



## CASE STUDY

# Greater Access to Healthcare Now Possible with Immertec's Virtual Reality (VR) Technology and Strategic Partnership with iTD

### OVERVIEW

Immertec and iTD have formed a strategic partnership combining the knowledge and expertise of a global medical device manufacturer with an award-winning technology software company. Pushing the limits of what is possible, the two companies have developed an innovative custom medical-grade solution to simplify the healthcare training process. As a result, surgeons can instantly train live on new medical devices, learn modern surgical procedures, collaborate on cases, and more.

The partnership provides greater access to healthcare in a time when the availability of remote training opportunities is critical and reducing operational expenses has become a priority. Read the full story here to learn more about how Immertec and iTD have revolutionized the healthcare training industry.



### CHALLENGE

Training surgeons can be challenging, inefficient, and costly for both physicians and the medical device companies who develop the tools and education programs to support the advancements in science. Compound that with the time it takes to travel to be trained on the latest procedures and you've taken days away from critical patient care.

Startup Immertec, a leader in an area of healthcare where analysts see great potential, is making specialized procedural training more accessible with its virtual reality (VR) technology. By providing the most innovative technology enabling surgeons to train on new medical devices and procedures remotely, Immertec is revolutionizing the education process.





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ERIK MALTAIS  
CEO of Immertec

In the company's early stages, the Immertec team successfully developed a fully functioning prototype cart to stream live 3D content from the operating room (OR). As the company scaled, a more vital partner with tactical and strategic feedback became imperative to ensure medical-specific improvements to the cart. This partner needed to be committed to expanding the possibilities of healthcare, have established processes to deliver the highest quality products, and be open to communication and mutual growth from informed risk-taking.

## A commitment to the mission

Immertec looked for an established mobility expert to help design an integrated solution that could combine the latest VR technology innovation with lightweight medical carts. They turned to iTD for an all-in-one system that would allow Immertec to focus on staying ahead of the technology curve and to continue to develop the most advanced VR training solutions to support the medical industry.

»We needed an industry leader to help create what would become our commercialized version of the streamer cart,« said Erik Maltais, CEO of Immertec. »After careful research, what really attracted us to iTD was their vast experience in medical device manufacturing. Our knowledge is software, and we needed to lean on experts who could work with us to design and build that complete technology for the operating room.«

## SOLUTION

Immertec's customers' needs were evolving and reducing operational expenses while also enabling surgeons to have more time with their patients was a high priority. To address the need, a more comprehensive training solution was developed to better support medical staff remotely in various clinical settings in performing their duties faster, more safely, and with greater effectiveness.

iTD worked with Immertec to engineer and design a custom medical-grade cart with an integrated audio and video system that streams content in real-time from a clinical setting. iTD integrated the best technology advancements, components, and functionality available from both companies to bring the cart live, ultimately enhancing the overall educational experience.

This custom medical-grade cart was tailored for a wide range of clinical applications and is the first immersive 3D teleconferencing VR platform for surgical training. The innovative solution simplifies the logistics of the training process, allowing surgeons to instantly train live on new medical devices, learn modern surgical procedures, collaborate on surgical cases, and virtually scrub into live procedures from their home or office.

»The iTD-Immertec partnership combines an experienced global manufacturer with an award-winning technology software company to push the limits of what's possible in virtual health, while at the same time delivering a superior user experience,« said Quintin Potgieter, CEO of iTD. »To be successful as a startup, Immertec has to be nimble and stay laser-focused on their core competencies. They also need to rely on a partner who can provide valuable insight and solutions throughout the entire design process. We are excited to be working with them on this project.«

## A plug and play experience

System integration and customer-specific adaptation are competencies of iTD, and, as a global company, they were not only able to optimize Immertec's original cart design, but worked to provide a fully integrated solution – from the initial development of the cart to testing and shipping the system directly to the customer, ready for a live event.

iTD's supply chain management value-add included:

- Engineering expertise
- Assembly and software integration
- Final quality inspection and testing
- Regulatory and ISO support
- Disassembling
- Packaging and shipping



Potgieter added, »We were able to provide Immertec with valuable insight and solutions throughout the entire development process. In terms of best practices, iTD provided the assembly and software integration as well as final quality inspection, testing, packaging, and shipping. It's truly a plug-and-play model ready to go, out of the box, for any surgical training need.«

## SUCCESS

The fully integrated lightweight cart enables surgeons to efficiently train on new procedures and medical devices remotely. Ultimately, the collaboration between the two companies permitted the delivery of an innovative technology solution for remote training.

As a startup, Immertec's manpower and resources are spread thin. The value iTD provided was to supplement

those resources, which enabled Immertec to focus on its customers' needs and optimize its own VR technology, ensuring that the attendees of its educational events realize the most efficient and effective training experience available.

## Pushing the limits of what's possible

In the medical space, companies tend to stick to best practices that have proven tried and true. Having a baseline of what works is always a good start, but pushing the envelope of what is possible is what takes you to the next level.

»Going into this project, one of the biggest selling points was the relationship,« said Qing Mirabella, Supply Chain Director of Immertec. »Right from the start, the team at iTD was remarkable. We came to them with an idea that's not been done before. We wanted them to build a technology cart that streams 3D content, but we weren't even sure of the details. iTD was willing to work with us and even go outside of their normal practices to help find that solution we needed. They were excited to push the envelope of innovation, and you don't get that commitment with many companies.«

iTD's work allowed Immertec to free up resources and focus on the delivery method they specialize in as a technology software company – creating real-time content in 3D. Quality training in a clinical setting can be completed literally by turning on the camera.

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QUINTIN POTGIETER  
CEO of iTD





## FINAL THOUGHTS

Greater access to remote training increases the adoption of cutting-edge medical devices for Immertec's customers. It also means faster product rollouts, fewer travel expenses for medical device companies, and a more consistent standard of patient care.

The partnership with iTD has allowed Immertec to stay true to its mission – dissolving the physical barriers to healthcare. Immertec empowers the medical community and beyond to create new opportunities for modern healthcare.

To learn more, visit

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QUING MIRABELLA  
Supply Chain Director of Immertec



[www.immertec.com](http://www.immertec.com)



*Founded in 2017 and based in Tampa, Florida, Immertec is an award-winning technology startup that's pushing the limits of what is possible in virtual health. The company's real-time VR platform allows surgeons to instantly train on new medical devices, learn modern surgical procedures and collaborate on surgical cases from anywhere. By changing the way surgeons train and connect, Immertec is promoting a world where all people have access to the highest standard of care regardless of race, physical location, economic status, or nationality.*



*iTD has been providing expertise in the medical device market for more than 25 years. iTD's modular system enables customers to easily and flexibly assemble their specific product requirements from standard and near-standard components. With its quality management system according to DIN EN ISO 13485, iTD ensures that products and processes always meet the highest quality standards and that equipment trolleys meet the requirements of the MDR standard for medical device class I products. iTD's products are available in more than 60 countries offering its customers a direct contact person on 4 continents.*

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