



# ***University of Iowa Health Care***

***Presentation to  
The Board of Regents, State of Iowa  
June 4-5, 2015***

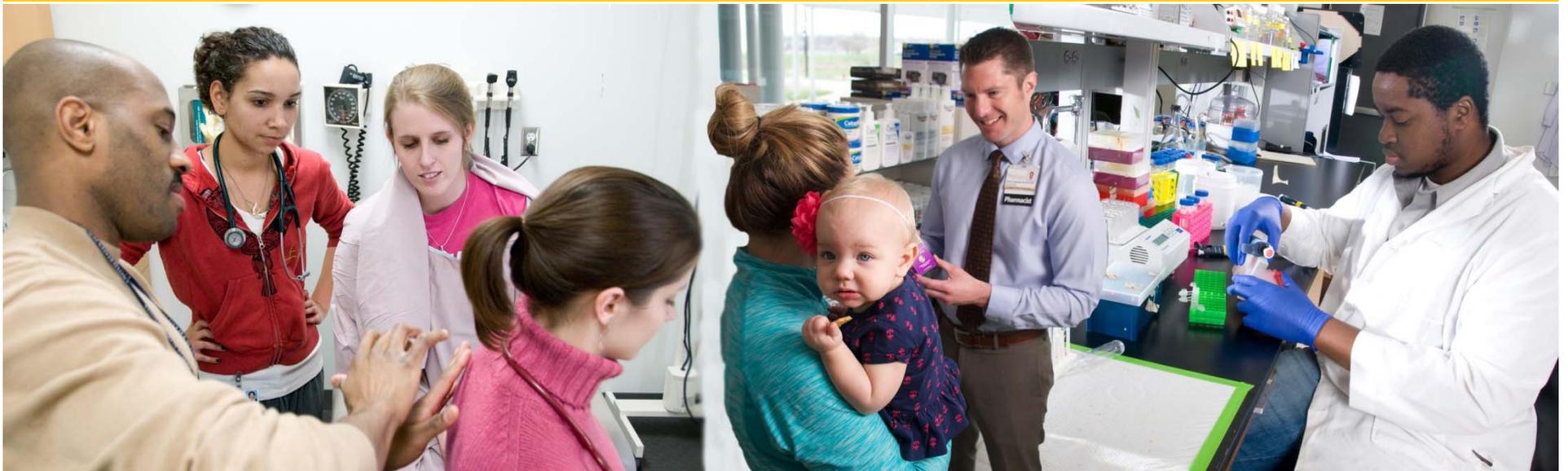
# Agenda

- Opening Remarks (Robillard)
- Operating and Financial Performance (Kates, Fisher)
- Faculty Presentation: Cyber-Anatomy (Hoffman)



## ***Opening Remarks***

Jean Robillard, MD  
Vice President for Medical Affairs



## ***Operating and Financial Performance***

Ken Kates, Associate Vice President &  
Chief Executive Officer, UI Hospitals & Clinics

Ken Fisher, Associate Vice President for Finance  
and Chief Financial Officer, UI Hospitals & Clinics

# Volume Indicators

## Fiscal Year to Date April 2015



Operating Review (YTD)	Actual	Budget	Prior Year *	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Discharges	26,943	26,464	25,648	479	1.8% ○	1,295	5.0% ●
Patient Days	170,858	164,323	163,361	6,535	4.0% ●	7,497	4.6% ●
Length of Stay	6.36	6.21	6.38	0.15	2.4% ○	(0.02)	-0.3% ○
Average Daily Census	562.03	540.54	537.37	21.49	4.0% ●	24.66	4.6% ●
Total Surgeries	24,700	25,282	24,196	(582)	-2.3% ○	504	2.1% ○
- Inpatient	9,860	9,969	9,557	(109)	-1.1% ○	303	3.2% ●
- Outpatient	14,840	15,313	14,639	(473)	-3.1% ●	201	1.4% ○
ED Visits	47,617	45,620	47,294	1,997	4.4% ●	323	0.7% ○
Total Clinic Visits	690,391	692,793	665,388	(2,402)	-0.3% ○	25,003	3.8% ●

\* from ongoing operations

● Greater than 2.5% Favorable	○ Neutral	● Greater than 2.5% Unfavorable
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# Discharges by Type

## Fiscal Year to Date April 2015

Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Adult Medical	7,350	8,038	7,821	(688)	-8.6% ●	(471)	-6.0% ●
Adult Surgical	14,081	13,281	12,843	800	6.0% ●	1,238	9.6% ●
Adult Psych	1,103	1,206	1,171	(103)	-8.5% ●	(68)	-5.8% ●
<i>Subtotal – Adult</i>	<i>22,534</i>	<i>22,525</i>	<i>21,835</i>	<i>9</i>	<i>0.0%</i> ○	<i>699</i>	<i>3.2%</i> ●
Pediatric Medical & Surgical	3,183	2,760	2,670	423	15.3% ●	513	19.2% ●
Pediatric Critical Care	702	703	681	(1)	-0.1% ○	21	3.1% ●
Pediatric Psych	524	476	462	48	10.1% ●	62	13.4% ●
<i>Subtotal – Pediatrics w/o newborn</i>	<i>4,409</i>	<i>3,939</i>	<i>3,813</i>	<i>470</i>	<i>11.9%</i> ●	<i>596</i>	<i>15.6%</i> ●
Newborn	1,304	1,315	1,250	(11)	-0.8% ○	54	4.3% ●
<b>TOTAL w/o Newborn</b>	<b>26,943</b>	<b>26,464</b>	<b>25,648</b>	<b>479</b>	<b>1.8%</b> ○	<b>1,295</b>	<b>5.0%</b> ●

