

THE SCOOP

THE OFFICIAL VIRTUAL NEWSLETTER

Dec 2020

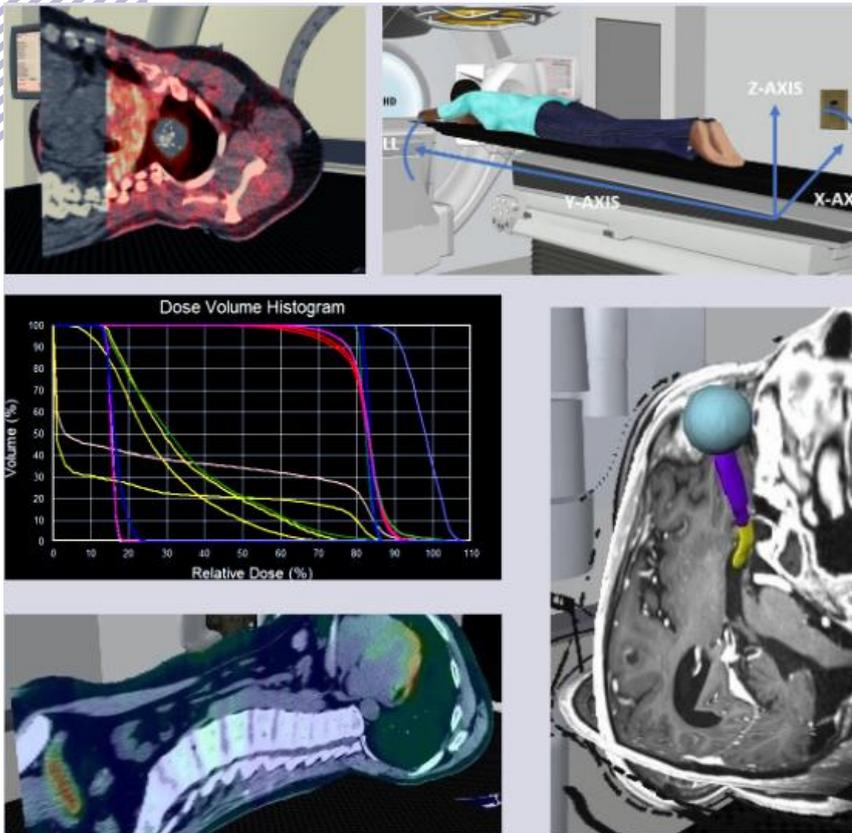
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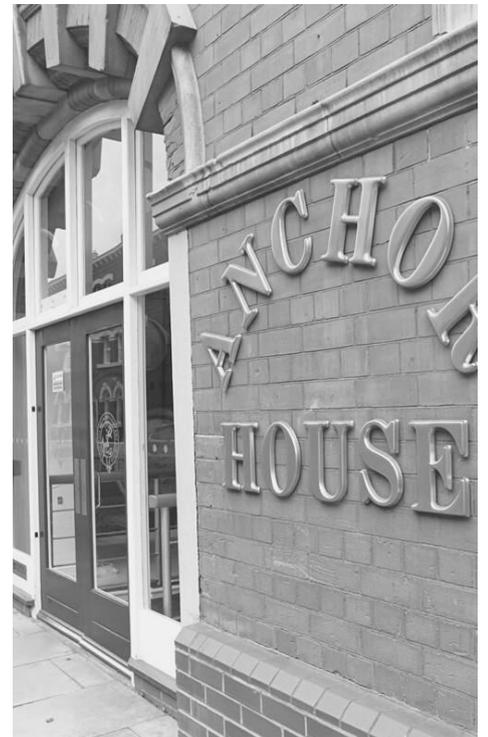
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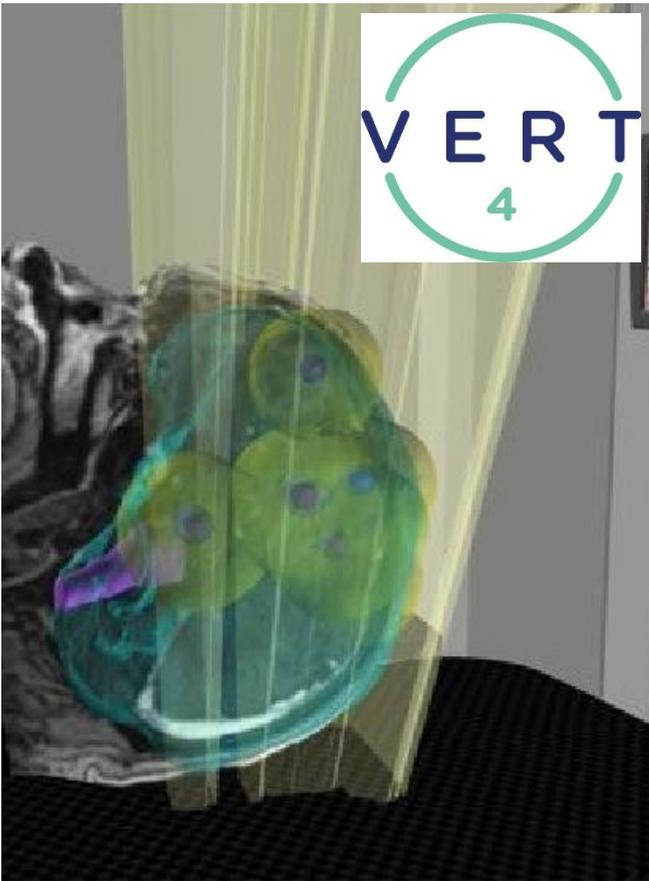
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Message from the CEO

