

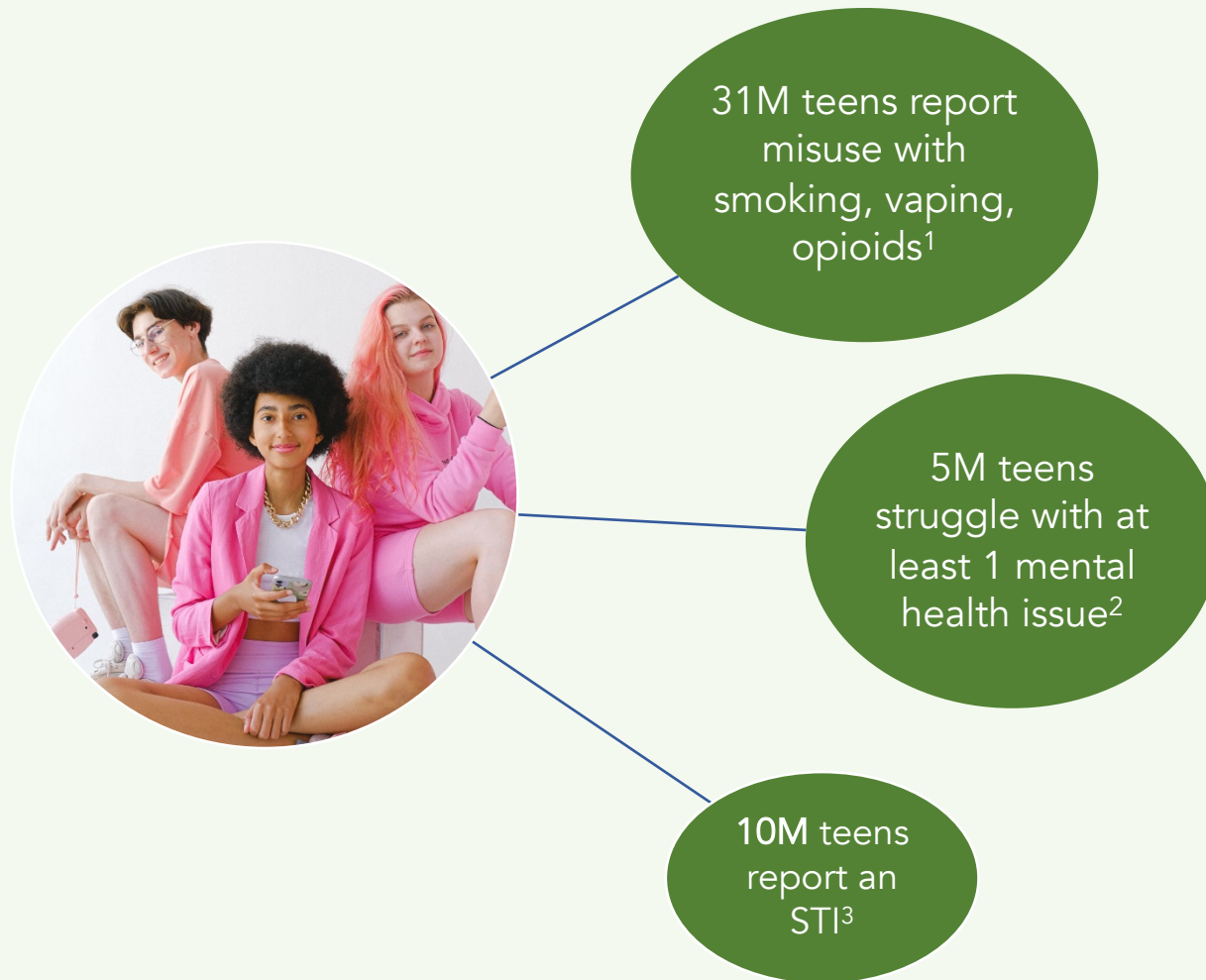
Playbl

“Building a Data/Risk Analytics
Dashboard to Identify At-Risk
Teens Through Videogame Play”

'plāb(ə)l

We use the power of *play* to *enable* healthier
better lives for adolescents

The Market:



The lack of effective and engaging wellness and prevention interventions calls for Playbl's digital health tools in the form of videogame interventions

The lack of established and accurate methods for identifying at-risk teens calls for Playbl's data/risk analytics dashboard

The Products/Services:

Playbl videogames portfolio

Available on Web/App Stores¹



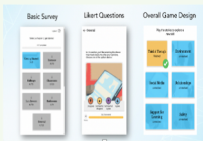
SmokeSCREEN

Smoking & vaping prevention



PlaySMART

Opioid misuse prevention



EmpowerED

Mental health/wellness in schools



PlayTEST!