●	○	●
Greater than 2.5% Favorable	Neutral	Greater than 2.5% Unfavorable

# Discharge Days by Type

## Fiscal Year to Date April 2015



Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Adult Medical	40,411	43,253	42,982	(2,842)	-6.6% ●	(2,571)	-6.0% ●
Adult Surgical	74,907	66,566	66,265	8,341	12.5% ●	8,642	13.0% ●
Adult Psych	17,358	17,327	17,257	31	0.2% ○	101	0.6% ○
<i>Subtotal – Adult</i>	<i>132,676</i>	<i>127,146</i>	<i>126,504</i>	<i>5,530</i>	<i>4.4% ●</i>	<i>6,172</i>	<i>4.9% ●</i>
Pediatric Medical & Surgical	15,308	14,877	14,808	431	2.9% ●	500	3.4% ●
Pediatric Critical Care	19,045	18,219	17,997	826	4.5% ●	1,048	5.8% ●
Pediatric Psych	4,200	4,226	4,201	(26)	-0.6% ○	(1)	0.0% ○
<i>Subtotal – Pediatrics w/o newborn</i>	<i>38,553</i>	<i>37,322</i>	<i>37,006</i>	<i>1,231</i>	<i>3.3% ●</i>	<i>1,547</i>	<i>4.2% ●</i>
Newborn	2,945	2,836	2,779	109	3.8% ●	166	6.0% ●
<b>TOTAL w/o Newborn</b>	<b>171,229</b>	<b>164,468</b>	<b>163,510</b>	<b>6,761</b>	<b>4.1% ●</b>	<b>7,719</b>	<b>4.7% ●</b>

●	○	●
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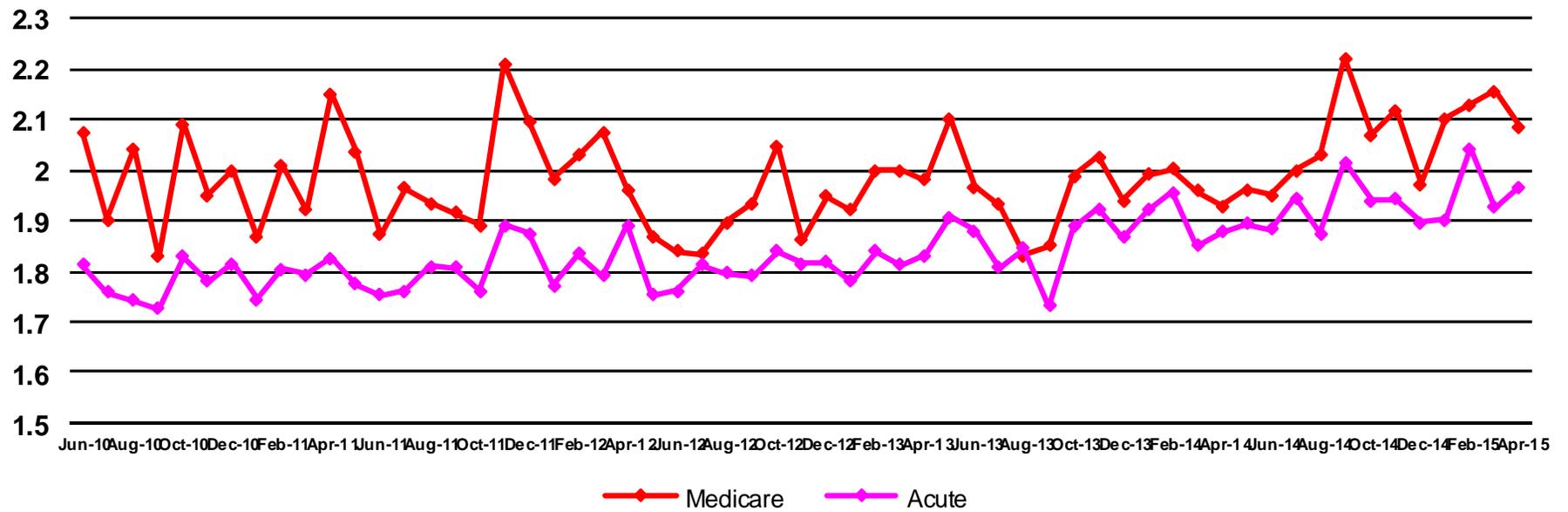
# Average Length of Stay by Type

