



# Delivering continued professional healthcare education with Igloo immersive technology

Med Learning Group uses Igloo immersive cylinders to provide innovative education programmes



# Highlights

Med Learning Group is the proud owner of three Igloo immersive cylinders that it has been using since 2019 to deliver continued medical education (CME) to healthcare professionals across a variety of topics and disciplines, including:

- Oncology
- Neurology
- Psychiatry
- Infectious diseases
- Immunology
- Cardiovascular
- Respiratory
- Ophthalmology
- Transplant
- And new medical advancements in these

Med Learning Group deploys its cylinders, which it brands as VR Rooms, at various medical education events across the US. In doing so, Med Learning Group has been impressed by:

- The reach:** with lines at the door at every event, up to 800 people can experience a VR Room at the trade shows Med Learning Group attends
- The reaction:** visitors to the shows have commented on how dynamic and engaging the content is within the VR Rooms
- The impact:** Med Learning Group has seen overwhelmingly positive responses and results from its VR Rooms within its educational programmes

Med Learning Group's educational programmes, in combination with its VR Rooms, have led to:

- 93%** of learners identify a **commitment to a practise change** based on the education
- 98%** of participants indicate the **VR content enhanced the learning experience**
- 90%** of participants indicate the **VR content would improve recall of lessons learned**



## About Med Learning Group

**Med Learning Group**, a division of Ultimate Medical Academy, is a full-service accredited medical education company. Med Learning Group focuses on developing and implementing continuing education that improves the ability of healthcare professionals (HCPs) to provide optimal care to their patients.

Med Learning Group has expertise in developing both live and online activities that are innovative, case-based, interactive and patient-centric.

Its team are experts in applying adult learning theory and principles to its programmes and, more importantly, understand the nuances of its particular audiences.

It designs programmes for physicians, nurses, pharmacists and other HCPs, and has a deep understanding of how to educate both specialised audiences and general practitioners.

# The situation

## Looking for the next big thing

The organisation is always looking for creative, innovative, and interactive ways to deliver results and value. Improved competence and improved patient outcomes are critical to its mission - so it's vital that its education truly resonates with HCPs.

Med Learning Group has been using virtual reality (VR) since 2013. In fact,

within just a few weeks of the launch of the first commercially available Oculus headset, Med Learning Group acquired 100 headsets and deployed them at a meeting. Now, it owns over 600 headsets that it incorporates into its programmes.

Its content covers a huge range of subjects, from oncology, to neurology, to immunology, and educates HCPs on topics like the mechanisms of newly developed medications and techniques.

Just like medicine, technology is always evolving, along with the ways that people learn, and Med Learning Group knew it wanted to stay at the forefront of innovating in this area. It began looking for the next big thing - and found Igloo Vision.



# The solution



## Taking a shared immersive experience on the road

In its research phase, Med Learning Group began looking for technologies that could turn entire rooms or spaces into something like a giant VR headset, allowing whole groups to get inside and experience the content together.

It came across Igloo Vision and, after a series of demos, purchased an Igloo cylinder. Now, it's the proud owner of three Igloo immersive cylinders.

Each cylinder is equipped with 3D projectors. At shows, delegates are handed a pair of active-shutter 3D

glasses, so that they can almost reach out and touch the content they're viewing. So that Med Learning Group could get the most out of the technology, Igloo provided training on the setup, running, and derigging of the cylinders, enabling Med Learning Group to deploy them wherever it chooses.

And with the ability to brand the cylinders with new covers for any and every event, the Igloo cylinders make for an eye-catching showpiece that attendees can't help but be drawn to.



## Why Med Learning Group was attracted to Igloo immersive technology

### Sharing the benefits of VR with whole groups

With its early investment in headsets, Med Learning Group had already seen great success with VR content, and learned valuable lessons about how best it could be deployed. It wanted to find a way to extend the benefits:

**Sharing the experience** - with Igloo's shared immersive spaces, whole groups could experience the VR content together and discuss it with each other in real-time. Additionally, the 3D projection in the VR Rooms adds another level of immersion to the experience.

**Leaving a lasting impression** - it's important that the care providers, clinicians, and other HCPs can apply their learnings to their work with patients. With the VR Rooms, the experience is more engaging than reading or watching a video and leads to higher levels of retention.

**Expanding the content** - Med Learning Group had found that, when designing content for just VR headsets, it was best to keep it only a few minutes long because of the audience attention spans. Inside its VR Rooms, it could make use of longer pieces of content. This also enabled it to incorporate the broader perspectives of the faculty that had advised on the content.

**A portable solution** - Igloo's shared immersive spaces come in many shapes and sizes, including as custom-build configurations or standalone pop-up structures. Med Learning Group has been able to take its education programmes on the road across the US with its traveling VR Rooms, sharing the experience with an even wider audience.





