
HOW NEUROCRINE TURNED PATIENT EMPATHY INTO A LAUNCH
ADVANTAGE — AND HOW YOU CAN TOO.

We turn clinical empathy into commercial edge.

Custom VR, AI and Spatial-Computing R&D — delivered under your brand for pharma,
medtech and healthcare partners.

CASE STUDY

Neurocrine Biosciences

Simulating HD chorea
to transform sales
empathy.

KUCHARSKI CONSULTING



Clinical data alone couldn't convey what patients live with.

CONTEXT

In Q3 2023, Neurocrine prepared to launch a new indication for **INGREZZA®** (valbenazine) for chorea associated with Huntington's disease — the first-in-class TD medication launched in 2017.

THE GAP

The field sales training team had a comprehensive launch curriculum — yet the neurology account specialists still needed to grasp the deep emotional and functional impact of chorea on people living with HD and their care partners.



HD Chorea VR Experience — scenario title screen.

Three VR experiences that let reps live a day inside HD chorea.

Using VR headsets and controllers, learners embodied a patient across three progressive stages — with narration reflecting the speech patterns of advancing HD.

01

Early-stage HD chorea

The learner meets the patient, his wife and son and attempts routine tasks — encountering hand weakness and loss of coordination.

02

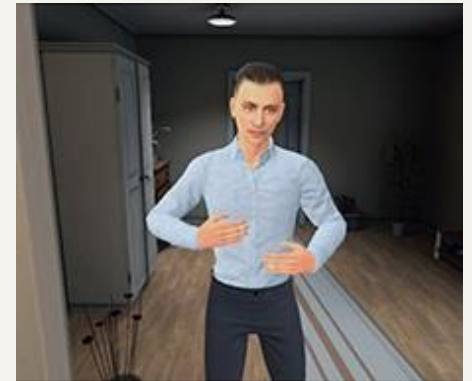
Progressing symptoms

Walking between rooms surfaces balance problems; pouring coffee ends with a shattered mug — evoking frustration and sadness.

03

Advanced HD chorea

Eating a bowl of oatmeal becomes an ordeal of grasping and control loss, layered with emotional strain on care partners.



“Patient Journey Images” shown on the VR system.

An immediate, lasting behavioural change across the field team.

15 min

Fully immersive experience per learner — without distraction.

3

Progressive VR simulations spanning early to advanced HD chorea.

Award

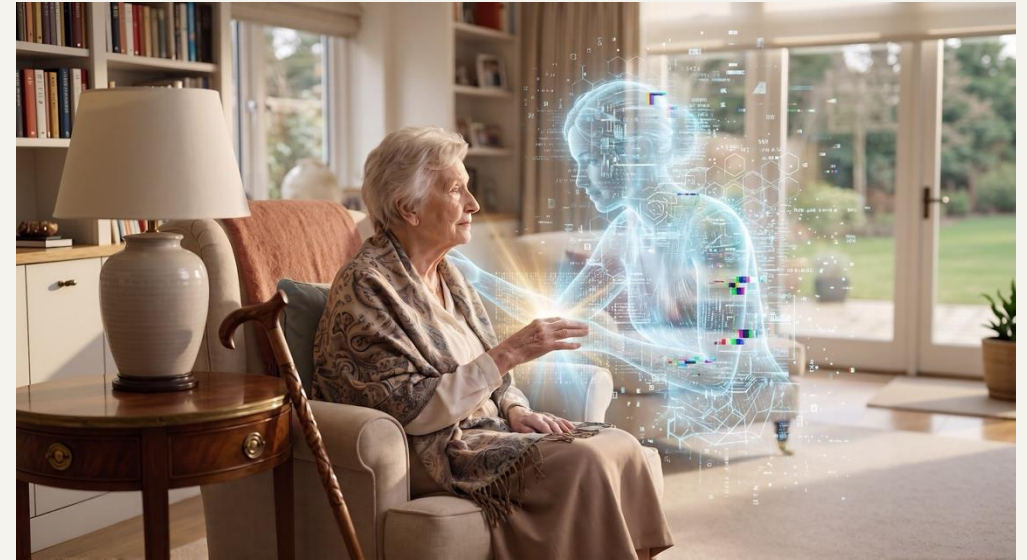
Neurocrine Innovation Value of the Quarter — nominated by peers and directors.

“Truly connected with the HD patient and how challenging their daily life is. So excited to help these patients.” —

Learner feedback, Neurocrine field team

Custom Spatial Computing & AI solutions for healthcare.

We engineer immersive VR simulations and conversational AI avatars that bridge the gap between complex medical data and human empathy.



AI Medical Assistant · Rehacare

VR Patient Simulations

White-label immersive training that puts pharma sales reps and clinicians inside the patient's daily reality.

AI Wellness Companions

Consumer-facing MR apps such as GlowFasting — real-time visualisation of physiological change to sustain behaviour.

Rehacare & Therapy

Clinical-grade VR modules for rehabilitation, pain management and cognitive therapy — deployable per protocol.

AR-Glasses Assistant

A proactive spatial avatar for elderly care: environment-aware conversation, holographic telepresence, medication support.

You brand it. We build it.

Kucharski Consulting delivers end-to-end R&D under your brand — from clinical concept and 3D content pipeline to VR AR Mixed Reality devices.

You bring

- Therapeutic area & clinical protocols
- Patient insights and KOL access
- Regulatory and brand guardrails
- Commercial goals and KPIs

We deliver

- VR / MR simulation design & engineering
- 3D characters, environments and spatial audio
- AI avatar behaviour and voice interaction
- Deployment, analytics and iteration

Drive pharma revenue with VR patient simulations.

Standard training limits sales reps to clinical data. Our white-label VR solutions put your team directly in the patient's shoes — turning clinical empathy into a measurable commercial advantage.

Accelerated Rx Growth

Reps who have physically experienced the disease deliver highly authentic, persuasive HCP pitches that lift prescription volume.

Maximised Training ROI

Immersive VR creates rapid, permanent behavioural change — drastically shortening rep ramp-up versus traditional formats.

Market-Share Expansion

Deep patient understanding lets your field team articulate exactly why physicians should prescribe your therapy over competitors.

A boutique engineering house at the intersection of humans, machines and reality.

Spatial Computing

VR and MR experiences for training, therapy and patient engagement — built for Meta Quest, Apple Vision Pro and emerging AR glasses.

Conversational AI

Voice-first assistants and 3D spatial avatars with real-time lip-sync, gestures and situational awareness of the user's environment.

White-Label R&D

End-to-end product development delivered under your brand. You bring the medical expertise; we ship the deep-tech.

A boutique studio built for pharma-grade R&D and consumer-grade craft.



AR-glasses companion · Rehacare

End-to-end delivery

From clinical concept and narrative design to engineering, 3D content, deployment and analytics.

White-label by default

Your brand, your compliance framework, your commercial goals — we stay invisible.

Healthcare focus

Rehabilitation, patient education, sales empathy training and elderly care via AR-glasses assistants.

Emerging-platform depth

Meta Quest 3, Apple Vision Pro, AR glasses and spatial-audio pipelines — production-ready today.

LET'S BUILD

Turn empathy into your strongest revenue engine.

Let's discuss your custom white-label prototype.

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