



Bringing therapeutic VR to the aging population and veterans

Business needs

High-speed connections for VR
therapy headsets

Networking solution

AT&T 5G wireless connectivity
and hotspots

AT&T Business Fiber® internet

Business value

Healthier minds and bodies

Industry focus

Healthcare technology

Size

Startup serving 800+
healthcare facilities

About Mynd Immersive

Mynd Immersive is a digital health company that uses virtual reality (VR) and mixed reality (MR) technology to improve the well-being of older adults, veterans, and people living with conditions such as dementia, PTSD, anxiety, chronic pain, and cognitive decline. Its immersive experiences are designed to support cognitive health, emotional wellness, social connection, and physical rehabilitation.

The situation

Mynd Immersive needed a way to connect its revolutionary VR headsets to enable therapeutic interventions for adults experiencing cognitive decline, people who have PTSD, people in need of physical and occupational therapy rehabilitation, and their caregivers.

Solution

The company uses AT&T 5G¹ wireless connectivity and hotspots to create portable, secure Wi-Fi networks that connect its innovative technology. These reliable connections help Mynd Immersive deliver experiences that reduce feelings of isolation and improve relationships with others.

Immersive healthcare for an aging population

Mynd Immersive was founded in 2016 to develop technology to help older adults cope with age-related conditions. Co-founder Chris Brickler recognized that emerging virtual reality technology could radically change how people absorb information.

"I had dementia in my family, and my wife's father struggled five years with Alzheimers," Brickler said. "We thought there might be better ways to care for these folks. The first thing I thought about when I saw virtual reality was how it could improve the lives of people with dementia."

After years of research and development, Brickler and his team launched Mynd Immersive. Their goal is to meet the needs of the rapidly growing population of people at retirement age.

"We have become the U.S. leader for providing what we call immersive healthcare to this vastly growing aging population. With 10,000 people turning 65 each day, in five-and-a-half years we're going to have more people who are over 65 in this country than under 18," he said. "That has never happened."



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Co-founder, Mynd Immersive

The aging population will require more medical care than any other segment, Brickler points out.

"Our healthcare systems aren't set up for the wave of people who are going to be coming in. What we're trying to do at Mynd and through our partnerships is really think about that value-based care model. We want to start using technology like this earlier to help people with their cognitive, emotional, physical, spiritual, and mental health."

New ways to provide care

Mynd Immersive technology uses a virtual reality headset that turns passive screen time into active cognitive engagement. Working with a major technology partner, the company developed a library of hundreds of immersive experiences centered on travel, art, music, nature, and other meaningful activities.

"By bringing these immersive healthcare experiences to older adults, veterans, and families who are aging in place, we're able to usher in a whole new way of caring," Brickler said.

The experiences help users reconnect with memories, interests, and activities that may have become difficult to access because of health conditions, reduced mobility, or social isolation. One early experience recreated a 1950s jazz club using immersive video. It enabled participants to return to familiar settings and meaningful moments from their past.

For many users, the impact extends beyond the time spent wearing the headset. The experiences stimulate memory, encourage conversation, and strengthen connections with family members, caregivers, and peers.

Less anxiety, more engagement

As part of its research and development process, Mynd deployed an early prototype to dementia care units nationwide.

"I'll never forget the reactions. Folks began communicating with their peers. They started to have feelings of joy that can last way beyond the time they're in the headset," Brickler recalled.

According to Brickler, people who use the headsets experience reduced anxiety, improved cognition, better morale, and increased engagement. The headsets also help shift attention away from discomfort, anxiety, and the clinical environment by immersing residents in calming nature scenes, relaxing destinations, or familiar places.

The platform also supports physical and occupational therapy programs. Through interactive therapeutic experiences, providers can encourage movement and track patient participation in rehabilitation activities.

One example is a therapy game that places the user in a virtual meadow where they catch butterflies. Therapists can measure movement, speed, and accuracy while keeping patients engaged in a fun experience.

“People associate video games with teenagers, but we’ve reimagined that completely,” Brickler notes. “We use that functionality to create applications that help people improve their cognitive or physical status.”

Dependable connectivity

Reliable connectivity is a must for an organization with more than 500 locations and thousands of therapists and older adults relying on its services. Mynd Immersive uses AT&T wireless connectivity to connect its headsets to the AT&T wireless network. It also uses AT&T hotspots that enable Mynd to create a portable, secure Wi-Fi network using AT&T’s cellular data.

Supporting veterans

Mynd also works with the U.S. Department of Veterans Affairs to explore how virtual reality can help veterans experiencing chronic pain, anxiety, PTSD, stress, cognitive decline, and social isolation.

“The veteran can get a prescription, and we have a Mynd headset at their home within three days,” Brickler said. “Our purpose-driven business is to give back to these folks who have protected our country and given us great service.”

After a successful pilot in Mississippi, Mynd and the VA have expanded the program to 45 VA medical centers across the country. The program helps evaluate how immersive healthcare experiences can support veterans both in clinical settings and at home.

A HIPAA-secure pipeline

Select Rehabilitation is one of the largest providers of contract physical, occupational, and speech therapy (PT/OT/ST) services in the U.S. with more than 20,000 doctors and clinicians in its network. Today, Mynd Immersive bundles AT&T connectivity with their deployments to hundreds of Select clinics.





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By connecting to the AT&T network, Mynd devices become a safe and secure pathway for delivering therapeutic exercises remotely, whether the connection is wireless or wired. And the network enables Mynd and Select to analyze types of use cases and performance of various content modules. Ultimately, Mynd is building a secure AI data platform that will provide patient data and longitudinal progress across many forms of therapy.

“It’s a new way to perform telehealth,” Brickler said. “We’re excited about the new frontier of the next five years. We’ll be miniaturizing the headsets, connecting them to AT&T 5G networks, and creating a remote health environment for people who can’t drive 100 miles to their local VA medical center and for older adults who are less mobile.”

Leveraging AT&T brand strength

Brickler said the relationship with AT&T has helped Mynd evolve from a research-focused startup into a company capable of deploying immersive healthcare solutions at scale.

“We started working with AT&T on R&D and distribution several years ago, and it turned out to be a great relationship,” he said.

Mynd Immersive has used AT&T connectivity throughout its research efforts, including studies it conducted with Stanford University on the effectiveness of its therapies. It continues to rely on the AT&T network as it expands its healthcare footprint.

“AT&T has been amazing to work with. As we’ve moved from R&D into a commercialized world, we couldn’t be more thrilled to be working with the AT&T team nationwide to start bringing this technology out to all kinds of healthcare systems,” Brickler continued. “It’s been a natural evolution for us to team up with AT&T.”

By combining immersive therapeutic experiences with reliable connectivity, Mynd Immersive is helping healthcare providers, senior living communities, and veterans’ organizations deliver new forms of care that improve engagement, reduce isolation, and expand access to support for people who need it most.