## Evaluating the impact - enhanced experiences and commitment to change

Med Learning Group's educational programmes have seen considerable success, with its VR Rooms noted as adding to the learning experience. Highlights include:

- 1 **93%** of learners identified a **commitment to a practise change** based on the education
- 2 **A 31% gain in knowledge** - with **81% answering knowledge-based questions correctly** after the activity compared to **62% beforehand**
- 3 More than **9 out of 10** participants agreed that they would **recommend the programme to their colleagues**
- 4 **98% of participants** indicated the **VR content enhanced the learning experience**
- 5 **90% of participants** indicated the **VR content would improve recall of lessons learned**

## The VR Rooms in action

In 2019, Med Learning Group took its VR Rooms to two association events as part of educational programmes on diabetes: ADA 2019 in San Francisco, California and AADE in Houston, Texas.

The ADA VR Room hosted 801 participants while the AADE VR Room hosted 601 participants.

At these events, Med Learning Group delivered education programmes on

the impact and progression of diabetes to audiences made up of primary care providers, endocrinologists, nurse practitioners, physician assistants, pharmacists and certified diabetes educators. Participants could take a pre-and-post event evaluation to measure the impact of the programme.

The VR Rooms were used to show a 4K 360° video of faculty introducing a diabetes case, sharing key data points,

and introducing the VR experience to groups of between five-to-fifteen people, all wearing 3D glasses. Participants could step right into the visualisations, almost reaching out to touch them.

And participant feedback has been overwhelmingly positive:

### Creating a memorable and unique experience

*"It was a really dynamic experience, it really captured my attention and everything was presented very clearly - it kept me engaged throughout."*

*"It really brings everything to life, it's not just something you see on a page. You can get inside what you're learning about and it makes things stick better in your mind when you can physically see the content."*

### Delivering education in an innovative way

*"This was an excellent representation of diabetic retinopathy that was both complex, but simplified so that clinicians could understand the impact of the disease."*

*"This VR experience was a great way to learn about the differences between the types of insulin."*

*"The experience puts you in the disease, and you feel like you're exploring it in a very understandable way - it's very impressive."*

### Taking learnings forward

*"It'll be awesome to incorporate the learnings into clinical practice and share it with our patients."*

*"I thought it was very visual and easy to learn, and I'm looking forward to bringing that to my patient care."*



## Keys to success: The Igloo perspective

At Igloo we have worked on many deployments of shared immersive spaces. And we are always keen to advise customers (and also to learn from customers) about the factors that enable an Igloo to become an effective tool.

From our perspective, the keys to success for Med Learning Group included:

- 1 An innovative mindset**

Med Learning Group is constantly on the search for new, innovative, and effective ways to deliver its educational programmes. For example, at the height of the Covid-19 pandemic, it was able to pivot its content to be accessible online for learners at home. Going forward, it will continue to provide a blended learning experience of in-person events and online content, expanding the audience. **Med Learning Group is committed to constantly improving its offering to its learners.**
- 2 Commitment to content creation**

Med Learning Group has been creating VR content since the early days of the medium. For each of its educational programmes, it develops unique content inhouse, all introduced by experts in the field, that immerses participants in detailed visualisations. **With its background in VR content, Med Learning Group has a deep understanding of how to make outstanding content for its VR Rooms.**
- 3 Making the most of the branding options**

One of the benefits of an Igloo portable structure is that you have a blank canvas to work with when it comes to branding it. Med Learning Group creates custom covers for its VR Rooms at each event, stamping the rooms with its own identity. **By creating such eye-catching showpieces, Med Learning Group ensures that participants are drawn into the space and content.**
- 4 A disciplined approach to evaluation and optimisation**

Med Learning Group is always looking to evaluate and optimise the effectiveness of its educational programmes. Drawing on its scientific background, it uses robust research techniques to judge knowledge acquisition, attitude change, and recall among its audiences. And, in a spirit of continual improvement, it feeds its findings into future programmes. **By taking such a disciplined approach to measurement and evaluation, Med Learning Group ensures that it gets maximum benefit from shared immersive spaces.**



For more information

## Igloo Vision is the immersive workspace company

Igloo designs, develops and delivers immersive technology and software that takes any digital or immersive content and puts it into a shared immersive space.

From bases in the UK, USA, Canada, and Australia, we work with clients worldwide to help them work faster, smarter, and safer.

### Our healthcare clients include:

- Hong Kong Academy of Medicine
- Stryker
- GSK
- Mylan
- Médecins sans frontières
- Alcamì
- Med Learning Group
- Medtronic
- The Faculty of Health and Medical Sciences at The University of Adelaide
- Colgate Palmolive

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