

Medscape Education Launches Medscape 360: New Immersive Solutions Have Power to Transform How Physicians Learn

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NEW YORK, May 22, 2018 -- Medscape Education has launched Medscape 360™, a new suite of immersive learning solutions that responds to the needs of a changing healthcare environment that demands that Continuing Medical Education (CME) solutions improve engagement, increase knowledge retention, and promote measurable improvements in patient care.

An alternative to traditional slide presentations for live events, the first Medscape 360 solutions, developed in partnership with Confideo Labs, tap virtual reality (VR), mixed reality (MR), and augmented reality (AR) technology to create unique immersive multimedia environments where the physical and digital coexist. This allows presenting faculty and their clinician audiences to embark on live interactive and immersive journeys to illustrate a wide range of critical medical media and scientific curriculum, such as the mechanisms of disease and treatment, in a uniquely engaging and informative manner.

Nearly half of all U.S. physicians say they want to use immersive learning for medical education and training ¹ and say it enhances their learning experience. Studies also show that immersive learning can have a measurable impact on the effectiveness of CME by improving the retention of concepts by 90%.²

Click here for a video on Medscape 360: <https://webmd.box.com/s/7wrvys0cl9u5aasry0u893rrwudfx125>

"The complexities and pace of clinical practice and the move to value-based care models demand new solutions that engage and challenge physicians, that support learning, and potentially improve the delivery of care," said Robert Harrington, MD, an interventional cardiologist, professor of medicine and chairman of the Department of Medicine at Stanford University. "New immersive learning solutions from Medscape 360 have the potential to change entirely the physicians' view of medical education and to infuse it with an element of excitement."

Dr. Harrington has used the platform to guide an audience on a mixed reality journey through the anatomy of a virtual heart, live on stage, to showcase how to apply deeper anatomical understanding into clinical practice. He also led a discussion among clinicians and educators about the value of innovation in medical education. Medscape 360 solutions were also used at the World Congress of Gastroenterology, where Brennan Spiegel, MD, director of health services research, Cedars-Sinai Health System, guided the audience through a mixed reality presentation of anatomy and physiology, medical models, and interactive data.

In addition to live stage presentations, Medscape 360 applications are being used in smaller group settings called Learning Labs, deployed as VR or MR experiences, portable and optimized for one-to-one personalized learning.

"CME represents a significant investment for industry and healthcare organizations," ⁴ said Stephen O'Brien, vice president of video operations, Medscape Education. "It's essential that CME providers offer innovative solutions that deepen physician engagement and retention of new information, so that CME can achieve its ultimate goal of supporting doctors in improving patient care."

"Confideo Labs is very proud to collaborate with Medscape Education on a revolutionary portfolio of immersive healthcare media tools," said Mike Marett, founder and CEO. "Harnessing progressive digital solutions will enable an enriched exchange of medical media and scientific content, bolstering education and enhancing both the teaching and learning experience for healthcare professionals."

1. DRG, Taking the Pulse 2017
2. mobihealthnews, April 2017
3. Accreditation Council for Continuing Medical Education (ACCME), 2016 Annual Report.

About Medscape Education

Medscape is the leading source of clinical news, health information, and point-of-care tools for health care professionals. Medscape offers specialists, primary care physicians, and other health professionals the most robust and integrated medical information and educational tools. Medscape Education (medscape.org) is the leading destination for continuous professional development, consisting of more than 30 specialty-focused destinations offering thousands of free CME and CE courses and other educational programs for physicians, nurses, and other health care professionals.

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About Confideo Labs

Confideo Labs, a division of Confideo LLC, is an award-winning digital media firm specializing in the design, development, and deployment of immersive multimedia tactics and strategies for healthcare. The company has established advanced virtual, mixed, and augmented reality technology platforms and offers a comprehensive suite of proprietary turnkey services, including strategy, design, development, videography, fulfillment, tech support, and advanced analytics that combine to optimize storytelling across channels, and better engage and educate healthcare stakeholders. info@confideolabs.com | [@ConfideoLabs](https://www.confideolabs.com)

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