



PHOSPHORUS MISSION

HELP PATIENTS MANAGE CKD TREATMENT

Sanofi is France's n.1 pharmaceutical group, with 49 sites and 28 000 employees.

GOALS

Educate patients suffering from CKD (chronic kidney disease) to this pathology and its primary consequence: an excess of phosphorus in the blood, requiring appropriate nutrition, treatment and lifestyle.

Help the patient manage the phosphorous regulation treatment.

TARGETS

Patients with chronic renal insufficiency being treated by dialysis, among other methods.

FORMATS



IN THE PRESS



OUR SOLUTION

An educational game built on the principle of "puzzle games" or skill-based games, offering a journey inside the body.

The challenge: remove the phosphorus particles in excess before their absorption in the gut. The player must isolate the phosphorus particles by color, as well as the protein, fat and sugar particles to be assimilated.

After each session, a quiz provides the opportunity to win bonus points.

At each level, the pace accelerates, thus increasing the challenge. The game includes 16 levels associated with different meals, each containing increasing amounts of phosphorus.

A game which efficiently contributes to better understanding the disease and to **reducing the feeling of anxiety** related to treatment.