

## Look & feel

- Responsive
- Clean
- Combination icons + foto's
- Integration of a YouTube video

## Landingpage items

- Header: picture + 'a video-based teaching platform for surgical procedures'
- About Deferred live medical teaching: Short description
- Features
  - Video
  - Teaching platform
- Benefits:
  - More effective learning
  - Faster sharing of knowledge & techniques
  - More cost effective
- References
- Products:
  - Live (+link to more info)
  - dLive (+ link to more info)
  - dLive local (+link to more info)
  - dLive cloud (+ link to more info)
- Solutions:
  - For medical device companies (+link to more info)
  - Doctor and surgeons (+link to more info)
  - Medical conferences (+link to more info)

## Attachments:

Copy  
Logo  
pictures



## Demo copy

### **1 The company**

*short description of the business*

**Surgie is building a video based cloud teaching platform for all kinds of medical procedures using synchronized high resolution 360° and wide angle videos in a virtual reality environment.**

**Surgie changes the way medical procedures are taught.**

### **2 The Vision: Deferred live medical teaching**

Almost daily medical device companies, doctors and surgeons all over the world develop new or breakthrough products, medical and surgical techniques. These techniques save lives or increase the survival rate of some patients.

It is therefore very important that these medical device companies, doctors and surgeons share their knowledge as fast and accurate as possible. The current methods to share this knowledge are peer-to-peer live medical teachings and live medical teaching at conferences.

#### **Peer-to-peer live medical teaching**

Healthcare companies contract top surgeons to do teaching sessions with their appliances/equipment. In the case of peer-to-peer medical teachings, **medical device companies fly in surgeons from all over the world to attend live surgeries.**



Unfortunately this way of teaching has many disadvantages:

- **It is very costly:** flight fares, 5 star hotels, exclusive diners, ...
- **Low ROI:** only 20 to 30% starts using the presented tools and techniques.
- **Low quality:** with many people in the OR visiting surgeons don't have a clear and detailed view on the procedure.

- **Slow sharing of new techniques:** peer-to-peer teaching is a slow way of introducing new techniques. This while speed is crucial in the current competitive landscape.
- **Limited preparation and follow up:** peer-to-peer doesn't allow preparation, nor follow up.

Due to these disadvantages surgeons and medical device companies look for new methods of teaching.

### Live medical teaching at conferences

Another way to launch breakthrough medical and surgical techniques are medical conferences.

At medical conferences you have a line-up of different speakers with strict schedules at a high pace. **Often surgeons use live teaching to demonstrate new techniques.**



This way of teaching has its own disadvantages:

- **Ethical aspect of live showing patients:** there is a tendency where it is no longer ethically accepted to show patients live for educational purposes.
- **Live teaching increases the stress level of the surgeon** with a potential impact on the quality of the surgery.
- **Things go wrong:** Precious time during the presentation is lost recovering from unforeseen complications resulting in limited transfer of knowledge.

**What if there was a solution that offers all the advantages of live medical teaching without the disadvantages? A solution to transfer knowledge better, faster and cheaper than the current live teaching methods.**

**Surgie is this solution.**

## 3 **The product: A video based teaching platform for medical procedures**

Surgie is a video based cloud teaching platform for medical procedures using self-captured synchronized high resolution 360° and wide angle videos in a virtual reality environment.

- Immersive **cloud based** teaching platform
- Based on **high resolution wide-angle 360° video** capturing of surgical procedures
- **Multiple synchronized cameras**
- **A single person performs capturing with no need to access the OR**

- Captured content will be made **available as a cloud service** on PC, tablets and smartphones for educational and research purposes.
- **Allowing full freedom to review a surgery post-factum:** the participant of the session can experience each step of the surgery completely in his own way by navigating through the corresponding omnidirectional imagery.
- Ability to divide the content into chapters and **supplementing with illustrations, URL's, PDFs,...**
- **Ability to annotate** captured content in 2D and 3D, and overlay with MRI and other scans
- **Integration of depth sensing technology** makes 3D annotation and registration with scans more easy and robust
- Very detailed and state of the art **medical illustrations clarify each step of the procedure.**

### The recording unit

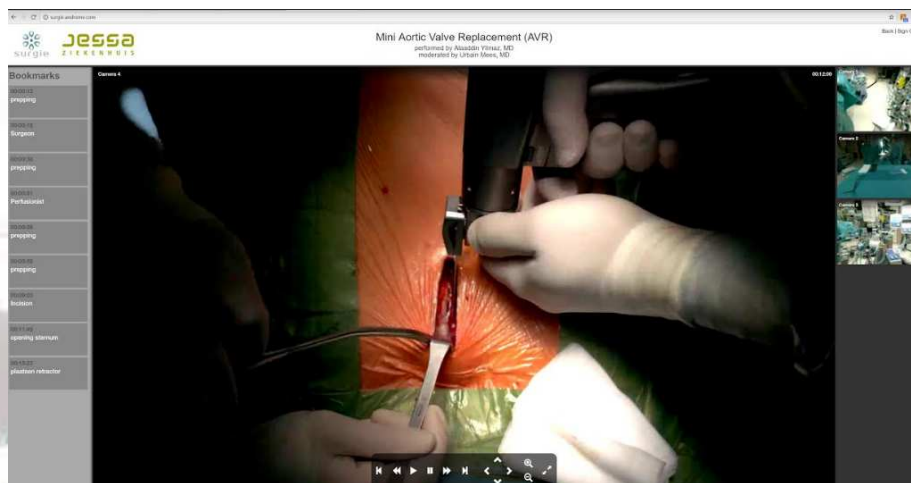
Surgie's teaching platform, is based on high-resolution wide-angle and 360° video capturing of surgeries and other medical procedures with multiple synchronized cameras. **All the cameras are installed and wired in advance on positions that are dependent of the type of surgery.**





## The teaching platform

Once the surgery is captured **all the info can be streamed online** with the unique feature that, although the surgery is filmed in advance, the presenter has real-time full control over the imaging he wants to see. Better than in a live surgery! The presenter of the live session can experience each step of the surgery completely in his own way by navigating through the corresponding omnidirectional imagery.



## Benefits

Medical and surgical knowledge can be shared in a faster, easier and more cost-effective way than current solutions like movies and pre-edited video.

- **Faster sharing** of knowledge and new techniques to surgeons worldwide due to the cloud-based teaching platform
- **Easier learning** due to advanced video-based interactivity and state of the art medical illustrations clarifying each step of the procedure
- **More cost-effective** compared to traditional teaching methods

## 4 Market size

For distant medical teaching, the potential users will be:

1. **Teaching surgeons** who want to spread their knowledge to other surgeons on a very short term basis.
2. **The medical device companies** who develop the latest and revolutionary equipment. In over 75%, as we know it, healthcare companies sponsor these teaching sessions. Healthcare companies contact top surgeons to do teaching sessions with their appliances/equipment and pay them generous for these teaching sessions. For the companies it is important that as many as possible hospitals and surgeons use their products. By teaching how to use them properly will increase their business. They are already investing millions in teaching sessions in the hospitals. By using our 360° immersive capture unit, they will have more and better exposure in the OR and outside on the screens, during conferences or by using our platform for distant teaching. It is the perfect way to learn young surgeons and nurses to work with their equipment and appliances.

**The potential is huge, with tens of thousands of surgeons world-wide and thousands of teaching sessions yearly.** For instance, when we take a look at the US market alone, there are over 18.000 surgeons. (source: physicians weekly) More and better teaching is needed because the market is expanding. There is an overall shortage of surgeons and nurses worldwide.

