



SILVERTREE MEDICAL

Pittsburgh, PA

SilverTree Medical was founded in Pittsburgh, PA. SilverTree's experienced executives share a common goal to design, develop and launch innovative virtual simulation technologies for the healthcare market. SilverTree's flagship product *Rapid Response Sim™*, is a user-friendly networked simulation that uses off-the-shelf computers to help any size hospital initiate simulation training for crisis resource management.

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Carnegie Mellon University

The company consists of a talented team of individuals, many from Carnegie Mellon's Graduate School of Entertainment Technology as well as some of the worlds top experts in critical care medicine.

OUR VISION

AIMS Conference – Capitol Hill May 2006

Working together to save lives...SilverTree Medical strives to become the recognized world leader in design, development and implementation of simulation team training in the healthcare market.

WHAT IS RAPID RESPONSE SIM™?

Rapid Response Sim™ is a cutting-edge crisis resource management simulation training technology focused on enhancing teamwork through immersive team training.

MARKET LANDSCAPE

Current market conditions

- Over 6,300 stand-alone hospitals in US
- 3,200 + surgery centers, medi-centers, nursing homes
- Current training is knowledge based, not skill based
- Response training consists of lectures and/or CD's

RESULTS TELL THE STORY

BARRIERS

Estimated simulation training costs

- Avg Simulation Center investment - \$750K - \$2.5M
- Avg cost standard mannequin - \$60K - \$250K

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RESULTS TELL THE STORY

Problems in Code Training

Common Problems w/ Traditional Code Training

- Code training is knowledge based, not skills / behavior based
- Code training teaches what to do, but not how to get it done
- Teamwork requires team training - Scheduling is difficult
- Full scale simulation training is costly to deliver
- Volume is limited with traditional simulation training
- Measuring improvement is difficult, subjective and requires extensive training

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RESULTS TELL THE STORY


RAPID RESPONSE SIM™ SOLVES

- High cost of fully equipped simulations centers / mannequins
- Low retention rate of didactic / CD based training
- Differing personnel and shift changes impact code response
- No common language established in code response
- No team priorities or tasks identified in code response
- Limited quantitative data to accurately debrief trainees
- Regularity and consistency of response training limited
- Current training learning curve steep – retention rate low

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RESULTS TELL THE STORY

RAPID RESPONSE SIM™ BENEFITS



- Off-the-shelf user friendly networked system
- Point & Click functionality appeals to all computer-comfort levels
- Fosters team learning and proactive team dialogue
- Reinforces existing simulation center training programs
- Reproducible Training for groups of caregivers to learn teamwork

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RESULTS TELL THE STORY

RAPID RESPONSE SIM™ BENEFITS



- Real time, objective performance measurement enhances learning
- Logical per staff pricing appeals to hospitals large & small
- Nurses, physicians, therapists learn side-by-side
- Trainees learn impact of their behaviors on others

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RESULTS TELL THE STORY

THE FUTURE OF HEALTHCARE TRAINING IS SIMULATION



When seconds count...TEAMWORK matters!

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