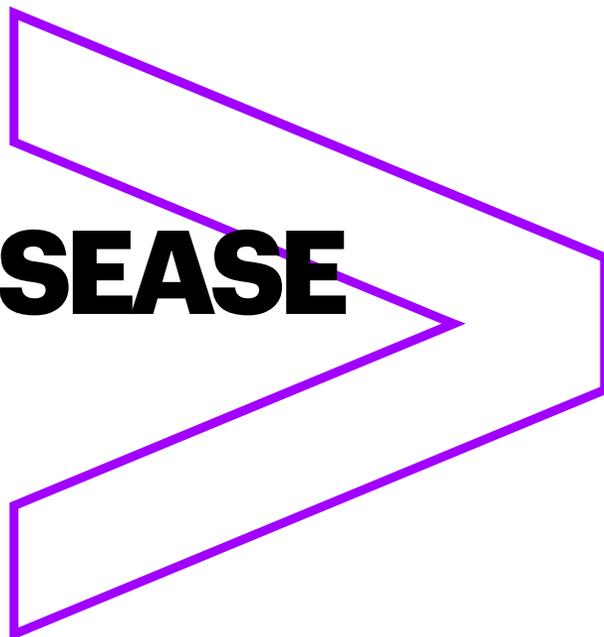


RARE DISEASE

EDUCATING
THROUGH
AUGMENTED
REALITY



WHAT IS IT?

To make an accurate medical diagnosis, it is crucial that physicians have access to the latest research, especially when it comes to rare diseases that are often missed or treated incorrectly. Accenture, working with our Liquid Studios team, recognised the potential of augmented reality (AR) to aid with this and selected the Microsoft HoloLens device to provide a unique, interactive experience to teach physicians about these rare diseases as the device **seamlessly integrates high-definition holograms into physical spaces.**

We developed an application with a global pharmaceutical company that teaches physicians about a rare disease affecting the spleen, liver, cells and bone marrow. **Through an AR video, physicians can better diagnose and understand the condition, which will lead to improved care and support for patients.** The application also enables physicians to engage via a networked group, thereby delivering a shared and collaborative experience. The **holographic image of the organs** can appear on a holographic table (or other specified locations) and **provides a unique 360-degree, human-scale view of the signs and symptoms of the disease,** as participants walk around the image and view from all angles.



KEY FACTS

 **<10,000**

The number of estimated human diseases in existence, with new diseases found every year [1]



£230,000

Estimated cost of training one doctor in the UK [2]



41.5

The average number of patients a GP deals with each day in the NHS [3]

BENEFITS

1. Companies in the health industry that do not regularly interact with patients first-hand will have the **opportunity to understand a disease they may have never witnessed in person.**
2. Physicians can **learn collaboratively about rare conditions by interacting with a 360° video in AR** which simulates the 3D experience of examining a patient's bodily conditions.
3. Companies can use the same technology to **display how their products tackle the problem of these medical conditions** (e.g. how a pharmaceutical drug combats pathogens in infected organs).

[1] <http://www.who.int/genomics/public/geneticdiseases/en/index2.html/>

[2] <https://www.theguardian.com/society/2017/jun/23/cost-of-nhs-negligence-claims-is-likely-to-double-by-2023-study-medical-legal/>

[3] <https://inews.co.uk/news/health/gps-doctors-patients-per-day-workload/>