

# AVENUES

The Accenture Virtual Experience Solution:  
Immersive learning to increase empathy  
and reduce bias

**AVENUES** is our award-winning workforce transformation tool that leverages VR to better prepare public service employees for their jobs. It has shown efficacy in reducing turnover and in improving interpersonal skills so desperately needed in the age of GenAI.

We now have 17 modules for use across the health and public sectors including public safety, healthcare, corrections, emergency medical services, mental health, social services, and child welfare. **AVENUES** has powerful implications in the hiring and training process. For the applicant, it can help affirm that they are ready to learn how to do this work, give them an opportunity to self-select and build essential skills. It provides employees the chance to develop crucial skills in a safe environment, away from the frontline.

## The **AVENUES** Learning Method

### IMMERSION

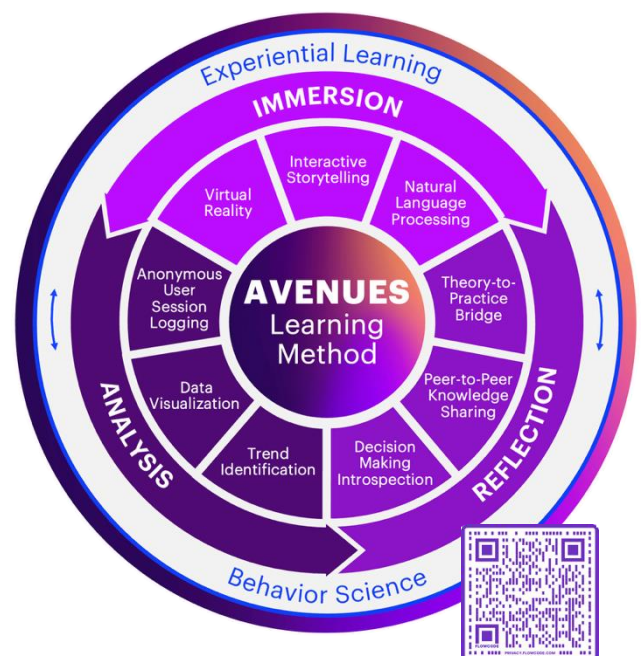
**AVENUES** immerses users into highly realistic scenarios designed to evoke a response. It uses actors filmed on green screen and stitched into carefully dressed locations. The experience is voice activated so that users have the sense that they are sitting across the table from another person who is looking them in the eye and conversing.

### REFLECTION

Next, we bring groups of users together in carefully curated seminars. These interactive workshops prompt reflection about how each of us behaved in the headset and create an opportunity for users to learn from one another.

### ANALYSIS

Finally, **AVENUES** is maintained on a platform that leverages user analytics. This gives us the ability to see how large groups of people are behaving in the headset and drive future learning agendas.



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# Immersive Learning For EMS Responders

How immersive virtual reality training can empower first responders to safely support individuals in mental health crises



Across the nation, first responders are facing a surge in mental health emergencies—often without training to recognize early warning signs, harness the power of communication, or de-escalate safely. The result: increased risk for patients, bystanders, and EMS personnel alike.

- Nearly **1 in 5** EMS calls involve behavioral health crises, with mental illness and substance use present in **over 40%** of emergency calls, yet few responders receive training beyond clinical care.
- EMS providers are **10x more likely** to experience workplace violence than other professions.
- Inadequate de-escalation skills contribute to **increased use of force, patient mistrust, and costly legal challenges**.
- Unprepared responders face **increased injuries, burnout, and contribute to costly overtime**—while those in crisis risk not receiving appropriate care.

EMS responders are on the frontlines of both physical and mental health crises—high-stakes, unpredictable situations where violence has surged nearly 67% over the past decade. With limited information and support, they must balance safety with compassionate care, where a single misstep can result in harm, trauma, or litigation.

**Ronny** is a scenario within the **AVENUES** content library that provides an opportunity for EMS responders to practice communications with patients struggling with mental illness.



## RONNY

Ronny's story invites users to step into a real-time crises where clear communication, calm presence, and sound judgment are essential. Ronny is living with schizoaffective disorder and diabetes. At this moment, he's disoriented, frightened, and unsure who to trust. He has missed his medications, was recently involved in a car accident, and may be using substances. His perception of reality may not align with yours, and your ability to build trust will shape how the situation unfolds.

Amelia, Ronny's aunt, is his caregiver. She's concerned and emotionally drained. Though her intentions are good, her presence and approach can escalate Ronny's confusion. She's looking for guidance and support, just as much as Ronny is.

The ability to engage with Ronny in this moment offers a chance to practice clear communication, build trust under pressure, and respond with empathy in the face of uncertainty. This scenario emphasizes the importance of assessing risk, reducing tension, and supporting the safety of everyone involved.

To learn more, visit: [www.accenture.com/AVENUES](https://www.accenture.com/AVENUES)

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