

VIDA SYSTEMS



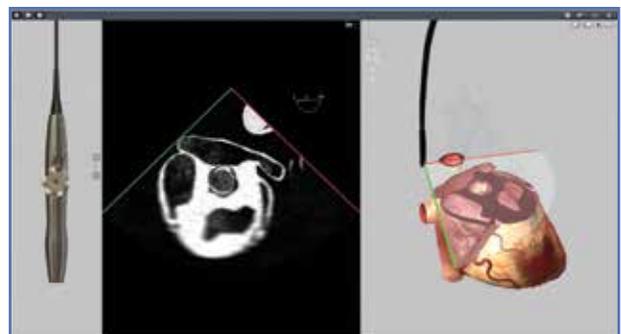
Innovation

Education is failing. Students aren't learning enough to become competent healthcare providers. Up to half of all students taking anatomy and physiology for the first time FAIL to complete the course.

Vida Systems is developing a science teaching engine to address this problem. We have a completely new way to teach Anatomy and Physiology. Our ENGAGING platform combines interactive, rich content with interwoven gaming and a social layer to make learning rewarding and fun. Our MODULAR approach allows for adoption within any curriculum. We provide TOOLS to

create and author unique, personalized content, with assessment and dashboarding to enable great teaching.

We are launching teaching and quizzing mobile apps in the first quarter of 2014, with a staged launch of our full engine to follow, on browser and mobile platforms. Our initial target market is college students in Anatomy and Physiology, with expansion to follow in broader science markets, as well as professional and patient education.



For more information, please contact: Jill Wilson, CEO, 650-743-9889 or jpw@vidasystems.com.

Innovation is the lifeblood of medical advancement and the key to raising the bar for patient care. Yet the traditional process for medical innovation is fraught with obstacles that hinder the development of new ideas. That's why Dr. Thomas Fogarty, a preeminent physician innovator, founded this educational, nonprofit organization. Here, we build upon Dr. Fogarty's invaluable experience to provide a streamlined alternative path for entrepreneurial innovators working on promising new therapies. We hand select several candidates for inclusion in our Innovation Cultivation program, and provide access to expert intellectual, physical, and financial resources designed to propel medical concepts from initiation to application. The program offers direct mentorship every step of the way. Vida Systems is one of the showcase participants in the program.



**Fogarty Institute
for Innovation**

For more information, contact Ann Fyfe, President & CEO, at 650-988-7590 or ann.fyfe@fogartyinstitute.org.