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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Health Care Education

Company Overview:

Our core business is health care education and training, specifically, in areas where anatomy plays a major role. We specialize in photorealistic, cadaver-based anatomy and deliver that anatomy in virtual reality for maximum teaching efficiency. Our VR includes 2D, stereoscopic 3D, and haptic display of anatomy in our visualization software and medical procedure simulators.

Target Market(s):

- Residency programs
- Simulation centers
- Medical, dental, and nursing schools
- Pre-professional health care schools
- Hospitals
- Certification and credentialing organizations
- Medical device and pharmaceutical companies

Key Value Drivers

Technology*:

Our core technology includes photorealistic virtual anatomy and our ability to display and haptically interact with it - with "feelings" that closely approximate living tissue. Our basis in whole-body anatomy supports the extension of our technology to other anatomy intensive health care procedures for use in specialized professions.

Competitive Advantage:

Visible Human anatomy, experience in visualization graphics and haptic display of human tissues and our current revenue producing software products contribute to our competitive advantage in the simulation environment. In addition, our relationships with national medical societies and major pharmaceutical and medical device companies help ensure our cutting edge technology is fully utilized.

Plan & Strategy:

Our strategy for the Common Platform Simulation Workstation is to gain maximum hardware market penetration as we focus on medical and health care procedures that only require software and data changes to open new target markets. To achieve this, we plan to continue partnerships with pharmaceutical and medical device companies, as well as build relationships with other simulation companies.

Management

Leadership:

President, Victor M Spitzer, PhD, was PI on the Visible Human Project and promotes the utilization of this national resource and other technology for improving pre-professional and professional health education.

Director of Engineering, Karl D. Reinig, PhD, has extensive experience in graphical display and has pioneered the development and integration of haptic display of living human tissue. He leads the simulation development effort.

CFO, Ann L. Scherzinger, PhD, is the Chief of Radiological Sciences at the U of CO, was instrumental in the radiological imaging of the Visible Human and coordinates the integration of clinical radiological imaging into ToLTech products.

Medical Director, V. Michael Holers, MD, Head of the U of CO Division and Smyth Professor of Rheumatology is active in the development and utilization of technology in medical and resident education.

Product Pipeline

VH Dissector – Anatomical Visualization Software

Curricula for medical and allied health care professionals and pre-professionals

Medical Procedure Simulators

- Arthrocentesis – available Q3 of 09 for the shoulder and knee and expanded to all joints with pathologies and anatomical variation as funding permits
- Arthroscopy – introduced 3/5/08 for Dx of the knee - will be expanded to other joints and therapeutic procedures as funding permits
- Ophthalmological surgery – will be introduced Q4 of 09 for phacoemulsification - extended to other surgical procedures of the eye as funding permits
- Regional Anesthesia – will be introduced Q3 of 09 for paravertbral and femoral blocks and extended to all regional anesthesia blocks with patient variation

All needle-based procedures including Fine Needle and Core Biopsies, Venipunctures, Intravenous Cannulations, Capillary Sticks, Port-a-Cath Access, and Intramuscular Injections are all candidates for NEW products and we are currently seeking partners with interest in these areas.

Simple, open surgical procedures are also candidates for rapid development.