by Debra Leeves, CEO

It's hard to believe that 2020 is almost over, and while every year brings its own challenges and opportunities, this year has been a year like no other. When COVID-19 struck we closed our office, worked from home and refocused all our efforts on developing new products and meeting our customers new needs.

We launched VERT 4 and Compact VERT, which I hope you enjoy using, we expanded our operations globally so more universities and hospitals have access to VERT and we ran a hugely successful series of online webinars and meetings to support you and your students.

Finally, we started developing new products for release next year to assist you in teaching and supporting your students and patients remotely, away from the classroom or the clinic.

I would like to take this opportunity to thank all our customers and distributors for their continued support and wish everyone a safe and happy 2021

Development of VERT 4

Each member of our R&D team had their own individual projects and worked remotely to scope, develop and test all the new features in the VERT 4 software, in order for it to be ready for the commercial team to launch it across the world in October. We have had positive feedback from our customers about the new features and enhancements, including DVH, support for PET, new patient models, dose improvements, sample plans installer and many more. We are focused on meeting customer needs, and have listened to your requests, and plan to introduce annual releases of VERT software starting with VERT 4.

The other big news with the release of VERT 4, was our agreement with Elekta and their sub division ProKnow. Vertical are now able to provide 7 new DICOM data sets. We are very excited by this, as acquiring DICOM data to share is like finding a pot of gold at the end of a rainbow!

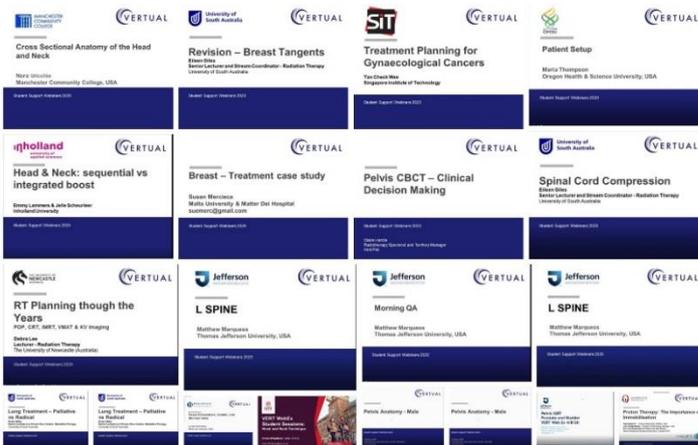


What Happened in 2020

by Lindsay Smith & Claire Hardie, Radiotherapy Product Specialists & Territory Managers.

The year the world shut down, but the VERT community opened up. 2020 will most likely be a year that our grandchildren will read about in history books. The year Corona Virus put the brakes on the world, the year of the face mask, most probably the year all celebrations were cancelled. However, it was also the year people got creative, used resources they had at hand to find solutions and work-arounds they had never thought of using before, and Radiation Therapy Education is no exception to this!

During the initial weeks of an international lockdown, Claire and I worked with our VERT customers to build a series of seminars and practical sessions that would be hosted online and open for all their students to join together from across the world.



