

Clare Morris  
Clare Morris Agency  
803.413.6808 C  
[clare@claremorrisagency.com](mailto:clare@claremorrisagency.com)

## **MUSC start-up company offers future of patient care training**

*SimTunes signs deal with Laerdal Medical for medical simulation educational material*

(CHARLESTON, S.C.) July 29, 2010 – SimTunes, LLC, has entered into a contract with Laerdal Medical to sublicense intellectual property developed at the MUSC Center for Clinical Effectiveness and Patient Safety, a Center of Economic Excellence (CoEE) supported by the State of South Carolina and a partnership with the statewide collaborative Health Sciences South Carolina (HSSC).

Headquartered in Charleston, SimTunes is a start-up company founded by Dr. John Schaefer and Heyward Coleman in 2008 to create and commercialize innovative simulation educational technology for training physicians, nurses and other healthcare professionals. Schaefer is the Lewis Blackman Patient Safety endowed chair in the Center for Clinical Effectiveness and a member of the Medical University of South Carolina (MUSC) faculty. Heyward Coleman is a business executive with thirty years experience in starting and developing new businesses. SimTunes has developed logic and software to help make medical simulation educational material available to users.

Through the agreement, SimTunes is granting Laerdal Medical, a global manufacturer and marketer of medical simulation equipment and medical training products, the rights to the logic and software that will enable global distribution of SimTunes-created medical simulation educational material. In addition, the contract provides for the subleasing of educational material from SimTunes through a partnership between Laerdal and HealthStream, Inc., a leading provider of learning and research solutions for the healthcare industry.

“This arrangement provides a unique opportunity to rapidly make the educational material developed in South Carolina available worldwide and can result in a significant improvement in the manner in which healthcare professionals are trained. It’s very exciting in terms of the potential impact on patient care and the state’s economy,” Schaefer said.

Medical simulation is a rapidly growing field, revolutionizing how physicians, nurses, and other healthcare professionals learn to care for their patients. It involves the use of sophisticated human simulators controlled by software that simulate specific human conditions—childbirth for example—that enable students to learn how to treat certain conditions. The student’s performance is captured by the computer, allowing for an objective evaluation of their performance, and ultimately to healthcare providers who are better trained.

MUSC is a leader in medical simulation. In 2006, MUSC recruited Dr. John Schaefer, a world recognized pioneer in the field, to the HSSC and CoEE-supported Center for Clinical Effectiveness and Patient Safety as the Lewis Blackman Endowed Chair in Patient Safety. Since that time, Dr. Schaefer has established a statewide network of medical simulation centers at MUSC and at Health Sciences South Carolina partners Clemson University, Greenville Hospital System University Medical Center and the University of South Carolina, as well as at Greenville Technical College. Palmetto Health also has a medical simulation center. Dr. Schaefer has led in the development of medical simulation educational material employed at these centers.

According to MUSC dean emeritus Dr. Jerry Reves, the SimTunes-Laerdal agreement is a major win for MUSC, the COEE program and for HSSC. “The Center for Clinical Effectiveness and Patient Safety was established with funding from the COEE program and HSSC with the goal of creating technology that would create economic opportunities and improve public health. The creation of the start-up company SimTunes and successful licensing of its products for the world marketplace demonstrates that the CoEE program works as a stimulator of economic development. South Carolina is now a national model in medical education and training, which means better, safer care for patients,” he said.

### **About MUSC**

Founded in 1824 in Charleston, The Medical University of South Carolina is the oldest medical school in the South. Today, MUSC continues the tradition of excellence in education, research, and patient care. MUSC educates and trains more than 3,000 students and residents, and has nearly 11,000 employees, including approximately 1,500 faculty members. As the largest non-federal employer in Charleston, the university and its affiliates have collective annual budgets in excess of \$1.7 billion. MUSC operates a 700-bed medical center, which includes a nationally recognized Children's Hospital, the Ashley River Tower (cardiovascular, digestive disease, and surgical oncology), and a leading Institute of Psychiatry. For more information on academic information or clinical services, visit [www.musc.edu](http://www.musc.edu). For more information on hospital patient services, visit [www.muschealth.com](http://www.muschealth.com).

### **About SimTunes**

SimTunes LLC is start up company formed by Heyward Coleman and Dr. John Schaefer to commercialize medical simulation educational material. For more information contact, Mr. Coleman at 843-792-8365.

### **About Laerdal Medical and HealthStream**

Laerdal Medical is a major manufacturer of medical simulation equipment and medical training products and is based in Stavanger, Norway with its US headquarters in Wappingers Falls, New York. For more information, visit [www.laerdal.com](http://www.laerdal.com). HealthStream, Inc. (NASDAQ: HSTM) is a leading provider of learning and research solutions for the healthcare industry and is based in Nashville, Tennessee. For more information, visit [www.healthstream.com](http://www.healthstream.com).

### **About the Centers of Economic Excellence**

The Centers of Economic Excellence (CoEE) program was created by the South Carolina legislature in 2002 and is funded through South Carolina Education Lottery proceeds. The legislation authorizes the

state's three public research institutions, MUSC, Clemson and USC, to use state funds to create Centers of Economic Excellence in research areas that will advance South Carolina's economy. To date, 49 Centers of Economic Excellence have been created and 30 CoEE endowed chairs lead the centers. The CoEE program has resulted in more than a quarter billion dollars of non-state investment in the South Carolina economy and is responsible for the creation of more than 3,200 jobs. For more information, visit [www.sccoee.org](http://www.sccoee.org).

### **About Health Sciences South Carolina**

Established in April 2004, Health Sciences South Carolina (HSSC) is a statewide public-private collaborative of universities and health systems possessing the shared vision of using health sciences research to improve the health and economic wellbeing of South Carolina. HSSC includes Clemson University, the Medical University of South Carolina, the University of South Carolina, Greenville Hospital System University Medical Center, Palmetto Health, and Spartanburg Regional Healthcare System. For more information, visit [www.healthsciencessc.org](http://www.healthsciencessc.org).