## Fiscal Year to Date April 2015

Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Adult Medical	5.50	5.38	5.50	0.12	2.2% ○	0.00	0.0% ○
Adult Surgical	5.32	5.01	5.16	0.31	6.2% ●	0.16	3.1% ●
Adult Psych	15.74	14.37	14.74	1.37	9.5% ●	1.00	6.8% ●
Subtotal – Adult	5.89	5.64	5.79	0.25	4.4% ●	0.10	1.7% ○
Pediatric Medical & Surgical	4.81	5.39	5.55	(0.58)	-10.8% ●	(0.74)	-13.3% ●
Pediatric Critical Care	27.13	25.92	26.43	1.21	4.7% ●	0.70	2.7% ●
Pediatric Psych	8.02	8.88	9.09	(0.86)	-9.7% ●	(1.07)	-11.8% ●
Subtotal – Pediatrics w/o newborn	8.74	9.47	9.71	(0.73)	-7.7% ●	(0.97)	-10.0% ●
Newborn	2.26	2.16	2.22	0.10	4.6% ●	0.04	1.8% ○
<b>TOTAL w/o Newborn</b>	<b>6.36</b>	<b>6.21</b>	<b>6.38</b>	<b>0.15</b>	<b>2.4% ○</b>	<b>(0.02)</b>	<b>-0.3% ○</b>

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# Case Mix Index



# Inpatient Surgeries – by Clinical Department

Fiscal Year to Date April 2015



Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Cardiothoracic	872	871	827	1	0.1% ○	45	5.4% ●
Dentistry	241	161	151	80	49.7% ●	90	59.6% ●
General Surgery	2,809	2,895	2,812	(86)	-3.0% ●	(3)	-0.1% ○
Gynecology	638	566	529	72	12.7% ●	109	20.6% ●
Neurosurgery	1,481	1,495	1,437	(14)	-0.9% ○	44	3.1% ●
Ophthalmology	90	103	101	(13)	-12.6% ●	(11)	-10.9% ●
Orthopedics	2,347	2,517	2,399	(170)	-6.8% ●	(52)	-2.2% ○
Otolaryngology	596	565	541	31	5.5% ●	55	10.2% ●
Radiology – Interventional	101	77	70	24	31.2% ●	31	44.3% ●
Urology w/ Procedure Ste.	685	719	690	(34)	-4.7% ●	(5)	-0.7% ○
<b>Total</b>	<b>9,860</b>	<b>9,969</b>	<b>9,557</b>	<b>(109)</b>	<b>-1.1%</b> ○	<b>303</b>	<b>3.2%</b> ●
Solid Organ Transplants	270	285	237	(15)	-5.3% ●	33	13.9% ●

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# Outpatient Surgeries – by Clinical Department

Fiscal Year to Date April 2015



Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget		Variance to Prior Year	% Variance to Prior Year	
Cardiothoracic	49	59	53	(10)	-16.9%	●	(4)	-7.5%	●
Dentistry	461	570	534	(109)	-19.1%	●	(73)	-13.7%	●
Dermatology	22	31	29	(9)	-29.0%	●	(7)	-24.1%	●
General Surgery	2,324	2,390	2,264	(66)	-2.8%	●	60	2.7%	●
Gynecology	691	693	669	(2)	-0.3%	○	22	3.3%	●
Internal Medicine	3	5	4	(2)	-40.0%	●	(1)	-25.0%	●
Neurosurgery	774	624	603	150	24.0%	●	171	28.4%	●
Ophthalmology	3,061	3,293	3,188	(232)	-7.0%	●	(127)	-4.0%	●
Orthopedics	3,588	3,640	3,512	(52)	-1.4%	○	76	2.2%	○
Otolaryngology	2,043	2,118	2,006	(75)	-3.5%	●	37	1.8%	○
Pediatrics	3	2	1	1	50.0%	●	2	200.0%	●
Radiology – Interventional	76	20	20	56	280.0%	●	56	280.0%	●
Urology w/ Procedure Ste.	1,745	1,868	1,756	(123)	-6.6%	●	(11)	-0.6%	○
<b>Total</b>	<b>14,840</b>	<b>15,313</b>	<b>14,639</b>	<b>(473)</b>	<b>-3.1%</b>	<b>●</b>	<b>201</b>	<b>1.4%</b>	<b>○</b>

●	○	●
Greater than 2.5% Favorable	Neutral	Greater than 2.5% Unfavorable

# Emergency Department

## Fiscal Year to Date April 2015



Operating Review (YTD)	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
ED Visits	47,617	45,620	47,294	1,997	4.4% ●	323	0.7% ○
ED Admits	14,137	14,122	14,612	15	0.1% ○	(475)	-3.3% ●
ED Conversion Factor	29.7%	31.0%	30.9%		-4.2% ●		-3.9% ●
ED Admits / Total Admits	52.6%	53.4%	57.1%		-1.5% ○		-7.9% ●

