About Me

- UK Trained Medical Doctor
- Lecturer in Health Informatics Otago University in New Zealand
- CEO of New Media Medicine Ltd
  - E-Learning Development
  - Portal for Medical Students
- PhD
  - E-Learning and Electronic Health Records
Overview

- 3D Anatomical Animations
- Adobe Flash Learning Objects
- An online medical student community
- Go Virtual Medical
3D Anatomical Models

- 3D Studio
- Anatomically correct models
- Animated in 3D Studio
- Imported in Flash

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Tips for 3D Animation

- 3D video streaming is now possible due to increased bandwidth
- Make the animations interactive using Adobe Flash
- Lots of models available, however high quality models expensive
- 3D animation takes a lot of time and specialist skills
Adobe Flash

- Ideal format for publishing multimedia
- Plug-in for web browsers
- Excellent video compression technology
- Programming language (Actionscript)
- Used by major websites (e.g. YouTube)
Tips for Adobe Flash

- Use the latest version – many useful new features
- Utilise ‘components’ for questions and learning interactions
- Using Actionscript requires specialist knowledge but allows for greater interactivity
- Use pre-loaders to avoid delays when streaming over the web
- Animations + voice-overs
Online Community

- www.newmediamedicine.com
- 39,000 members
- 1,000,000 page views per month
- 60,000 visitors per month
- Integrate e-learning course into a community platform
- CME, Anatomy, Evidence Based Medicine

New Media | Medicine
New Media Medicine is an e-learning portal for doctors and medical students.

Medical e-Learning
Through our partnership with Go Virtual Medical, we offer a wide range of advanced medical simulators.

Discussion Forum
Our discussion forum has over 35,000 members. From getting into medical school, to choosing a specialty, you can discuss it all here.

Medical Blog Network
New Media Medicine operates a medical blog network where pre-meds, medical students and doctors can share their experiences and insights.
### UK Medical School Admissions

<table>
<thead>
<tr>
<th>Section</th>
<th>Discussion Title</th>
<th>Views</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A-Levels</strong> (13 Viewing)</td>
<td>Ethnic Minorities and Medicine</td>
<td>1,209</td>
<td>16,754</td>
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<td><strong>Scottish Highers</strong></td>
<td>Chances of getting accepted</td>
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<td>No UKCAT results</td>
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<td>6,322</td>
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<tr>
<td><strong>MSAT</strong></td>
<td>MSAT study packs, MCQs and...</td>
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<td>1,629</td>
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<tr>
<td><strong>BMAT</strong> (1 Viewing)</td>
<td>ReSuits</td>
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<td><strong>GAMSAT</strong> (2 Viewing)</td>
<td>All the GAMSAT material that...</td>
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<tr>
<td><strong>Medical School Interviews</strong></td>
<td>Abortion: yay or nay?</td>
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<td><strong>Personal Statements and UCAS forms</strong> (2 Viewing)</td>
<td>Nottingham Medlink Course</td>
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<td><strong>Mature Students</strong> (12 Viewing)</td>
<td>Why Medicine - A new...</td>
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<tr>
<td><strong>International Medical Students</strong> (2 Viewing)</td>
<td>UK applicant to Hong Kong med...</td>
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<tr>
<td><strong>Access to Medicine</strong> (5 Viewing)</td>
<td>I know this is massively...</td>
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### UK Medical Schools

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<th>School</th>
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<td>Aberdeen Medical School</td>
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<tr>
<td>Barts and The London (QMUL) School of Medicine and Dentistry</td>
<td>Does anybody know when barts...</td>
<td>620</td>
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<tr>
<td>Queens University Belfast Medical School</td>
<td>Anyone got their...</td>
<td>63</td>
<td>510</td>
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I'm not sure whether or not people do become attracted to medicine because of programmes like ER/Grey's/Casualty. I've heard it said that these programmes glamorise the profession, but I'm not sure that they do. Admittedly, all of the characters are ridiculously good-looking and everyone is always shagging, but other than that they never have any free time or sleep, are often placed in serious personal danger, get extremely emotionally involved with cases, have drug and alcohol addictions, come into work when personally bereaved/terminally ill and get nothing but grief from patients and colleagues. Whether they're realistic or not is not the point - do they really inspire people to choose medicine as a career?

"Rent a flat above a shop, cut your hair and get a job..." Wise words from Jarvis Cocker, 1995.

Preparing for 2009 entry:

Kings GEP
Kings 5-yr?
St Georges GEP?
Southampton GEP
UEA?
BSMS?

Or none at all... 😊

I know one girl who decided she wanted to do medicine purely because she got hooked onto Grays Anatomy. Or so she told me. She got in. But she's a caring person, I think she'll make a good doctor in that regard anyway. Personally those medical shows, though entertaining, are far too dramatic and I really hope it isn't like that in reality. Though I wouldn't object to sleeping with a steaming hottie in the on-call room. God I must come across as such a horny heffer on this forum 😊

Currently on a second gap year (unintentional). Applying for 2008 entry Medicine, in order of preference:
Tips for Online Communities

- Open access rather than private
- Encourage community members to become moderators
- Need 1000 or more members before much activity
- Moderate actively to avoid online arguments between members
- Have a clear “terms of use” and stick to it
Services

- 3D Animation Development
- Flash Development
- Hosted Discussion Forums
- Coming Soon..
  - Hosted Learning Management System
  - Integrated with International Online Community

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The Process

Development of 3D and Flash e-learning material

- PowerPoint storyboard
- Artwork and Animations developed
- Flash files produced for publication
Partnerships

- Otago University
  - CME Courses
  - Physiology Tutorials
- Go Virtual Medical
  - 3D “Simulator”
  - Clinical Skills for Doctors
- Dental Discussion

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There continues to be a shortage of scientific evidence for many aspects of clinical medicine.

It remains difficult to apply evidence gained from large population studies to individual patients.

The need to develop new skills in searching and critical appraisal.

The time required to both develop these skills and integrate the process of EBM into practice.
Dental Discussion Blog

Go Team! Utilizing a Team Approach for Patient Safety

November 21st, 2007

By: Linda Harvey, RDH, MS

Just as it takes a team to win a football game, it takes a concerted approach to provide consistent quality care in the dental office.

Risk management and patient safety can be thought of as a football team: every team consists of offensive and defensive players; each player possessing a unique set of skills practiced and honed throughout the season. A recent seminar attendee described his office manager as his team’s quarterback, “Nothing happens around here without her—she keeps the schedules, calls the plays, and helps us have a winning day.”

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Contact Me

- 3D and Flash Development Services
- Licence ‘Go Virtual Medical’

- Chris Paton
- Email: chris@newmediamedicine.com
- Web: www.newmediamedicine.com
- Search for ‘Medical e-Learning’ on Google

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