



# Using Immersive VR to support behavioral health in senior living

**TOPICS:** Behavioral health & wellbeing | Social connection & engagement | Senior living & long-term care | Usability & inclusive design | Workflow integration & interoperability



## About MyndVR

[MyndVR](#) is the leading provider of Immersive Digital Therapeutics for aging adults across the US, Canada, and Australia.

MyndVR™

MyndVR partnered with Majestic Communities to implement an immersive virtual reality (VR) program across multiple skilled nursing and assisted living communities as part of a CMS-funded initiative to improve behavioral health and quality of life for older adults. Between April 2023 and April 2024, the program delivered more than 1,400 documented VR experiences for residents living with dementia, anxiety, depression, chronic pain, behavioral health conditions, and social isolation. Rather than serving solely as an activity, VR was integrated into therapy, behavioral health interventions, and daily care workflows as a scalable, non-pharmacologic tool to support resident well-being and engagement.



## The opportunity

- Improve behavioral health, emotional well-being, and resident engagement using a non-pharmacologic intervention.
- Integrate immersive technology into existing clinical and recreational workflows without increasing staff burden.
- Provide meaningful experiences for residents with limited mobility, cognitive impairment, or social isolation.



## The challenge

- Staff initially viewed VR as a recreational activity rather than a clinical intervention.
- Successful implementation required workflow integration, staff training, and consistent facilitation across care teams.
- Traditional outcome measures did not always capture the meaningful improvements observed by staff and residents.



## The approach

- Embedded VR into therapy sessions, behavioral interventions, and recreational programming rather than creating separate workflows.



- Trained interdisciplinary teams, including nursing, therapy, social services, and activity staff, to deliver VR consistently.
- Personalized VR experiences using familiar places, calming environments, and resident preferences to build trust and encourage repeat use.
- Used real-world clinical observations alongside resident surveys to evaluate implementation and outcomes.



### The impact

- ✓ **86.5%** of residents reported feeling less isolated following VR experiences.
- ✓ **81.5%** looked forward to future VR sessions, with approximately **86%** reporting they felt as though they had "left" the facility or visited new places.
- ✓ Behavioral interventions using VR were successful in **85%** of documented cases, helping reduce agitation and de-escalate challenging behaviors.
- ✓ Clinical documentation showed reductions in pain during therapy, improved participation in rehabilitation, and reduced staff burden by helping prevent or shorten behavioral episodes.