



# MAXIMIZING THE VALUE OF MEDICAL SIMULATIONS

Watch the demo at [www.tipmedia.com](http://www.tipmedia.com)

## Maximizing The Value Of Medical Simulations

Our 3D medical simulations give your audiences a hands-on experience walking through the steps of a surgery or how to use and maintain a medical device. But what benefits can virtual simulations bring to you and your company? Keep reading to learn more about what we've seen our previous clients accomplish with a custom TPM medical simulation.

### SEE THE POTENTIAL

- ▶ **Portability.** Medical simulations can be recreated for a number of platforms, including web browsers, mobile devices (phones and tablets), and VR headsets. These readily available devices are easier to transport and distribute than in-person training sessions. They're also easy to bring to conferences and into offices as sales tools and visual collateral.
- ▶ **Cost-Effectiveness.** In-person training sessions can be expensive. In extreme cases, they require trainers to fly across the country (or internationally), operating rooms to be rented, and expensive and cumbersome training models to be shipped and set up. Recreating the in-person training experience in a virtual simulation saves tremendous amounts of money that would have gone into rentals, transportation, and shipping costs.
- ▶ **Versatility.** 3D assets developed for virtual simulations (like 3D models of relevant anatomy or medical devices) are easily reusable. A library of assets makes it incredibly easy to update and expand educational initiatives, such as adding new modules of simulation when new products are announced or when new best practices are developed. 3D assets can also be reused into accompanying materials (like take-home materials, videos, demonstrations, etc.), and full experiences can be ported to new platforms for increased accessibility.

- ▶ **Time Savings.** Many procedures have “sit and wait” periods involved, where doctors are waiting for certain metrics or need other actions to occur. For example, a doctor may need to wait for an ablation balloon to inflate, or they may have to watch monitors and proceed to the next step once temperature or oxygen readings have reached a specific limit. During an in-person training session, this time is wasted as both the trainer and the trainee simply sit and wait. In a simulated environment, time is easily dilated, condensing minutes of “sit and wait” into seconds. This easily transforms hours of in-person training into a virtual experience that can be completed in under thirty minutes.
- ▶ **Field Force Management.** Using virtual simulations to test and reinforce learners on the procedure serves as an extra tool for trainers and managers. Having a tool that can track how learners are progressing and retaining the information allows for more robust field force teams without requiring more training, managing, and other in-person oversight.
- ▶ **Global Dissemination.** In-person training sessions are limited to the people who can attend them. Flights, especially between countries, is expensive and not always available. By creating a virtual simulation of the procedure, it makes the training accessible to anyone with an Internet connection and a target device. (In most cases, this target device is a phone, iPad, or other readily available platform.) This enables learners around the globe to access key information and messaging, regardless of their ability to travel and participate in in-person events.



[www.tipmedia.com/commercial](http://www.tipmedia.com/commercial)

### 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](http://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

# 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!*