●	○	●
Greater than 2.5% Favorable	Neutral	Greater than 2.5% Unfavorable

# Clinic Visits by Specialty

## Fiscal Year to Date April 2015

Operating Review (YTD)	Actual	Budget	Variance to Budget	Variance to Budget %	
Burn Clinic	2,525	2,890	(365)	-12.6%	●
Center for Disabilities & Development	7,663	8,165	(502)	-6.1%	●
Center for Digestive Disease	17,111	16,089	1,022	6.4%	●
Clinical Cancer Center	40,541	44,884	(4,343)	-9.7%	●
Dermatology	19,526	19,540	(14)	-0.1%	○
General Surgery	13,831	14,412	(581)	-4.0%	●
Hospital Dentistry	13,122	14,060	(938)	-6.7%	●
Internal Medicine	24,864	27,068	(2,204)	-8.1%	●
Neurology	12,242	10,733	1,509	14.1%	●
Neurosurgery	9,703	7,796	1,907	24.5%	●
Obstetrics/Gynecology	47,184	41,015	6,169	15.0%	●
Ophthalmology	52,203	55,339	(3,136)	-5.7%	●
Orthopedics	59,095	62,798	(3,703)	-5.9%	●
Otolaryngology	16,321	16,022	299	1.9%	○
Pediatrics	49,023	48,905	118	0.2%	○
Primary Care (non-IRL)	148,767	142,454	6,313	4.4%	●
Psychiatry	29,194	30,647	(1,453)	-4.7%	●
Urology	11,298	12,417	(1,119)	-9.0%	●
UI Heart Center	14,990	15,067	(77)	-0.5%	○
IRL	101,188	102,492	(1,304)	-1.3%	○
<b>Total</b>	<b>690,391</b>	<b>692,793</b>	<b>(2,402)</b>	<b>-0.3%</b>	○



Greater than 2.5% Favorable



Neutral



Greater than 2.5% Unfavorable

# Total Clinic Visits by Location

Fiscal Year to Date April 2015



Operating Review (YTD)	FY15 Actual				FY14 Actual *				Variance to Prior Year	%
	On-Site	IRL	UICMS & QuickCare	Total	On-Site	IRL	UICMS & QuickCare	Total		
Family Medicine	41,764		107,003	148,767	43,398		98,731	142,129	6,638	4.7%
General Internal Medicine		21,221		21,221		20,862		20,862	359	1.7%
Pediatrics		17,960		17,960		16,893		16,893	1,067	6.3%
<i>Subtotal - Primary Care</i>	<i>41,764</i>	<i>39,181</i>	<i>107,003</i>	<i>187,948</i>	<i>43,398</i>	<i>37,755</i>	<i>98,731</i>	<i>179,884</i>	<i>8,064</i>	<i>4.5%</i>
Burn Clinic	2,525			2,525	2,516			2,516	9	0.4%
Center for Disabilities & Development	7,663			7,663	7,385			7,385	278	3.8%
Center for Digestive Disease	17,111	3,085		20,196	16,522	3,281		19,803	393	2.0%
Clinical Cancer Center	40,541			40,541	44,814			44,814	(4,273)	-9.5%
Dermatology	19,526	8,130		27,656	18,151	5,334		23,485	4,171	17.8%
General Surgery	13,831			13,831	12,810			12,810	1,021	8.0%
Hospital Dentistry	13,122			13,122	13,451			13,451	(329)	-2.4%
Internal Medicine	24,864	5,735		30,599	29,362	3,215		32,577	(1,978)	-6.1%
Neurology	12,242			12,242	11,084			11,084	1,158	10.4%
Neurosurgery	9,703			9,703	9,334			9,334	369	4.0%
Obstetrics/Gynecology	47,184	19,917		67,101	41,397	17,657		59,054	8,047	13.6%
Ophthalmology	52,203	7,424		59,627	52,752	6,303		59,055	572	1.0%
Orthopedics	59,095	245		59,340	60,029			60,029	(689)	-1.1%
Otolaryngology	16,321	4,161		20,482	16,651	4,215		20,866	(384)	-1.8%
Pediatrics	49,023			49,023	44,677			44,677	4,346	9.7%
Psychiatry	29,194			29,194	27,439			27,439	1,755	6.4%
Urology	11,298	7,240		18,538	11,588	7,273		18,861	(323)	-1.7%
UI Heart Center	14,990	6,070		21,060	13,654	4,610		18,264	2,796	15.3%
<i>Subtotal – Specialty Care</i>	<i>440,436</i>	<i>62,007</i>		<i>502,443</i>	<i>433,616</i>	<i>51,888</i>		<i>485,504</i>	<i>16,939</i>	<i>3.5%</i>
<b>Total</b>	<b>482,200</b>	<b>101,188</b>	<b>107,003</b>	<b>690,391</b>	<b>477,014</b>	<b>89,643</b>	<b>98,731</b>	<b>665,388</b>	<b>25,003</b>	<b>3.8%</b>

