



MedaPhor launches ultrasound training simulator

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A CARDIFF University spin-out company yesterday launched an innovative ultrasound training simulator and hopes to sell 10 in the UK over the next year.

MedaPhor unveiled its first ScanTrainer product at the British Society for Gynaecological Imaging annual scientific meeting in London.

ScanTrainer bridges the gap between conventional training and the patient. It combines the latest generation animation and simulation techniques with curriculum-based interactive learning modules, to provide fast, effective ultrasound training. The systems are designed to provide sophisticated ultrasound learning in a non-clinical environment, solving the current resource conflict between the provision of clinical service and the need to train.

In addition the ScanTrainer's self-directed learning frees up the need for expert direct supervision, making the system highly cost-effective.

Priced at £25,000, the product will be available for sale in the UK from next month. The company is searching for overseas distributors.

MedaPhor plans to launch a range of additional ScanTrainers for the trans-abdominal and general medical markets, along with a range of gynaecology and obstetrics based software programmes.



The company is being backed by Fusion IP, which has an agreement with Cardiff University with a view to commercialising intellectual property. Fusion IP owns 36.7% of Medaphor.

David Baynes, chief executive officer of Fusion IP, said: "This is an exciting time to be a shareholder in MedaPhor, as the company takes its first product to market. We look forward to MedaPhor announcing UK sales of the system and the signing of overseas distributors for ScanTrainer before the end of 2010."

The product has been in development for six years

Medaphor, which employs five, manufactures the crucial components for the systems.

Other standard components are sourced in and the systems are built in Cardiff.

The company has secured equity funding and grants totalling more than £500,000. Grant funding was come from the Welsh Assembly Government, which the company said has played a vital role in the development of the product.