The project was such a success for many reasons. It allowed students to continue to engage in learning while their university faculties and lecturers worked on adapting materials to facilitate remote teaching. It highlighted to students the diversity in radiotherapy techniques across the world and broadened their minds to alternative ways in which the same outcome can be achieved. And it also allowed our VERT users to share how they have integrated VERT into their curriculum and showcase how it can be used in such a diverse way.

Later in the year the US VERT User Meeting reinforced the successes all our customers have achieved during an extremely challenging time. We had the pleasure of four fantastic talks from customers in the US, showcasing how they have utilised online platforms together with VERT to



Happy 13th Birthday!

continue educating students who went on to successfully graduate. The meeting had over 90 participants, which was the largest user meeting in our history.

Vertual celebrated its 13th birthday this year and despite the lockdown we launched a new product called Compact VERT and a new version of the software, VERT 4. We also secured new partnerships with distributors in Turkey, Thailand and India increasing our VERT family across the globe with new customers.

Our community spans worldwide, but this year you certainly all came together sharing ideas, offering your time to present for students outside your university, even your country, and supporting one another when members have asked for help or ideas. Claire and I would like to thank you all for your time and efforts and let you know you have all been a pleasure to work alongside during a very difficult time. We wish you all Happy Holidays and a Happy New Year!



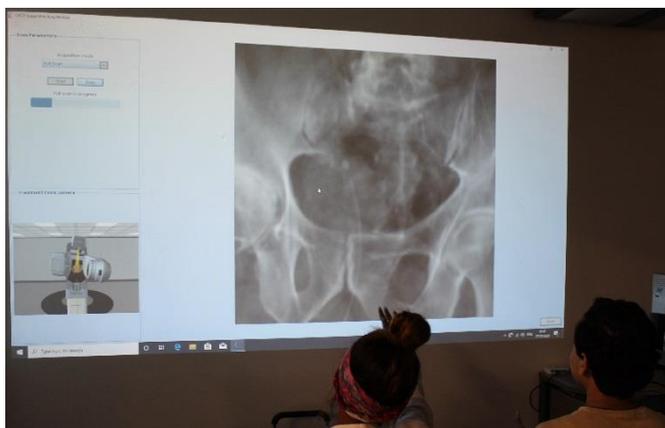


Compact VERT

by Jan Antons

I am delighted to see our first Compact VERT systems being prepared to ship out to our customers. Compact VERT is a result of many conversations with existing and prospective customers that led us to develop a mobile and scalable VERT solution that fits into any room. Compact VERT enables new users to purchase one of three levels of functionality and existing users to add another system with 3D capability for teaching anywhere on campus, or for smaller group sessions.

We have always had a strong feeling of being a team at Vertual and Compact VERT was a project which highlighted this, bringing work streams together from the management team, development team, commercial team and finance and business. Together we have built a product that fits a need in the market and we look forward to seeing many more systems leaving our office over the coming months. After successfully launching Compact VERT on the 2nd of July, our team is now focused on another new product to enable access to VERT at anytime and anywhere. Further news will be available soon. It's an exciting time to be at Vertual, I am proud to be a part of our future and sharing our new products as they develop. We have many projects and products in development to help you, our VERT community, achieve your goals. After all, that's what we are here for!



Practice Makes Perfect!

by Adrienne Aguirre, Future radiation Therapist, Texas State University.

As a first-year radiation therapy student I had already heard these lines a hundred times before and had them drilled into my brain. I knew that it would take time for me to get the hang of things when I first went into a clinic and as everyone is at the beginning of something new, I was nervous. Then my professor introduced us to the VERT lab. It's a godsend to students like me. Going into a treatment room for the first time is nerve-wracking as it is, and I didn't want to feel so out of place and inexperienced in that environment.

With VERT I was able to experience an actual pendant, see the treatment room, accessories, and patients being positioned for treatment. The best part is being able to practice and become comfortable with the machine without the fear of messing up or causing any real damage. With VERT I can see my mistakes as they're about to happen, see where I went wrong, and correct it without catastrophic consequences. A weight was lifted off my shoulders. My transition from classroom to clinic was effortless thanks to VERT. I was able to use the pendant with ease, and had no trouble directing the table and gantry where I wanted it to go.

I didn't feel like such a novice when I went into the clinical treatment room for the first time. Thanks for creating such a useful software program and saving me from some embarrassing beginner moments. Success doesn't happen overnight!

