

## The influence of Placebo – and how the metaverse will revolutionize the pharmaceutical field

The hype surrounding the metaverse is growing every day – and brands are beginning to analyze how they will establish themselves in this new immersive virtual world.

Pharmaceutical companies will face a new reality soon, where virtual innovations will open doors to new possibilities and developments – some of which seemed surreal just a few years ago. Imagine a pharmaceutical company that produces medications to treat asthma. Using augmented reality, the company will be able to show a live broadcast of a patient's lungs through virtual reality (VR) glasses, and to furthermore show how the medication works, targets problem areas, and helps the patient. Asthma medication is only one example – treating Parkinson's disease, using chemotherapy to treat various cancers, and performing surgeries on ligaments are a few other areas where VR will allow companies to show patients how their medication or products can help them, as well explain to them the nature of their conditions and treatment with more accuracy.

The influence of immersive VR will also address another compelling factor – the effect of placebo. We already know how strong the brain is, and we know the brain is able work wonders in courses of operations, medications, or rehabilitation. Studies now illustrate that the immersive world can both stimulate and trick the brain into believing in staged scenarios.

In this experiment, Martin Lindstrom, one of the world's leading metaverse experts, will take companies through thought-provoking experiments and studies. He'll also explore how to enter this brand-new world in the most financially efficient way – by sharing hands-on examples of the dos and don'ts, and experiences gathered from hundreds of companies that have either succeeded or failed. As founder of the world's largest \$22 million metaverse experiment, "Engineering Our Dreams," Lindstrom, informed by a team of accredited experts from Harvard University, Stanford University, and MIT, knows the topic better than anyone. Having ushered more than 1,000 people into the metaverse for more than half a year, the team has succeeded in simulating how patients, consumers, customers, and employees are likely to evolve in a virtual setting.