

Anatomate-apps
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Company Overview

Anatomate-apps (anatomical animation applications) was founded in 2009 by the CEO, Dr John Hart, to develop iTunes applications that are designed by spine care clinicians for spine care clinicians to help inform their clients about the nature of their spine disease and the suggested treatments.

The principal aims of the Anatomate-apps applications are to improve the quality of client care by empowering the client with information on their disease and its treatments, and to reduce the costs to the clinician of running a practice by decreasing the clinician's consultation time per client (but not necessarily the length of the patient's consultation as ancillary staff (physician assistants, nurses, secretaries) can now be involved in the patient education informed consent process). This will lead to increased client satisfaction with the consultation and treatment and reduced medico legal litigation, which should it occur, is more easily defended.

In daily clinical practice, clients must be well informed as to the nature of their disease and reasons for the treatment recommended. Current trends in health information management are towards client education technology that is client-centric and which can be adapted to the specific needs of each client, taking into account their different perspectives, experiences and beliefs. Each client possesses an individual learning style, and interactivity is an important element that maximizes the learning process. Interactivity enhances interest, satisfaction and active information processing, contributing substantially to the effectiveness of the education process.

Being based on digital media, but with the audio explanation made specific to the client's needs and abilities being provided by the clinician or their staff, the Anatomate-apps

education apps allow the use of text, graphics, pictures, sound, and animation to provide a more vivid presentation and to accentuate important information and maximize information retention.

Initially the Anatomate-apps products are aimed at health care professionals involved in the treatment of diseases of the spine. The market is poorly serviced with client education material.

Clients are becoming more demanding as medical consumers. A properly informed client with managed expectations is a satisfied client who is less likely to litigate. Rising costs and increasing expectations from clients are causing health care practitioners to seek ways to improve efficiency while maintaining a high quality of services offered.

Anatomate-apps provides tools on the iPad, iPhone and iPod Touch to meet these clinician and client needs.

Current Anatomate-apps clinician apps:

- iSpineCare
- iSpineOperations
- iSpinePainManagement

Current Anatomate-apps client apps:

- mLumbarAnatomy
- mLumbarDegenerativeDiscDisease
- mLumbarDiscHerniation
- mLumbarLaminectomy
- mLumbarMicroDiscectomy
- mLumbarPLIFcage

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Anatomate-apps provides client education and clinical tools for spine care clinicians using the iPad, iPhone and iPod Touch.

For further information, go to www.anatomate-apps.net or contact Dr John Hart +61 411221220, admin10ATanatomate-appsDOTnet.