



Advanced Initiatives in Medical Simulation

AIMS Industry Council Update

Silver Spring, MD
May 8, 2007

Agenda

- AIMS Industry Council Members
- AIMS Industry Council Mission & Goals
- Interoperability Update
- 2007 Survey Results

AIMS industry council members 2007

- B-Line Medical
- CAE, Inc.
- Education Mgmt. Solutions
- Forterra Systems
- Gaumard Scientific
- Haptica
- Immersion Medical
- IngMar Medical, Ltd.
- Laerdal
- Limbs and Things
- Medic Vision
- METI
- Pocket Nurse
- Simbionix
- SimMedical
- SimQuest
- Simulab Corporation
- Touch of Life Technologies
- Verifi Technologies, Inc.
- Virtual Reality Medical Center

Industry Council Mission

- Harness the collective experience, technologies and ambition of our members to improve patient safety through simulation.
- We do this by:
 - } Supporting the establishment of standards for proficiency, accreditation, and interoperability
 - } Partnering with customers, policy-makers and other interested parties increase the adoption of simulation

Industry Council: goals

- Partner with government, suppliers and health care professionals to implement pilot programs that integrate simulation technologies
- Help professional societies understand how simulation can support their training objectives
- Support the establishment of government funding for health care and academic institutions to acquire simulation technologies
- Support the establishment of Standards
- Play an increasingly integral role in AIMS
- Annual market survey

Interoperability Update

- One of the core reasons for wanting interoperability - the sharing of test results into a single admin program or learning management system (LMS).
- Standardize output data.
- This is a collaborative area requiring input from end-users and industry.
- Groups exist which are working towards standards, but the development and adoption of the standards will take time which is common in a new industry.
 - } MedBiquitous
 - } Simulation Interoperability Standards Organization (SISO)



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AIMS Industry Council Survey Results

AIMS Industry Council Survey Results: Demographic Data

- 55% are University/Teaching Hospitals; 30% are community colleges and hospitals
- 77% in Education/Training and 57% are healthcare professionals
- 48% are influencers and 43% are decision-makers
- More than 80% own interactive and non-interactive manikins
- 34% own team training simulators and Interactive Virtual Reality simulators

* Re. spend on simulation

Current Use of Simulation

- 2/3 in nurse training and emergency training
- 1/4 in OR Team training and general surgery residency programs
- 20% in Cardiovascular and Advance Lap Skills Training
- 7% spent >\$250k on simulation last year, while most spent less than \$100k and almost half did not spend
- 50% did not spend anything on R & D and 40% spent less than 100k.

* Re. spend on simulation

In 2007 Organizations have Spent:

Simulation Equipment

- 53% spent < 100k
- 20% spent between 100k - 250k
- 27% expect to spend > 250k

R & D activities through partnering w/Industry

- 25% expect to spend \$0
- 48% expect to spend < 100k
- 15% expect to spend between 100 - 500k
- 13% expect to spend > 500k

In 2007 Organizations Expect to Spend:

Simulation Equipment

- 60% intend to spend < 100k
- 30% expect to spend > 250k

R & D activities through partnering w/Industry

- 10% expect to spend > 750k
- 50% expect to spend < 100k
- Almost 30% do not expect to spend any monies vs. 50% last year

Summary

- 82% would spend more if they had the budget available
- 50% would spend more if their was an cost/benefit case and available simulators were better

Drivers that will cause my organization to purchase more simulators:

| | |
|---|------|
| • Studies validating effectiveness of simulators | 62% |
| • Credentialing and mandated training and certification | 55% |
| • Standard curricula accepted and available | 52% |
| • Helps retain and train new physicians | 50% |
| • Becomes a requirement to a residency program | 38% |
| • Shown to reduce insurance risk | 40% |
| • Helps attract residents | 33% |
| • Other | 29%* |
| • Helps overcome 80 hour work week | 19% |

- * avail. grant funding, cost-benefit ratio, more demand, increase in current utilization, direct impact on pt. safety,

Simulators They Would Like to see Developed:

- Improved pediatric simulators
- Hybrid trainers for surgery
- Improved current human patient simulators (infant, child and adult)
- Geriatric manikins
- Combined advanced full body manikin w/option of combining surgical procedures
- Neonate with access for UAC, cranial IVs and intraosseus
- Realistic and improved OB and OB anesthesia
- Full hospital simulation for emergencies
- Advanced surgical robotics

Perceptions of the Industry: Strengths

- Interdisciplinary
- Enthusiasm and interest
- Honest about limitations
- New competition
- New R&D Funding
- Improvement in realism

Perceptions of the Industry: Areas of Weakness

- Cost of equipment and lab setup
- Need for more validation of effectiveness
- Lack of support / Limited training
- Limited competition

Future of AIMS Industry Council

- Still growing and evolving (tens of thousands mid to high fidelity simulators)
- Encourage end-user collaboration to develop and establish pilot programs
- Encourage end-user feedback through annual survey and other inputs

Panel Discussion and Audience Feedback

Questions and Answers