Simulocity
Redefining the Future of Simulation

Though the word "Virtual" was quite popular in the pre-pandemic period because of the significant advancements in virtual reality technologies, questions remained regarding its real-world applications. However, as it happened with 'remote working,' the pandemic set the stage right to showcase the ultimate potential of virtual-reality to the world. Be it e-commerce, construction, fashion, or healthcare, many industries are now incorporating virtual simulations to attract more customers.

Especially, simulations have proven to be of great value to the healthcare community. From educating patients to training doctors to marketing medical products, simulations are now making the lives of people in the healthcare sector better with every passing day.

Given the enormous value simulations bring to the table, companies in healthcare should ensure that they collaborate with a partner that is adept in providing state-of-the-art simulations with extreme attention to detail. Simulocity has all these covered. This Florida-based company has been leading the game in leveraging simulation technology with its out-of-the-box approach to solutions.

The Confluence of Top-Notch Innovation and Elegance

Simulocity is an award-winning company that provides trusted virtual solutions and innovative management consulting to customers. The company was founded in 2014, and led by Dr. Manny Dominguez, who had previously architected the first-ever virtual hospital and online collaborative learning environment for the U.S. Air Force and U.S. Veterans Health Administration that served 360,000 employees and over six million patients, as early as 2010. The company's past products, SIMCITA™ and SIM-EXPO™—platforms that virtualize organizations and expos respectively—received many critical acclaims globally for the value they added to clients by virtualizing their companies, hospitals, convention centers, and educational institutions, among others.

Following the roaring success of its previous platforms and the enormous demand they received from numerous organizations, Simulocity has launched a new product line called SIMHEALTH™. "This immersive, year-round, virtual industry platform allows healthcare and pharmaceuticals to conduct clinical best-practice sharing, employee training, live and on-demand events, and corporate collaborations, year-round," elaborates Dr. Dominguez, CEO of Simulocity. It also allows employees of an organization around the globe to connect through online webinars, social media meetings, and other forms of virtual events. Furthermore, SIMHEALTH comes with a virtual health expo hall, loaded with immersive and interactive 3D booths. This allows healthcare organizations to create booths for healthcare campaigns or topics such as diabetes, hypertension, or oncology to assist in patient education. Some organizations generate year-round revenue by leasing those virtual booths to top global healthcare and pharma brands as sponsors. Patients and clinicians have access to these booths anytime and anywhere, which helps healthcare organizations not only increase access, but also create a significant return on their investments.

Simultaneously, the platform helps hospitals streamline access to their core applications across multiple channels from one easily accessible and centralized system with a robust user experience, touch-friendly and elegant interface. This helps healthcare organizations to cut down millions of dollars spent in maintaining inefficient legacy systems.

Apart from virtualizing, Simulocity's platforms also help healthcare organizations and institutions upload related product or service info into the platforms for branding and give access to instructors to educate their customers, employers, and learners. Making the platform super-engaging is the built-in intelligent avatar that serves as a healthcare concierge, which can be embedded with information about healthcare plans, products or services and to answer any inquiries 24/7. Moreover, this low bandwidth-friendly platform, has no download requirements, and are accessible via any device connected to the internet, anywhere and anytime.

> ## SIMHEALTH™ allows healthcare and pharmaceuticals to conduct clinical best-practice sharing, employee training, live and on-demand events, and corporate collaborations

Leverage the Full Width of Gamification

One of the prime factors that set Simulocity apart from other players of its kind is its ability to synchronize gamification and simulations in a unique way to cater to its clients' needs—be it for patient education or clinicians' training to optimize the quality of patient care. For instance, to make patients more aware of their health conditions and the ideal lifestyle habits they should follow, different scenarios can be designed by clinicians using gamification in the platform. These scenarios include what kind of food a patient is supposed to choose from a list of items, the diet to be followed, and how often they should exercise. In the same way, different scenarios can be designed to train clinicians to take better care of their patients. In addition, the platform also contains an immersive video center where users can search on-demand videos or live online education events of any chronic disease or best practices.

Currently serving over 650 clients, Simulocity has helped a number of its clients in scripting their success stories. Having already virtualized over two dozen pharmaceuticals around the globe, the company is experiencing a plethora of demand from scores of healthcare companies. Recently, Simulocity delivered SIMHEALTH™ to the Panamerican Trauma Society (PTS), one of the most prestigious medical associations in the world dedicated to patient care and trauma education. "We are honored to serve the PTS with its global reach of top trauma surgeons and emergency medicine professionals," says Dr. Dominguez. The PTS Virtual Education Center will serve its global staff in providing a virtual 'Center of Excellence' to share best practices year-round, including clinical education, medical forums, immersive training, real-time analytics, serious medical games, live and on-demand events, social media integration, and much more.

On an equal note, the company is also currently working with a medical city project that requires virtualizing an entire healthcare campus spread across 4,000 acres. The project includes simulating the university, R&D center, and hospital buildings. Additionally, the intelligent avatar is also fed with the right content resources to offer a complete virtual tour of the campus.

With a number of innovative ideas and cutting-edge technology implementations, Simulocity is all set to revolutionize the dynamics of many industries. **HT**