

Opening up to a new market

Thanks to simplified logistics

The use case of Healthy Mind





A market to conquer

Healthy Mind positions itself as a leader in the field of mental health by offering innovative solutions for stress and pain management, primarily implemented in hospitals and healthcare professionals' settings. In partnership with the Brain Institute (ICM), the company has developed a unique approach combining neuroscience, medical hypnosis, and virtual reality (VR). However, with the increasing importance of quality of life at work and the prevention of psychosocial risks since the COVID-19 pandemic, and the growing demands from patients who have used this solution during their treatment, new market opportunities have emerged. This is where Matts Digital's logistic expertise comes into play, allowing Healthy Mind to expand its business to the consumer and corporate markets with a tailored subscription formula that can be purchased 100% online ([Healthy Mind offers](#)).

With over 300 healthcare establishments using their solutions across 10 different countries, certified as CE Medical Devices and backed by dozens of conducted studies, the company has demonstrated its positive impact on mental health.

The collaboration between Healthy Mind and Matts Digital opens new perspectives in the field of mental health. By combining software expertise and logistical power, the two companies can offer this stress and pain management solution to a wider audience than ever before.

With Matts Digital, the company can finally meet the growing demands for its solutions in the consumer and corporate markets. By using the storage space provided by Matts Digital, it can securely store its products and ship them directly to customers without worrying about supply chain logistics.

Additionally, Matts Digital provides the necessary workforce to prepare and ship the products, allowing the company to focus on its core business.

This collaboration strengthens Healthy Mind's position in the market by enabling it to reach a wider audience.

The Saint-Gobain case is a good demonstration: the company's Occupational Health Service integrated Healthy Mind VR relaxation sessions. The goal: to improve working conditions by offering employees moments of relaxation in a conducive environment. The results are convincing: 91% of employees reported a positive experience, and 94% would recommend the initiative to their colleagues. Notably, anxiety and fatigue decreased, while motivation, concentration, and relaxation increased among employees who participated in these sessions.

The collaboration between Healthy Mind and Matts Digital perfectly illustrates how companies can partner to leverage their potential and offer innovative solutions to a broader audience. By working with Matts Digital, companies can harness Matts Digital's innovative logistics and technical expertise to grow their operations and successfully achieve their business objectives.



"Following the success of our virtual reality medical device in reducing patient pain and anxiety in hospitals, Matts Digital has enabled us to expand our market to the general public and businesses by providing a logistical service tailored to the scale of this much broader target audience, encompassing installation, packaging, and shipping. The implementation of the project was swift and facilitated by Matts Digital's prompt responsiveness and their quick adaptation to the specificities of our product."

Antoine BRETON
Engineer – Sales Director at HealthyMind



"Image Source: HealthyMind"



Healthy Mind, founded in 2017, is a company specializing in mental health. With five years of experience, it has emerged as a leader by offering innovative software solutions for stress and pain management. Stemming from a vision to address the shortcomings of traditional treatments, Healthy Mind has experienced rapid exponential growth, garnering several accolades in its first year alone. The company solidified its position in the market by obtaining ISO 13485 certification in 2021, attesting to the quality of its products. Its mission: to alleviate the daily management burden of patients and enhance the quality of work-life for employees through advanced technological solutions.

To learn more about Healthy Mind, visit their website: <https://healthymind.fr/en>



Matts Digital is a value-added distributor specializing in Virtual Reality (VR) and Augmented Reality (AR) solutions. We offer a comprehensive range of headsets, peripherals, accessories, and hygiene products, as well as unique professional services in this field. Our significant industrial and logistical capacity enables our clients to confidently consider deploying their ARVR projects on a large scale, both in France and internationally.

To learn more about Matts Digital, visit our website: www.matts-digital.com



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