\* from ongoing operations



Greater than 2.5% Favorable



Neutral



Greater than 2.5% Unfavorable

# Pediatrics Clinic Visits by Location

Fiscal Year to Date April 2015



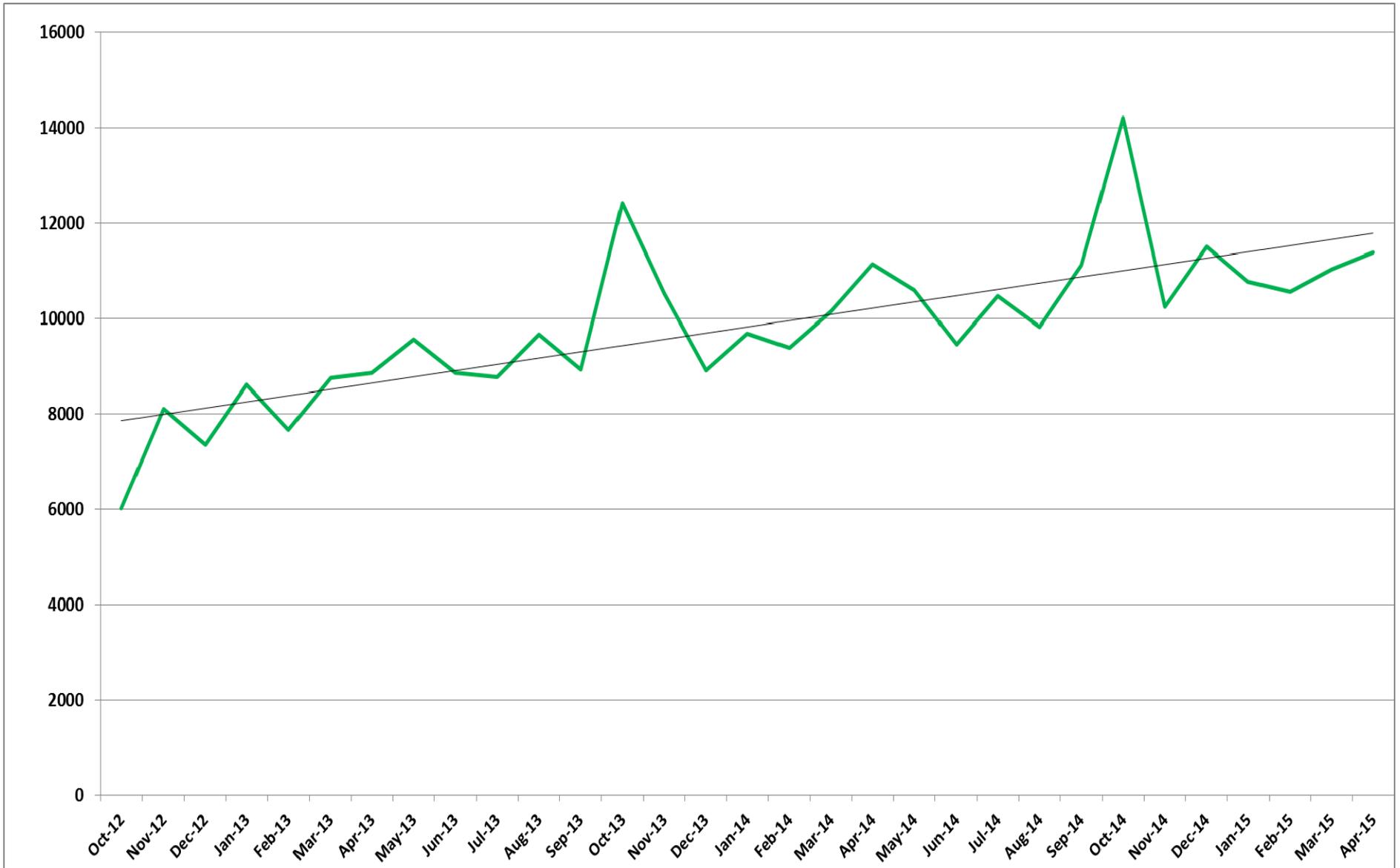
Operating Review (YTD)	FY15 Actual				FY14 Actual *				Variance to Prior Year	%
	On-Site	IRL	UICMS & QuickCare	Total	On-Site	IRL	UICMS & QuickCare	Total		
Family Medicine	3,812		27,667	31,479	3,596		24,451	28,047	3,432	12.2%
General Internal Medicine		21		21		13		13	8	61.5%
Pediatrics		17,572		17,572		16,297		16,297	1,275	7.8%
<i>Subtotal - Primary Care</i>	<i>3,812</i>	<i>17,593</i>	<i>27,667</i>	<i>49,072</i>	<i>3,596</i>	<i>16,310</i>	<i>24,451</i>	<i>44,357</i>	<i>4,715</i>	<i>10.6%</i>
Burn Clinic	568			568	528			528	40	7.6%
Center for Disabilities & Development	7,663			7,663	7,385			7,385	278	3.8%
Center for Digestive Disease	20			20	23			23	(3)	-13.0%
Clinical Cancer Center	79			79	47			47	32	68.1%
Dermatology	1,756	1,797		3,553	1,768	772		2,540	1,013	39.9%
General Surgery	250			250	211			211	39	18.5%
Hospital Dentistry	1,648			1,648	1,704			1,704	(56)	-3.3%
Internal Medicine	48	170		218	43	124		167	51	30.5%
Neurology	220			220	136			136	84	61.8%
Neurosurgery	1,561			1,561	1,610			1,610	(49)	-3.0%
Obstetrics/Gynecology	635	140		775	587	101		688	87	12.7%
Ophthalmology	8,210	503		8,713	8,007	389		8,396	317	3.8%
Orthopedics	10,593			10,593	10,258			10,258	335	3.3%
Otolaryngology	3,014	2,413		5,427	3,077	1,892		4,969	458	9.2%
Pediatrics	43,144			43,144	39,561			39,561	3,583	9.1%
Psychiatry	7,409			7,409	7,337			7,337	72	1.0%
Urology	228	2,506		2,734	205	2,255		2,460	274	11.1%
UI Heart Center	22	130		152	19	97		116	36	31.0%
<i>Subtotal – Specialty Care</i>	<i>87,068</i>	<i>7,659</i>		<i>94,727</i>	<i>82,506</i>	<i>5,630</i>		<i>88,136</i>	<i>6,591</i>	<i>7.5%</i>
<b>Total</b>	<b>90,880</b>	<b>25,252</b>	<b>27,667</b>	<b>143,799</b>	<b>86,102</b>	<b>21,940</b>	<b>24,451</b>	<b>132,493</b>	<b>11,306</b>	<b>8.5%</b>

