

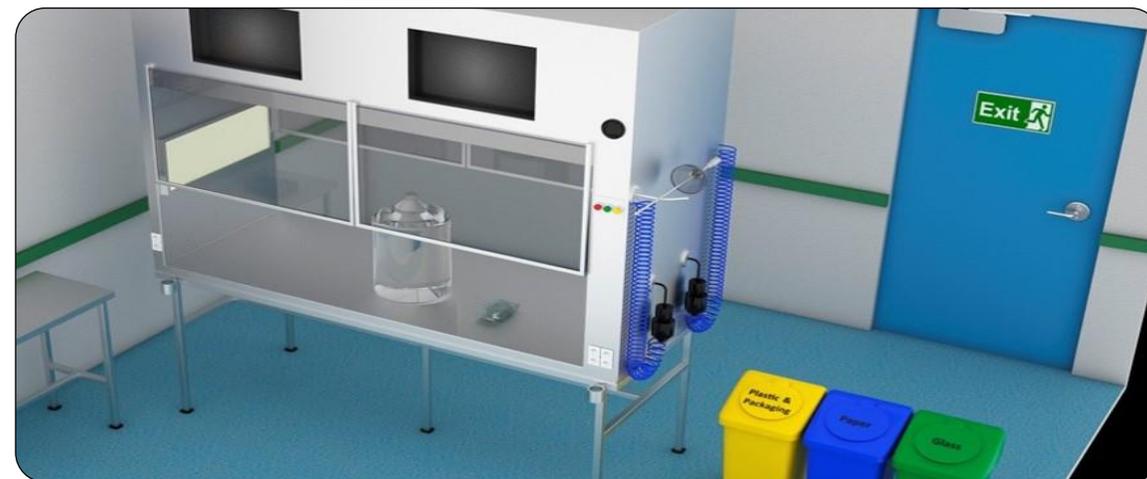
PHARMA LAB VR TRAINING

INTERACTIVE
STAFF TRAINING

WHAT IS IT?

Training healthcare practitioners and laboratory staff to carry out routine procedures is time consuming and often costly as training generally needs to be given by a busy and expensive professional. Our Extended Reality (XR) Studio in Madrid was approached by a pharmaceutical company to propose a solution with an interactive 3D environment which enabled the implementation of a procedure in a coherent manner. We responded to this request by using design thinking methodology and a lean team to develop this training experience in just 2 weeks.

Pharma Lab VR Training is **an experience that leverages VR technology to train the user on how to set up an experiment in a sterile environment** using a Laminar Flow Cabinet. In addition to the sequence of guided tasks, this training experience tests the user on a series of metrics to determine their performance, thus providing rapid feedback. Included within these test is one that tests the user from a situational and behavioural standpoint which **demonstrates the usefulness of VR in not only delivering standard procedural training but also testing natural responses through user immersion.**



KEY FACTS

 **£4.5bn**

The amount paid out by NHS trusts in the past five years for medical mistakes [1]

 **80%**

VR training sessions can lead to an 80% retention level after a full year compared to 20% after a week in a normal training [2]

 **\$5.1bn**

The XR healthcare market is predicted to reach \$5.1bn worldwide by 2025 [3]

BENEFITS

1. Ensures a **controlled environment and high level of repeatability** in training staff in routine but potentially risky procedures through interactive simulations.
2. **Cost effective** training can be delivered at scale to trainees whilst **minimising the costs** and delay of hiring expensive instructors who may be in limited supply.
3. **Encourages training on-demand:** provides trainees with an easier and potentially more accessible method of practicing procedures compared to booking out laboratories and materials at a premises.

[1] <https://www.telegraph.co.uk/news/health/news/11733719/Medical-blunders-cost-NHS-billions.html>
 [2] <http://fortune.com/2015/08/17/virtual-reality-hospitals/>
 [3] <https://www.accenture.com/us-en/blogs/blogs-extended-reality-for-enterprise-health-care>