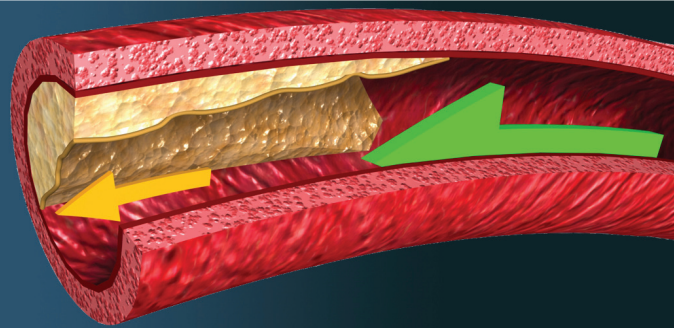


# Medilink Case Study

www.medilink.co.uk



## Array Media Ltd ecgskills.net



**Working with clinicians** and business professionals, Array Media create online training tools for healthcare professionals to use alongside products for demonstrative purposes; encouraging a better understanding of medical techniques, products and processes.

ECG Skills is an example of one online programme that Array Media have created; guiding Doctors, Nurses, Technicians and Paramedics through each level of training in conducting and interpreting Electrocardiographs, using detailed step by step modules, using a mix of 3D animation, audio narrative, images, and detailed text the product incorporates over 800 traces which can be viewed using a unique TraceZoom facility.

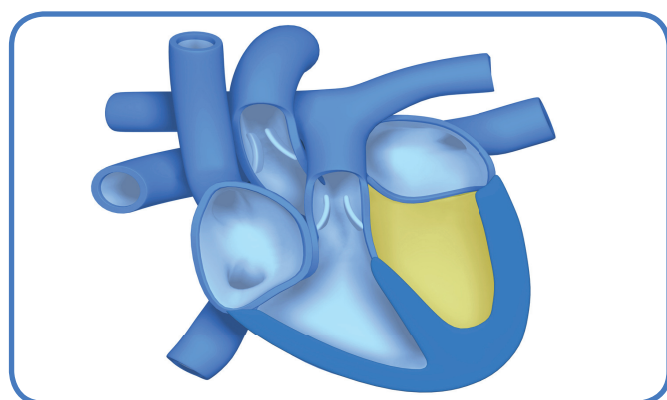
### Benefits

Array Media's programmes are accessible online at all times and are available in three levels for varying levels of expertise. ECG skills contains over 800 examples of electrocardiograph's, covering the wide variety of cardiac and associated problems that can be recognised with an ECG trace.

### Innovation

Through the use of advanced 3D graphics technology ECG skills has transformed the way healthcare professionals are trained - moving from standard text books to live, interactive animation.

More effective than standard text book based learning, this technology has already been adopted across areas of the NHS and provides a blueprint for how online technology and learning can transform the time and cost required to deliver highly effective training.



# Array Media Ltd

ecgskills.net

## Collaboration

The feedback and knowledge from clinical experts has been vital to the production of Array Media's online systems; ensuring the end user receives all the information they need correctly and efficiently.

Ecgskills.net was developed by Array Media Ltd in collaboration with a multi-disciplinary team based at Sheffield Teaching Hospitals NHS Foundation Trust; working with clinicians and healthcare trusts to produce multi media training to animate complicated procedures into real life.

Consultant Cardiologist at the Royal Hallamshire Hospital, Professor Kevin Channer, was instrumental in driving the project, along with the White Rose Health Innovation Partnership – supported by Yorkshire Forward - and Medipex - the NHS Innovation Hub for the Yorkshire and Humber region.

On completion of the project, Medilink Yorkshire and Humber offered PR and Marketing services to promote the product, resulting in the key audiences learning about the service available.

"Collaboration is essential to our business. Without these close relationships, we couldn't be sure that we are offering the very best, key detailed knowledge to those who need it"

Chris Matson, Managing Director,  
Array Media

## About Array Media

Using a mix of 3D animation, audio narrative, images, and detailed text, Array Media offers innovative and advanced online training to the healthcare profession - with products recommended by the Royal College of Surgeons. Array also provide consultancy services and bespoke development for a wide range of medical businesses and organisations. See other key developments by Array Media at Surgicals.net, Foundations.net and Ecgskills.net.



Listen to Chris Matson talking about the Array Media online at:  
[www.medilink.co.uk/communicate/casestudies.aspx](http://www.medilink.co.uk/communicate/casestudies.aspx)



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