\* from ongoing operations  
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Neutral

Greater than 2.5% Unfavorable

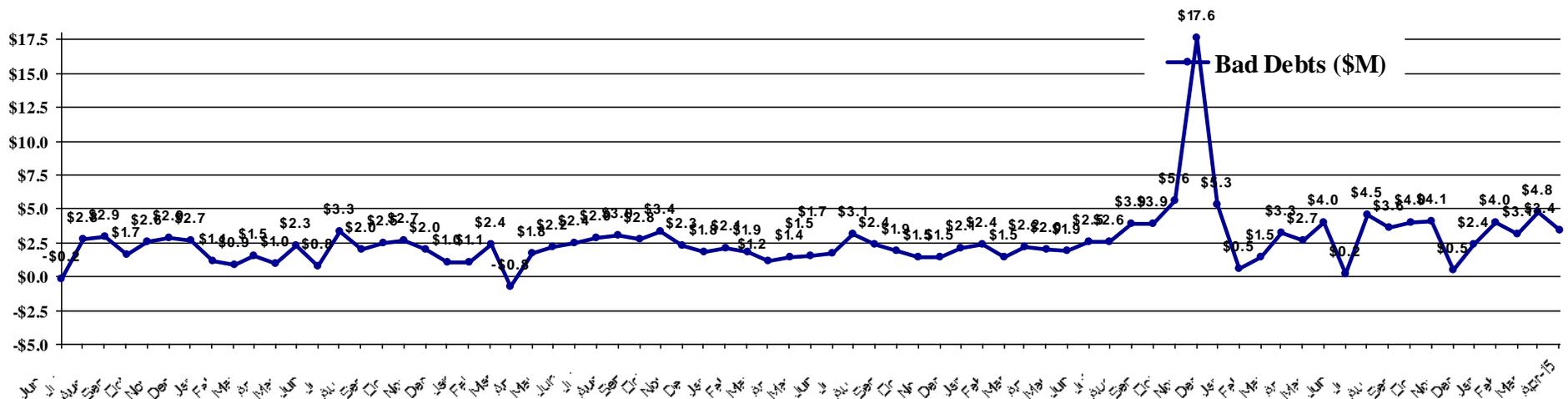
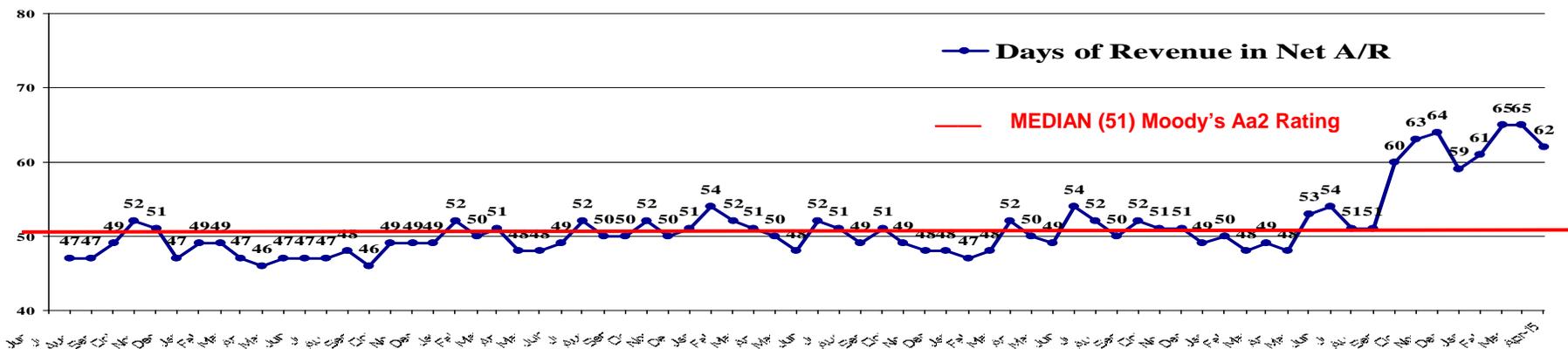
# Iowa River Landing Ambulatory Visits



# Comparative Accounts Receivable at April 30, 2015



	June 30, 2013	June 30, 2014	April 30, 2015
Net Accounts Receivable	\$161,942,694	\$176,695,824	\$217,254,382
Net Days in AR	54	54	62



# UIHC Comparative Financial Results

April 2015



Dollars in Thousands

NET REVENUES:	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Patient Revenue	\$106,468	\$99,538	\$101,715	\$6,930	7.0%	\$4,753	4.7%
Other Operating Revenue	4,854	4,378	3,970	476	10.9%	884	22.3%
<b>Total Revenue</b>	<b>\$111,322</b>	<b>\$103,916</b>	<b>\$105,685</b>	<b>\$7,406</b>	<b>7.1%</b>	<b>\$5,637</b>	<b>5.3%</b>

