

Ludocare recognized by the French government in the i-Nov 2024-2025 innovation competition

A French digital innovation recognized for its impact on pediatric health

Ludocare, a Lyon-based pioneer in Pediatric Digital Therapies, is proud to be named **a winner of the prestigious i-Nov 2025 competition**, as part of the **France 2030** investment plan. This distinction, awarded by the French government and administered by Bpifrance and ADEME, recognizes the innovative nature, medical impact, and transformative potential of **JOE Digital Therapy**, a digital medical device dedicated to childhood asthma.

France 2030: national recognition

The i-Nov, i-Lab, and i-PhD competitions support the emergence of high-potential French companies in strategic fields. With **147 winning projects in 2025**, including 45 in the i-Nov competition, the 2024-2025 edition honored projects capable of contributing to a more sovereign, sustainable, and resilient economy.

The recognition given to LUDOCARE illustrates a concrete response to three public health challenges:

- **early prevention of pediatric asthma**, the leading chronic disease in children;
- **control of healthcare spending** by reducing avoidable exacerbations and hospitalizations;
- the **local reindustrialization** of digital medical devices designed and produced in France.

*"This distinction recognizes our contribution to **innovative and sovereign** pediatric medicine and confirms the place of digital therapies as levers of efficiency in the management of chronic childhood diseases,"* said **Alexandra de La Fontaine**, President and co-founder of LUDOCARE.

An innovative response to a public health challenge

In France, more than one in ten children has asthma, making it the leading chronic pediatric disease¹.

This condition, which is still too often trivialized, is responsible each year for:

- More than 60 child deaths per year², 85% of whom are under the age of 10
- Approximately 62,000 hospitalizations and 200,000 emergency room visits each year³.

Despite the existence of effective treatments, their impact is limited by **three major obstacles**: poor treatment compliance, frequent misuse of inhalation devices, and inappropriate inhalation techniques⁴⁻⁵.

In response to these findings, LUDOCARE developed **JOE Digital Therapy**, a CE-certified medical device combining a health companion dedicated to children and a mobile app for parents. It is currently **the first and only French digital therapy for pediatric asthma**, combining digital innovation, early prevention, and medical rigor. It aims to **improve the control of persistent asthma** by strengthening compliance and optimizing inhalation technique. Its effectiveness has been demonstrated in the randomized clinical study Asthma JOECARE, conducted in 213 children in 17 hospitals and private practices, with a clinically and statistically significant reduction in severe exacerbations in children aged 7 to 11 ⁷.

An industrial and European ambition

This new recognition is part of an acceleration strategy for LUDOCARE, which is continuing to:

- **submitting its reimbursement application in France** (LPPR, under common law),
- **expanding in Europe**, particularly in Germany,
- **the industrialization of its services**, with the support of industrial and regional partners.

"Being an i-Nov winner also means affirming that health sovereignty requires therapeutic innovation, active prevention, and local production of digital medical devices," concludes Alexandra de La Fontaine.

About Ludocare

Founded in 2017 in Lyon, **Ludocare** develops digital therapies for children with chronic diseases. Thanks to digital therapies that combine medical effectiveness and playful learning, Ludocare provides children with appropriate and engaging tools to manage their disease from an early age, in order to guarantee them a better quality of life in the long term. The first JOE Digital Therapy is dedicated to children suffering from persistent asthma.

Sources

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2. **Pourquoi Docteur**, *Asthma: there are 900 deaths per year, including around 60 children*, 2024
3. **SPLF**, *White Paper on Asthma*, 2020
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5. **HAS**, *Proper use of inhaled medications for asthma, summary sheet, 2004*, https://www.has-sante.fr/upload/docs/application/pdf/fiche_de_synth_350se_asthme.pdf
6. **Asthma JOECARE**, *NCT04942639, RCT Asthma JoeCare study report, final version 08/08/2025*