Health advocacy/STI/HIV testing



PlayForward

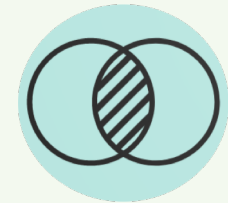
Risk reduction, HIV prevention

Playbl data/risk analytics dashboard

In development²

- Extract potential digital biomarkers from videogame in-game data
- Apply machine learning techniques to identify patterns of play correlating with at-risk teen behaviors
- Provide actionable steps to key stakeholders to intervene with teens for better health outcomes and greater cost savings

The Competition:

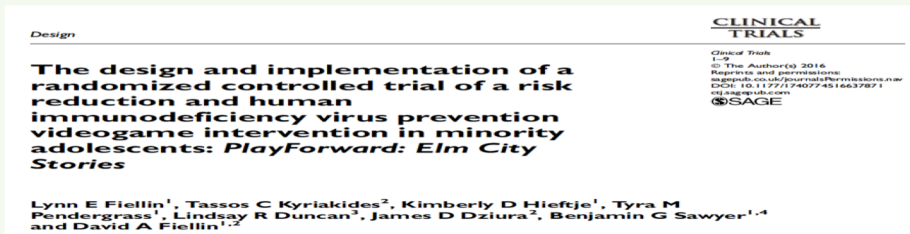
The logo for AKILI, featuring the word "AKILI" in a bold, blue, sans-serif font.The logo for Click Therapeutics, featuring a stylized "CT" monogram in black and the text "Click Therapeutics" in a black sans-serif font.The logo for PEAR THERAPEUTICS, featuring a stylized green pear icon with a leaf and the text "PEAR THERAPEUTICS" in a black sans-serif font.The logo for ATENTIV HEALTH, featuring the word "ATENTIV" in a bold, black, sans-serif font and "HEALTH" in a smaller, black, sans-serif font.The logo for lightbot, featuring the word "lightbot" in a blue, lowercase, sans-serif font with a small "TM" trademark symbol.The logo for MINECRAFT EDUCATION EDITION, featuring the word "MINECRAFT" in a bold, black, sans-serif font and "EDUCATION EDITION" in a smaller, white, sans-serif font on a blue background.The logo for moxie GIRL, featuring the word "moxie" in a bold, black, sans-serif font and "GIRL" in a smaller, black, sans-serif font.The logo for WILD DIVINE, featuring the words "WILD DIVINE" in a bold, black, sans-serif font and a stylized orange and yellow flame or leaf icon.

Playbl

Treatment interventions

Wellness/prevention interventions

Differentiating Unique Benefits



Effectiveness of a web-based tobacco product use prevention videogame intervention on young adolescents' beliefs and knowledge

Clinically validated

- 2 large-scale trials (N=333, N=296); 1 large field study (N= 560); 5 pilots; significant changes in attitudes, knowledge, perceptions, and intentions^{1, 2}

Produces in-game data

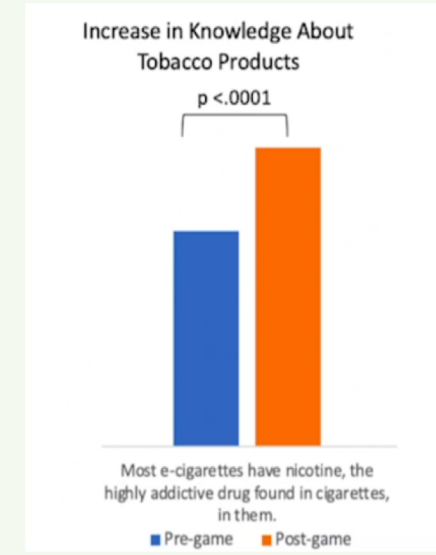
- Capacity to produce in-game data shown to correlate with real-world measures; potential to identify at-risk teens

Teen users first

- Teens are partners in the design and evaluation process; report high engagement and enjoyment of games

Real-world tested

- 270K+ adolescents have played our games globally; proven demand from school and health systems and major payors for digital biomarker analytics capabilities



JOURNAL OF MEDICAL INTERNET RESEARCH

Original Paper

Using Videogame Apps to Assess Gains in Adolescents' Substance Use Knowledge: New Opportunities for Evaluating Intervention Exposure and Content Mastery

Moutanaro et al



A videogame intervention for tobacco product use prevention in adolescents

Mary Ann Pentz^{1*}, Kimberly D. Hieftje^{2,3}, Tyra M. Pendergrass^{4,5}, Stephanie A. Brito⁶, Mengyu Liu⁷, Trisha Arora^{8,9}, Hilary A. Tindle^{10,11}, Suchitra Krishnan-Sarin¹², Lynn E. Fiellin^{1,3,4,5,6,7}

