

# enAbleGames

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## Technology description

### PAGE TITLE

Company Background

### PAGE SUMMARY

enAbleGames produces Active Video Games (AVG) delivered via a web portal to support physical therapy for children and adults with cerebral palsy and other neuromuscular conditions. The games are user friendly, inexpensive, and support a range of ages, physical and cognitive levels. Each game provides local and remote customization and digital data access by physical therapists to support therapeutic goals.

The founders are Drexel University professors: Margaret E. O' Neil, PhD, PT, MPH and Paul Diefenbach, PhD. Dr. O' Neil guides the game design to promote physical activity and fitness for youth with different levels of motor skill and conditioning status. She has international recognition as a clinical researcher in pediatric physical therapy and has created linkages with patients and clinicians to show and test the games. Dr. O' Neil is an associate professor at Drexel University in the Department of Physical Therapy and Rehabilitation Sciences. Dr. Diefenbach provides the product technical direction with over 20 years as an industry CTO and founder of Drexel's top-10 game design program. Joseph Reilly, the CEO, provides a business background based on extensive experience starting and managing several healthcare businesses.

enAbleGames unique product strategy has two major components:

1. Low cost, easy access, every-growing immersive game system for active recreation and for physical therapist's recommendations to be carried out in the home, school or community.
2. Remote monitoring and control web portal so that health providers and caregivers can participate in adapting and revising game parameters to keep games challenging and fun. Remote data from home play sessions allows therapists to monitor game use and physical activity between clinic visits.

enAbleGames offers a unique value proposition to stakeholders.

- 1) Patients - Satisfaction with games, increased physical activity,
- 2) Caregivers – Community support tools could be developed for communicating and connecting with other caregivers and rehabilitation professionals.
- 3) Rehabilitation providers – Data regarding home physical activities between visits to the clinic and the therapists ability to customize the patients home physical activities,

4) Payer (Insurance companies) – Game exposure may improve patient health and movement to reach rehabilitation goals more quickly.

AVG are beginning to be integrated into a broad portfolio of healthcare activities, but there has been less focus on bridging the gap between clinic and community or home use for AVG applications. The Affordable Care Act has created a paradigm shift for health promotion, prevention and patient centered health care resulting in the need to lower costs and improve treatment.

Current commercial solutions use AVG and VR for rehabilitation and have primarily focused on clinic-based uses and impairment and not a health promotion model. enAbleGames strength and competitive advantage is the focus on ‘bridging the gap’ between clinic and home and community and the remote rehabilitation care and virtual social networks.

Our initial target market is Cerebral Palsy (CP). It is estimated that 764,000 individuals in the US have CP and over 17 million worldwide. We will quickly grow into Multiple Sclerosis (400,000 cases in the US; 2.3M worldwide), Parkinson’s disease (1M cases in the US; 4M worldwide), Stroke (795,000 cases per year in the US; worldwide incidence of 16.9M first strokes and 33M stroke survivors), Autism and Down syndrome.

For our Home (Player) model, we will offer a game platform similar to Steam with a monthly web-site subscription model similar to Netflix. In addition, we will have an advanced Clinical version where a clinician pays a monthly fee for a game portal, therapist portal access and the remote patient data tracking system.

## Application area

TITLE: Corporate Accomplishments to Date

We secured R&D funding through The Coulter Foundation totaling more than \$260K. enAbleGames was started with Angel (\$100K) and Ben Franklin Technology Partners (\$50K) funding.

Commercialization Opportunities

We are seeking Seed funding of \$1.5 million in 2018 and the major milestones related to this funding are:

- 1) Continue to adapt our game architecture to enable support of multiple kinematic input devices (e.g. Astra, Motion Leap Controller) and integration of wearable biometric monitors (e.g. Polar heart rate monitors) to target a wider range of therapeutic needs and care provider requirements
- 2) Commence sales to clinics and patients
- 3) Increase the numbers of games available with new releases monthly

## Institution

[Drexel University](#)

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