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Experiential Education

Studies have proven that kinesthetic, multisensory learning—experiences where learners see, hear, feel, and perform tasks and experiences first-hand—can increase retention rates by up to 90%. Interactive education ensures that learners connect with your message and are able to recall it more readily.

At TPM, we analyze your needs (including your budget, audience, and target devices) and work to design and develop interactive education specially targeted at your audience. Keep reading to learn more about the different types of interactive education and their use cases.

A PLATFORM FOR EVERY AUDIENCE

- ▶ **eLearning.** eLearning modules are easily accessible from any computer or mobile device. eLearning provides “bite-sized” learning that’s easy to digest and works well around busy schedules (since it’s easy to pick up and put down). eLearning can take advantage of animations, knowledge checks, and informational hotspots to provide a more engaging learning experience.
- ▶ **MOA / MOD Experience.** Virtual solutions make it possible to take users to new places and show them processes and progression that can’t be seen by the human eye. By going down to the cellular level, audiences are able to see mechanisms of disease and action first-hand. Audiences can even take part in the MOA process, walking through the steps of how the disease develops and how pharmaceutical products work to protect the body.
- ▶ **Virtual Surgeries and Medical Simulations.** Recreating medical devices and surgical procedures in a virtual space is the best way to give audiences real-world, hands-on practice in a safe environment. In a virtual simulation, users can experiment with the device to gain a better understanding of its capabilities, or practice problem areas of procedures again and again until they’re confident in their skills.

- ▶ **Serious Gaming.** Serious games utilize gaming mechanics to teach and reinforce educational concepts. They take advantage of spaced, consistent repetition, which is the best way to increase retention of key concepts, especially in adult learners. All the while, audiences are spending more time in your educational experience because while they're learning, they're having fun. Serious games can be single-player experiences for audiences to enjoy on their own, or they can be multiplayer activities that promote team building and use friendly competition to drive learners to master their materials.
- ▶ **Augmented Reality (AR).** Augmented reality brings education to life in a new and exciting way. It's easily accessible—AR can run on most mobile devices and can be accessed via an app download or a web browser using WebAR—and creates a memorable educational experience for audiences. Pair an AR app with target images, like posters and hand-outs, for additional learning opportunities; or create life-sized environments and models for audiences to explore by projecting images directly onto the floor.
- ▶ **Virtual Reality (VR).** Virtual reality is the ultimate interactive learning experience. VR's immersive, first-person capabilities make it the ideal tool for taking audiences to new locations, like inside the human body, or exposing them to new perspectives, like the life and daily struggles of a patient. VR can also take advantage of mechanics like haptic feedback and voice controls, giving audiences a true multisensory experience that they'll never forget.



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WATCH OUR COMMERCIAL!

Discover the power of immersive experiences and take a deep dive into the unique philosophy that goes into every TPM production to improve engagement and retention.



www.tipmedia.com/TPM_acuity-magazine_Fall21.pdf

READ OUR MAGAZINE!

Download a free digital copy of TPM's Acuity 2021 Magazine and learn more about current challenges facing the life sciences industry, such as gaining access to HCPs and creating connections with patients.

TPM REALITIES CAMPUS



All of our virtual, augmented, and mixed reality solutions include our Realities CAMPUS tracking and reporting system to measure user engagement, progress, and your return on investment.

Over 40 awards in 2020–2022!



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