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⁶McGill University, Montreal, QC, Canada
⁷DigitalMind, Freeport, ME, United States
⁸University of Pretoria, Department of Psychology, Pretoria, South Africa

JOURNAL OF MEDICAL INTERNET RESEARCH

Original Paper

Video Game Intervention for Sexual Risk Reduction in Minority Adolescents: Randomized Controlled Trial

Lynn E Fiellin^{1,2,3,4}, MD; Kimberly D Hieftje^{1,3,4}, PhD; Tyra M Pendergrass^{1,3,4}, MEM; Tassos C Kyriakides⁵, PhD; Lindsay R Duncan^{1,6}, PhD; James D Dziura², PhD; Benjamin G Sawyer^{1,7}; Linda Mayes^{2,4}, MD; Cindy A Crusto^{3,4,8}, PhD; Brian WC Forsyth^{3,4}, MBChB, FRCP; David A Fiellin^{1,3,4,5}, MD

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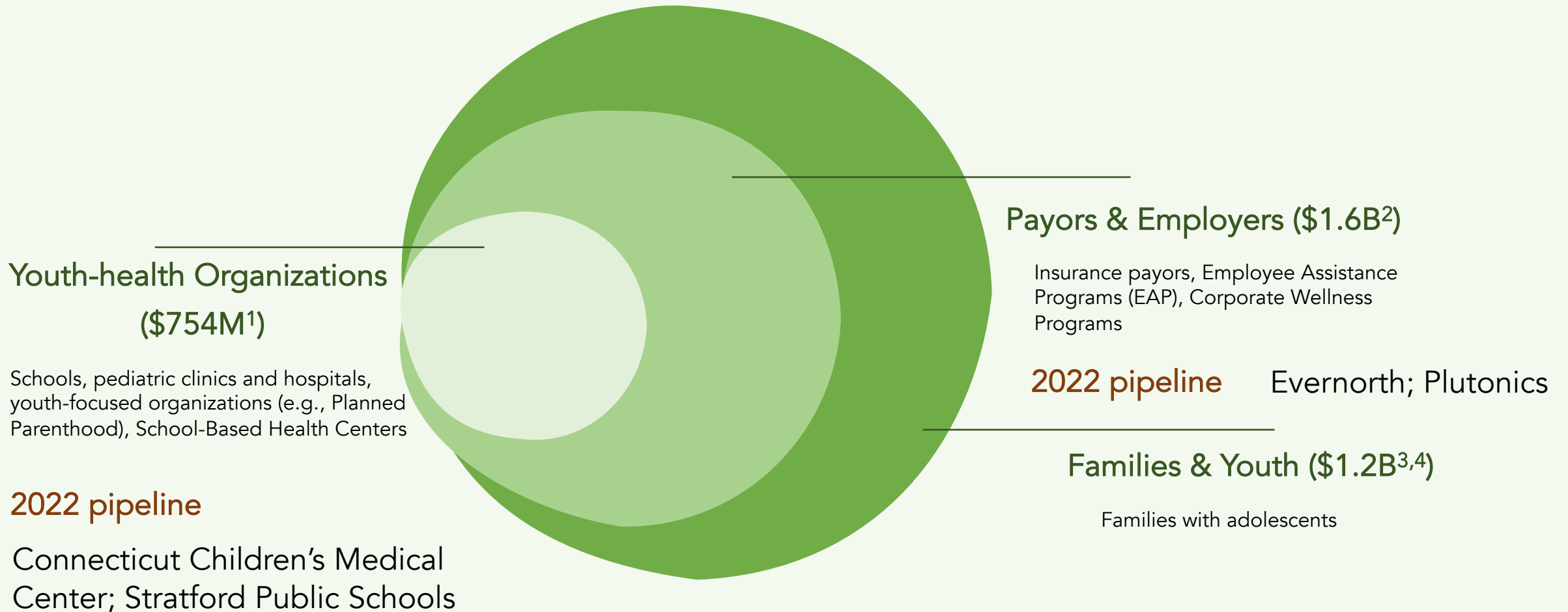


Note: 1. [Fiellin et al., 2017](#), 2 [Hieftje et al., 2019](#); [Pentz et al., 2019](#)

How We Make Money

Playbl's SaaS revenue models

Pricing at \$20 per user per game with access to data/risk analytics dashboard



The Current Team:

The Playbl Team

Playbl Team



Lynn E. Fiellin, MD

CEO | Founder

Founding Director of the p2P Lab; Yale Professor of Medicine, Child Study Center, and Public Health



Jun Chen, MBA

COO | Co-Founder

Innovation, Connecticut Children's Medical Center



Board & Advisors



Robert Gehorsam

Advisor | Edtech and games entrepreneur and executive



Stephanie J. Hull, PhD

Advisor | President, CEO of Girls, Inc.



