



advanced initiatives  
in medical simulation

## 2010 AIMS Industry Council

**Advanced Initiatives in Medical Simulation (AIMS)**, established in 2004, is a coalition of individuals, organizations, universities, and member companies committed to promoting medical simulation as a way to: Improve patient safety, reduce medical errors, ensure provider competency, provide training for responding to public emergencies and combat situations, and reduce health care costs through:

- Engaging, energizing, and further developing the medical simulation community
- Articulating a clear community-wide message on the value of medical simulation to a broad national audience
- Fostering champions for medical simulation
- Creating awareness and educating about simulation by educating public and private policymakers
- Securing resources to further medical simulation training, research, and the deployment of simulators and simulation tools of all types
- Convening external stakeholders in an effort to find or create champions for medical simulation

### **AIMS Industry Council**

The AIMS Industry Council is a voluntary effort by member companies who have joined together to provide industry leadership, harness the collective experience, technologies and ambition of our members to improve patient safety via optimum products and services, and accelerate growth of the market through the communication of standards in design and development, partnering with customers, policymakers and other interested parties to grow the market, provide support for increased funding for medical simulation, and support the establishment of standards for proficiency and accreditation.

Annual opportunities are created for members of the AIMS Industry Council, including attending networking meetings, opportunities to present, exhibit, and engage with their simulation and industry colleagues on, for example, legislation or market surveys. Please contact 202.230.5091 for more information on participating.

**2010 AIMS INDUSTRY COUNCIL MEMBERSHIP**  
*VISIT [WWW.MEDSIM.ORG](http://WWW.MEDSIM.ORG) OR CALL 202.230.5091 FOR INFO*

## FOUNDING MEMBERS



**CISL at Stanford University** is part of the Stanford University School of Medicine. Utilizing immersive and simulation-based learning, the Center seeks to build a bridge between classroom learning and real-life clinical experience.

**David Gaba**, [gaba@stanford.edu](mailto:gaba@stanford.edu), 650.858.3938,  
<http://cisl.stanford.edu/>

**CIMIT**

**CIMIT at Massachusetts General Hospital** is a non-profit consortium of Boston-area teaching hospitals and engineering schools. In particular, CIMIT seeks to develop minimally invasive procedures with the goal of improving patient care.

**Steve Dawson**, [dawson.steven@mgh.harvard.edu](mailto:dawson.steven@mgh.harvard.edu),  
617.768.8781,  
[www.medicalsim.org](http://www.medicalsim.org)



**SiTEL of MedStar Health** is a Washington-DC based organization that brings together physicians, nurses, and multimedia experts. It combines innovative technologies, medical research and instruction to give healthcare workers instant, up-to-date training that is available 24/7.

**Yuri Millo**, [yuri.millo@medstar.net](mailto:yuri.millo@medstar.net), 202.364.5180,  
[www.sitel.org](http://www.sitel.org)



**The Society for Simulation in Healthcare** represents the continually growing group of educators, providers and researchers who utilize simulation technologies for education, testing, and research in health care. There are now over 2,000 Society members worldwide.

**Robin Wootten**, [wootten.ssh@gmail.com](mailto:wootten.ssh@gmail.com),  
660.433.2774,  
[www.ssih.org](http://www.ssih.org)

## INDUSTRY SUPPORTERS



**B-Line Medical** is a digital solutions firm focused on the capture, debriefing and assessment of simulation-based medical training.

**Lucas Huang**, [lucas@blinemedical.com](mailto:lucas@blinemedical.com),  
301.802.6890,  
[www.blinemedical.com](http://www.blinemedical.com)



**CAE** is also a global leader in the design of sophisticated military training systems for air, land and sea applications, having supplied the defence forces of more than 50 nations with military training systems and services. In addition, the Company offers a range of simulation equipment and modelling and simulation software.

**Zena Abou-Said**, [zeina@cae.com](mailto:zeina@cae.com), 202.316.3508,  
[www.cae.com](http://www.cae.com)



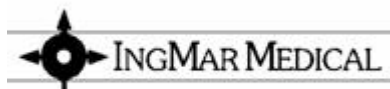
**Education Management Solutions** provides integrated software and hardware solutions for clinical skills and simulation lab training and assessment environments.

**Dushy Edrisinghe**, [dushy.edrisinghe@ems-works.com](mailto:dushy.edrisinghe@ems-works.com), 610.701.7002, ext. 18,  
[www.ems-works.com](http://www.ems-works.com)



**Gaumard Scientific** provides a variety of simulators to healthcare professionals worldwide, including the NOELLE™ birthing systems and self-contained HAL® mobile team trainer.

**John Eggert**, [john@gaumard.com](mailto:john@gaumard.com), 305.971.3790,  
[www.gaumard.com](http://www.gaumard.com)



**IngMar Medical** manufactures high-performance respiratory simulation devices, including breathing simulators, lung models, and test lungs. Since 1993, IngMar's products have been used worldwide to train clinicians to achieve the highest level of patient care.