## EXPENSES:

Salaries and Wages	\$49,751	\$50,728	\$47,396	(\$977)	-1.9%	\$2,355	5.0%
General Expenses	49,315	42,926	40,692	6,389	14.9%	8,623	21.2%
Operating Expense before Capital	\$99,066	\$93,654	\$88,088	\$5,412	5.8%	\$10,978	12.5%
<b>Cash Flow Operating Margin</b>	<b>\$12,256</b>	<b>\$10,262</b>	<b>\$17,597</b>	<b>\$1,994</b>	<b>19.4%</b>	<b>(\$5,341)</b>	<b>-30.4%</b>
Capital- Depreciation and Amortization	6,253	6,719	5,923	(466)	-6.9%	330	5.6%
Total Operating Expense	\$105,319	\$100,373	\$94,011	\$4,946	4.9%	\$11,308	12.0%

<b>Operating Income</b>	<b>\$6,003</b>	<b>\$3,543</b>	<b>\$11,674</b>	<b>\$2,460</b>	<b>69.4%</b>	<b>(\$5,671)</b>	<b>-48.6%</b>
<b>Operating Margin %</b>	<b>5.4%</b>	<b>3.4%</b>	<b>11.0%</b>		<b>2.0%</b>		<b>-5.6%</b>
Gain (Loss) on Investments	1,436	2,112	2,089	(676)	-32.0%	(653)	-31.3%
Other Non-Operating	(1,048)	(740)	(1,128)	(308)	-41.6%	80	7.1%
<b>Net Income</b>	<b>\$6,391</b>	<b>\$4,915</b>	<b>\$12,635</b>	<b>\$1,476</b>	<b>30.0%</b>	<b>(\$6,244)</b>	<b>-49.4%</b>
<b>Net Margin %</b>	<b>5.7%</b>	<b>4.7%</b>	<b>11.9%</b>		<b>1.0%</b>		<b>-6.2%</b>

\* Gain/(Loss) on Investments based on information available at close. Final investment return for this period is reflected in Fiscal Year to Date returns in the subsequent reporting cycle.

# UIHC Comparative Financial Results

Fiscal Year to Date April 2015



Dollars in Thousands

NET REVENUES:	Actual	Budget	Prior Year	Variance to Budget	% Variance to Budget	Variance to Prior Year	% Variance to Prior Year
Patient Revenue	\$1,033,137	\$988,502	\$939,916	\$44,635	4.5%	\$93,221	9.9%
Other Operating Revenue	43,645	43,826	41,252	(181)	-0.4%	2,393	5.8%
<b>Total Revenue</b>	<b>\$1,076,782</b>	<b>\$1,032,328</b>	<b>\$981,168</b>	<b>\$44,454</b>	<b>4.3%</b>	<b>\$95,614</b>	<b>9.7%</b>

## EXPENSES:

Salaries and Wages	\$499,762	\$505,558	\$479,898	(\$5,796)	-1.1%	\$19,864	4.1%
General Expenses	450,695	432,132	402,290	18,563	4.3%	48,405	12.0%
Operating Expense before Capital	\$950,457	\$937,690	\$882,188	\$12,767	1.4%	\$68,269	7.7%
<b>Cash Flow Operating Margin</b>	<b>\$126,325</b>	<b>\$94,638</b>	<b>\$98,980</b>	<b>\$31,687</b>	<b>33.5%</b>	<b>\$27,345</b>	<b>27.6%</b>
Capital- Depreciation and Amortization	62,325	67,197	61,013	(4,872)	-7.3%	1,312	2.2%
Total Operating Expense	\$1,012,782	\$1,004,887	\$943,201	\$7,895	0.8%	\$69,581	7.4%

<b>Operating Income</b>	<b>\$64,000</b>	<b>\$27,441</b>	<b>\$37,967</b>	<b>\$36,559</b>	<b>133.2%</b>	<b>\$26,033</b>	<b>68.6%</b>
<b>Operating Margin %</b>	<b>5.9%</b>	<b>2.7%</b>	<b>3.9%</b>		<b>3.2%</b>		<b>2.0%</b>
Gain on Investments	12,983	21,113	30,035	(8,130)	-38.5%	(17,052)	-56.8%
Other Non-Operating	(6,421)	(7,399)	(9,383)	978	13.2%	2,962	31.6%
<b>Net Income</b>	<b>\$70,562</b>	<b>\$41,155</b>	<b>\$58,619</b>	<b>\$29,407</b>	<b>71.5%</b>	<b>\$11,943</b>	<b>20.4%</b>
<b>Net Margin %</b>	<b>6.5%</b>	<b>3.9%</b>	<b>5.9%</b>		<b>2.6%</b>		<b>0.6%</b>

\* Gain/(Loss) on Investments based on information available at close. Final investment return for this period is reflected in Fiscal Year to Date returns in the subsequent reporting cycle.