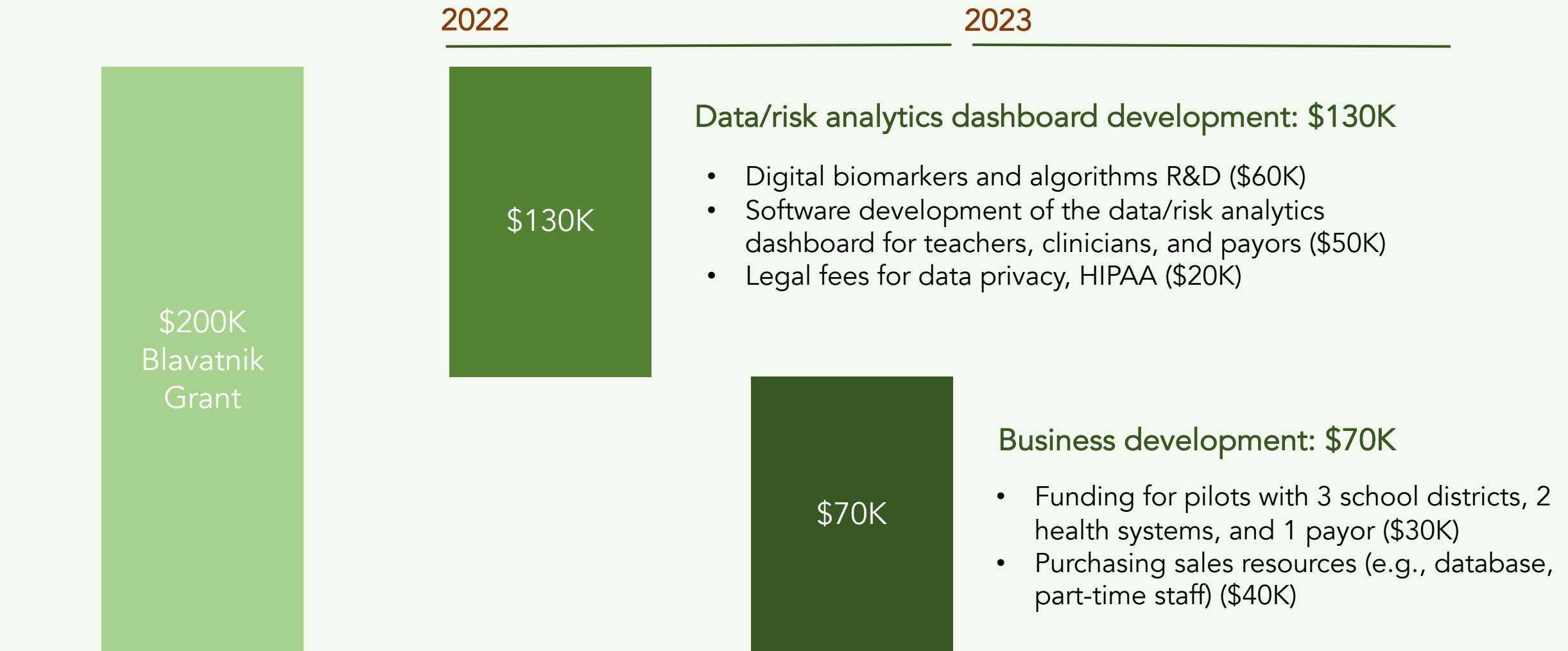
Seth Feuerstein, MD, JD

Advisor | Board of Directors Talkspace, eMindful | Aetna, Optum/United Healthcare



The Accomplishments with Blavatnik Funding:

Enhance value and scale with Blavatnik funding



What Will Happen With These Results:



- With clinically-validated biomarker research, we will develop a novel data/risk analytics dashboard as a reporting system with methods using in-game data
- Has the potential to identify at-risk teens and provide actionable next steps and appropriate intervention methods tailored to the needs of school systems, health systems, and payors

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- Concurrent with these systems development, we will partner with 3 school districts, 2 pediatric health systems, and 1 payor on pilot studies for feedback on the data/risk analytics dashboard incorporating their input with the goals of improvement in health outcomes, user satisfaction, and cost-savings

Partner pipeline



EVERNORTH SM

