patients may feel overwhelmed by the amount of information and the emotional stress of their condition, making it difficult to remember how to correctly administer their medication once they are at home.

The hospital identified a clear need to **improve the way patients are educated and supported in learning to manage their treatment independently.**

### THE SOLUTION

MetaMedicsVR is a pioneering medtech/edtech startup based in Spain, revolutionizing the medical sector with cutting-edge technologies like Extended Reality (XR).

The solution is **a gamified, interactive digital environment to train patients at home.**

This platform simulates real-life scenarios to help patients practice medication techniques, understand their disease, and retain critical information. It also allows interaction with healthcare professionals and peers, fostering empowerment and trust in managing their healthcare.

### For Patients – Children

Initial results suggest that Pharmaverso demonstrates high usability and is well-received by children, with strong engagement reflected in recurring usage and interaction metrics.

The interactive platform successfully equipped children with the confidence and skills to self-administer growth hormone injections. Gamified elements, such as progress tracking, simulations, and rewards (e.g., comics and games), enhanced user engagement and facilitated learning.

### For Healthcare Professionals

The digital platform minimised the need for repeated in-person training by clinicians.

The content management system (CMS) enabled clinicians to allocate treatments and monitor patient progress with ease, streamlining workflows.

- 80% of children rated the platform as easy to use.
- 75% stated they would like to continue using it regularly.
- 87.5% successfully completed all tasks without external assistance.



THE PROGRAM EMPOWERS CHILDREN BY TEACHING THEM HOW TO SELF-ADMINISTER GROWTH HORMONE INJECTIONS CONFIDENTLY AND CORRECTLY, PROMOTING INDEPENDENCE AND SELF-RELIANCE. WITH CHILDREN GAINING CONFIDENCE IN MANAGING THEIR TREATMENT, PARENTS EXPERIENCE LESS STRESS AND BURDEN, FREEING UP TIME AND REDUCING ANXIETY ASSOCIATED WITH CONSTANT SUPERVISION.

