

MedicActiV – The first digital simulation platform for health training

Bordeaux, 12 October 2015 • **“Consult, create and share virtual clinical cases when and where you want”**, Jérôme Leleu, CEO of Interaction Healthcare, believes that these words sum up the benefits of MedicActiV, the first ever digital health simulation platform which is being launched today.

Developed at SimforHealth, Interaction Healthcare's department of digital health simulation, **MedicActiV** is the first ever digital platform to:

- Offer virtual clinical cases allowing all health professionals - physicians, surgeons, medical students, interns, nurses, midwives, masseurs and physiotherapists - to acquire or hone their skills.
- Allow educational institutions – medical schools, nurse training institutes, continuing professional development organisations, learned societies, etc. to create their own clinical cases with the help of SimforHealth teams or using PatientGenesys, an online virtual clinical case generation engine that will be available in mid-2016.

Training or honing skills with MedicActiV...

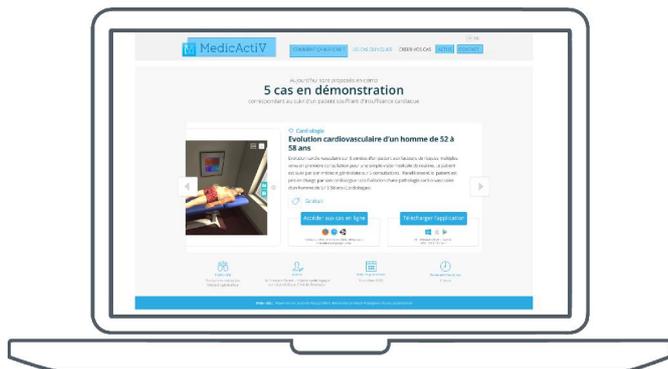
MedicActiV is a multi-modal platform developed to accommodate various training methods:

- Alone, at home, at the surgery ... while benefiting from an immersive experience.
- With others in the same room, all benefiting from a new, more participative educational experience.
- Remotely, in 'multi-player' mode to interact with students or health professionals in different locations.



After logging on to the **MedicActiV** platform, each student or medical professional can select the virtual clinical case they wish to use in order to train or hone their skills. Intuitive and ergonomic, this medical training platform helps users quickly find the relevant case or cases for their level of training or specialism or for a specific condition, treatment or situation in their required language (e.g. monitoring of a patient suffering from atrial fibrillation by his family doctor or private practitioner; management of postnatal perineal rehabilitation by a masseur-physiotherapist, etc.).

MedicActiV: from concept to practice, a collaborative approach...



As well as providing **MedicActiV** itself, Interaction Healthcare's digital health simulation department wanted to launch it by immediately offering various virtual clinical cases. Following a call for projects from the Region of Aquitaine, Interaction Healthcare entered a partnership with the Heart Failure Treatment Unit at Bordeaux teaching hospital and the Carmen team from the Inria research centre for south-western France that specialises in modelling and calculations for cardiac electrophysiology to offer 5 clinical cases for the launch of MedicActiV. These cases will enable GPs, cardiologists and

emergency physicians to test the platform's full potential while honing their skills managing a patient suffering from heart failure.

These first 5 cases allow users to operate the **MedicActiV** platform and precede a forthcoming library of virtual clinical cases which will be available for all medical disciplines and specialisms.

Creating virtual clinical cases on MedicActiV...

Developed to enable teachers to make their training more interactive by offering immersive clinical cases, **MedicActiV** offers two solutions for creating and sharing virtual clinical cases.

1. A tailored approach with **SimforHealth**

In this configuration, the virtual clinical case is developed by SimforHealth, the Interaction Healthcare department of digital health simulation, in a completely customised manner, incorporating specific technologies where necessary (modelling, advanced immersive mode, etc.).

2. An integrated case generation engine: **PatientGenesys** (available from mid-2016)

PatientGenesys is an online virtual clinical case generation engine that emerged from a collaborative research programme selected for FUI 16 (a French government programme funding applied research). The aim of the Interaction Healthcare-led consortium that includes the Simulation Centre at Angers teaching hospital (medical expertise), Vidal (access to the database of medicines), Voxygen (speech synthesis) and LIMSI-CNRS (chatterbot) is to enable health professionals, trainer physicians and other individuals to create virtual consultation cases or computer-based clinical cases.

From mid-2016 when it is integrated in **MedicActiV**, PatientGenesys will enable users to select a virtual patient (male, female, age, 3D environment, etc.), select the consultation stages, enter the necessary information to address the clinical case (medical records, clinical examination, treatments, recommendations, additional examinations, etc.) before rendering the clinical case. PatientGenesys then generates a virtual consultation that includes all the specified data, renders it in 3D and incorporates speech synthesis and the chatterbot to make the consultation as real as possible.

An innovative financial model

A completely open and modular platform, **MedicActiV** also allows innovation in terms of the economic model of digital health simulation. Each 'editor' or designer of virtual clinical cases has the option of defining a financial model that suits them, whether they wish to offer free access for their target audience, reserved chargeable access, free open access for all or access to other training organisations. Whatever model is chosen, designers remain in control and can make adjustments based on their own criteria. The payment model can be adapted to any individual requirements (subscription based on the number of students able to access the cases, a percentage based on cases sold, etc.)

MedicActiV, a platform with an international focus

MedicActiV, the first ever platform for consulting, creating and sharing 3D virtual clinical cases, was developed in Interaction Healthcare's digital health simulation department. *"Digital health simulation is an extremely dynamic field. Most of the main-players are from English-speaking countries. The fact that SimforHealth is based in Aquitaine's e-health and digital heartland, which could be described as a French version of Silicon Valley, has and continues to be an indisputable advantage for the development of MedicActiV and Interaction Healthcare"*, says Jérôme Leleu, CEO of Interaction Healthcare.

About Interaction Healthcare

Set up in 2008 by Jérôme Leleu and Danielle Villedieu, Interaction Healthcare has quickly become a major e-health player and the French leader in digital simulation and serious games for health. "MedicActiV will enable us to speed up our growth and global development", says Jérôme Leleu.

Indeed, with offices in Bordeaux, Paris, Montreal (Canada) and Rouen, Interaction Healthcare has access to a wealth of expertise. 18,000 health professionals have already been trained using one of its solutions. Interaction Healthcare is the winner of the Deloitte In Extenso Technology Fast 50 award for France. The company was identified by the BPI France Excellence network as one of the 2,000 most innovative French companies and is 256th in the European ranking of the fastest-growing companies over the past 5 years.

In order to deploy MedicActiV globally and consolidate its growth at + 20% in 2014 and + 30 % in 2015 with turnover of €4 million, Interaction Healthcare will begin a new capital-raising campaign in early 2016 with a view to raising €2.5 million.

For more information:

- Interaction Healthcare: www.interaction-healthcare.com
- MedicActiV: www.medicactiv.com
- PatientGenesys : www.patient-genesys.com