## Today's Faculty Presenter

### Darren S. Hoffmann, PhD

- Lecturer and Vice Chair for Educational Programs, UI Carver College of Medicine, Department of Anatomy and Cell Biology
- Lecturer, UI College of Dentistry, Department of Oral Pathology, Radiology, and Medicine (*secondary appt*)



- **B.A, Biology**, Concordia College, Moorhead, MN
- **PhD, Anatomy and Cell Biology**, UI Carver College of Medicine



## ***Cyber-Anatomy: New Tools and Strategies for Medical Education at Iowa***

Darren Hoffmann, Ph.D.  
Lecturer and Vice Chair of Educational Programs  
Department of Anatomy and Cell Biology

# *Room to grow in Anatomical Education*

- Laboratory
  - Some dissections are better than others
  - Dissection is not allowed in many parts of the world
- Lecture
  - Demonstration of 3-D relationships is very hard using 2-D images
- At-home Study
  - Effectiveness of self-regulated study is variable from student to student
  - Often students resort to memorization strategies



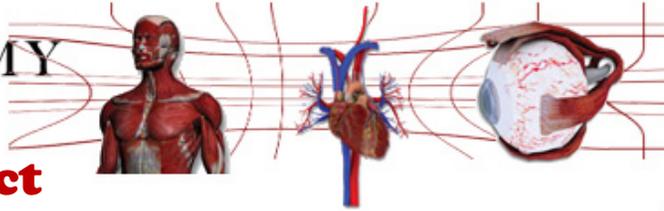
### Startup Goal:

Create a dissectible virtual cadaver that could be used to enhance anatomy education here and around the world, particularly where dissection is not allowed

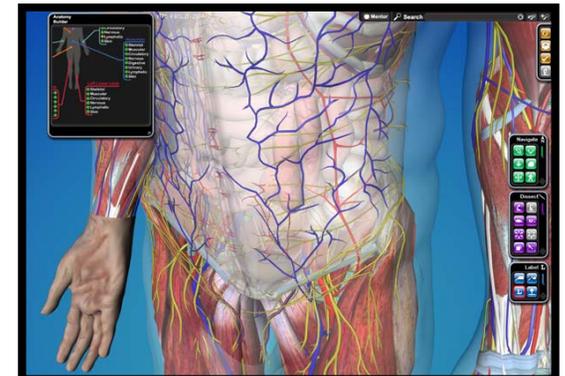
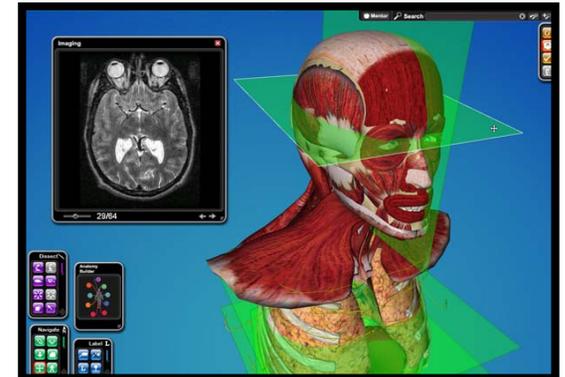


# CYBER-ANATOMY

## Phase 1: Develop the Product



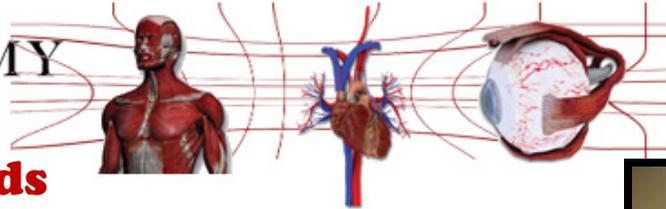
- The Team:
  - Karim Malek, founder
  - Rich Lineback, president
  - Tom Nicknish, director of sales/marketing
  - Jordan Kintzle, director of IT/Support
  - Engineers/Designers
    - Amos Patrick
    - Shane Simon
    - Rachel Nador
    - Brent Rochambeau
    - Rich Degenhardt
    - And others
  - Darren Hoffmann, anatomy consultant
- Winner of Interactive Media Awards
- Being used in Medical Schools around the world



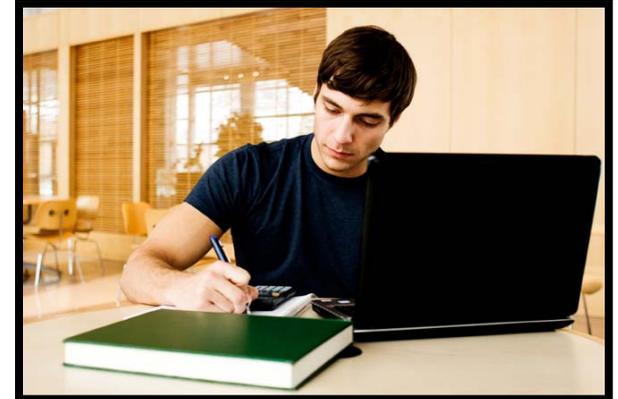


# CYBER-ANATOMY

## Phase 2: Develop the Methods



- **In the classroom/laboratory**
  - Presentation of 3D concepts
- **In supported self-directed study**
  - Take-home assignments
  - Pre-lab preparation
- **With completely new students**
  - Anatomy refreshers after M1 anatomy
  - Public education and community outreach



**Thank You!**

- For more information:
  - darren-hoffmann@uiowa.edu
  - Cyber-Anatomy:
    - [www.cyber-anatomy.com](http://www.cyber-anatomy.com)