**Nick Coniglio**, [nconiglio@ingmarmed.com](mailto:nconiglio@ingmarmed.com),  
412.441.8228 ext. 105,  
[www.ingmarmed.com](http://www.ingmarmed.com)



**Laerdal** offers products, services and solutions that help improve patient outcomes and survivability. By supporting the advancement of resuscitation science, improving medical education and strengthening the chain of survival in communities worldwide, we help you save more lives.

**Jim Azukas**, [Jim.Azukas@laerdal.com](mailto:Jim.Azukas@laerdal.com),  
845.297.7770 x4293,  
[www.laerdal.com](http://www.laerdal.com)

**Limbs & Things USA**  
Medical Simulation & Training Models

**Limbs & Things, Inc.** provides medical training and education models for diagnostic skills, surgical simulation, Ob/Gyn, suturing, minor surgery, soft tissue injection, vascular surgery and many other subjects.

**Graham Whiteside**, [graham@golimbs.com](mailto:graham@golimbs.com),  
912.629.0357,  
[www.golimbs.com](http://www.golimbs.com)

**Simbionix™**

**Simbionix USA** Mentor simulators line offers clinicians with the most realistic hands-on experience performing MIS and interventional procedures. It allows practicing complete procedures, procedural tasks and basic skills.

**Yael Friedman**, [yael@simbionix.com](mailto:yael@simbionix.com),  
216.229.2040 x170,  
[www.simbionix.com](http://www.simbionix.com)



**SimMedical**, a Strategic Business Initiative of the University of Pittsburgh Medical Center (UPMC), in collaboration with the University of Pittsburgh's Peter M. Winter Institute for Simulation, Education and Research (WISER), provides continuing education services to help its clients reach their training and patient safety mission through simulation based training.

**Tom Dongilli**, [Tom.dongilli@simmedical.com](mailto:Tom.dongilli@simmedical.com),  
412.647.6341,  
[www.simmedical.com](http://www.simmedical.com)



**Simulaid** began manufacturing EMS training aids in Woodstock, NY over 45 years ago and remains a company committed to domestic manufacturing as evidenced by our 83,000 square foot facility built 4 years ago in Saugerties, NY. Company products grew from the initial moulage wounds through CPR basic manikins and into the patient simulation market by introducing the first PDA operated simulator, PDA STAT, in 2003.

**Jack McNeff**, [jmcneff@simulaid.com](mailto:jmcneff@simulaid.com), 845.679.2475  
[www.simulaid.com](http://www.simulaid.com)

**Wolters Kluwer Health.** *Simulation in Healthcare: The Journal of the Society for Simulation in Healthcare* is a multidisciplinary publication encompassing all areas of applications and research in healthcare simulation technology. The journal is published for the society by Lippincott Williams & Wilkins, a leading international publisher for healthcare professionals and students with nearly 300 periodicals and 1,500 books in more than 100 disciplines publishing under the LWW brand, as well as content-based sites and online corporate and customer services.



**Robert O'Malley**,  
[robert.omalley@wolterskluwer.com](mailto:robert.omalley@wolterskluwer.com),  
215.521.8396,  
[www.wolterskluwerhealth.com](http://www.wolterskluwerhealth.com)

## INSTITUTIONAL SUPPORTERS



**The Center for Research in Education and Simulation Technologies (CREST)** is the associated research branch of SimPORTAL (Simulation PeriOperative Resource for Training And Learning) at the University of Minnesota Medical School. The expertise of the CREST group encompasses three areas: clinically applicable patient-specific models for applications using finite element analysis techniques, real-time medical virtual reality applications for training psychomotor skills, and animation for health care education.

**Rob Sweet**, [rsweet@umn.edu](mailto:rsweet@umn.edu), 612.626.3386  
[www.simportal.umn.edu](http://www.simportal.umn.edu)



**ImmersiveTouch-SENSIMMER** is currently a leading provider of open surgical simulations. Currently the company offers open cranial simulations, spinal simulations, haptic anatomical explorations for targeting areas of interest such as tumors.

**Pat Banerjee**, [banerjee@immersivetouch.com](mailto:banerjee@immersivetouch.com),  
630.781.3584,  
[www.immersivetouch.com](http://www.immersivetouch.com)

## NON-PROFIT SUPPORTERS



**Medical Education Research Institute** is the first-of-its-kind, largest hands-on minimally invasive surgical training and research center in the world. With the addition of the MERI Simulation Center, our educational strategy is broadened and pushes patient caregiver performance to a new level of competency by combining anatomy, physiology, and simulation training.

**Brenda Belk**, [bbelk@meri.org](mailto:bbelk@meri.org), 901.722.8001,  
[www.meri.org](http://www.meri.org)