



Teri Yarbrow

Teri Yarbrow, MS, MFA is President of MagikaVRx, an immersive media company and founder of “Creating AWE” a VR program for healthcare facilities. She is a Professor of XR Medicine at Mercer University School of Medicine, a Founding Member of AMXRA and VR Evangelist, passionate about XR Healthcare strategy and Immersive VR Therapy.

An Emmy, and multi-award-winning creative director in LA, she created Magika, a successful digital media company known for using advanced technology. She initiated the “VR for Good” program, creating therapeutic VR for patients at Hospice SavannahSteward Center for Palliative Care and created MagikaVRx to relieve pain, anxiety, depression and enhance quality of life through VR therapy.

Yarbrow is a leading voice in VR therapy, co-author of a new book, “Virtual Reality for Serious Illness”, featured speaker at vMed in LA, Immersive Tech Week, and AWE, nominated for the prestigious VR Award for Social Impact and winner of the Telly Award for Social Impact.