

# THE SCOOP

THE OFFICIAL VIRTUAL NEWSLETTER

March 2021

Vol. 2

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Image courtesy of ISSS, Morocco

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# 2021 The Story So Far...

So here we are again, still working from home, back in lockdown and trying not to go mad with the Groundhog Day nature of the last year. However, we have kept going and we have been busy here at Vertual and we are excited about the year ahead.

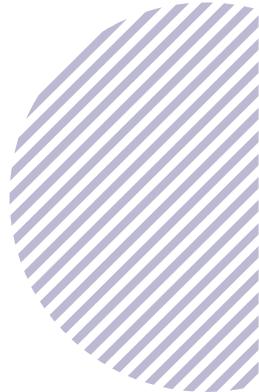
Since our last Newsletter in December, we have successfully installed 4 hardware upgrades to VERT systems in the UK and installed 3 new systems across the globe; 2 in the US and 1 in Morocco, supported by our installation partners. We also have several more installations planned in the coming months and extend our welcome to the VERT community to all the new customers.

Vertual are also planning on foreign language materials being available globally with our brochures already translated into Arabic, Chinese, German, Italian and Mexican Spanish. We send our thanks to our distributor partners for their efforts in this and hope they will be beneficial over the course of 2021.

University West of England have signed our first official reference site agreement and we are delighted to work with them. More about this and our reference site program will be in the next newsletter.

We have also welcomed a new member to our commercial team. Chris Quinn joined us as a Radiotherapy product specialist and Territory manager in January.

He previously trained and worked as a radiation therapist for 14 years and also has experience in the commercial industry. He is excited to be in his role at this exciting time for Vertual and will be taking over management of the UK and Europe.



## Message from the CEO

by Debra Leeves, CEO

At Vertual we started the year as we ended it with a focus on designing and developing innovative new products to support our VERT customers across the world. VERT software is in the process of being extended to support training on the Varian Halcyon machine, which I know many of you have been waiting for, and we're also embarking on one of our most exciting new projects to date with the development of a cloud-based platform for VERT users to remotely access VERT software anywhere in the world on any device (there will be more news on this later in the year).

Over the past six months we continued to expand and offer VERT simulation training to radiation therapy and physics students in a number of new countries across the world, and earlier this month received our first order from Thailand for an Immersive VERT system for The King Chulalongkorn Memorial Hospital. Tenders are on-going and we are anticipating more new VERT users across Asia in the coming year.

COVID and international travel restrictions continued to challenge us all, but we managed to extend the VERT user family and installed VERT systems globally. In addition to these new users various educational establishments across the world, who had been using our training systems for ten years and more, decided the time was right to upgrade their hardware to more up-to-date powerful projectors, faster laptops and new screens, with very pleasing results.

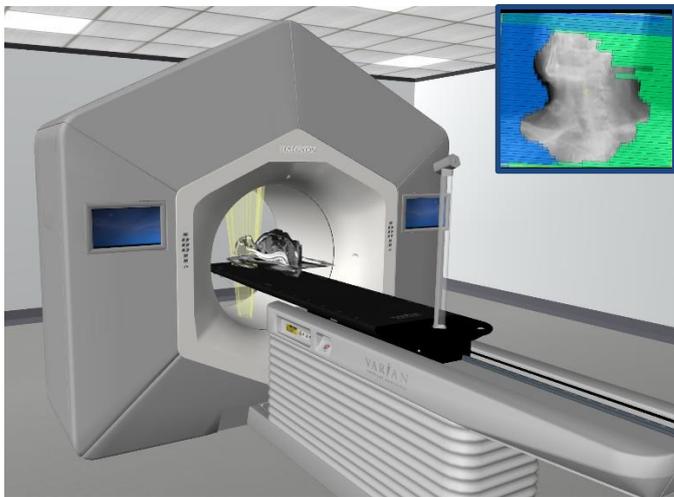
We continue to be at your service and look forward to a good and healthy future for all.



# VERT Development

by The Virtual Development Team.

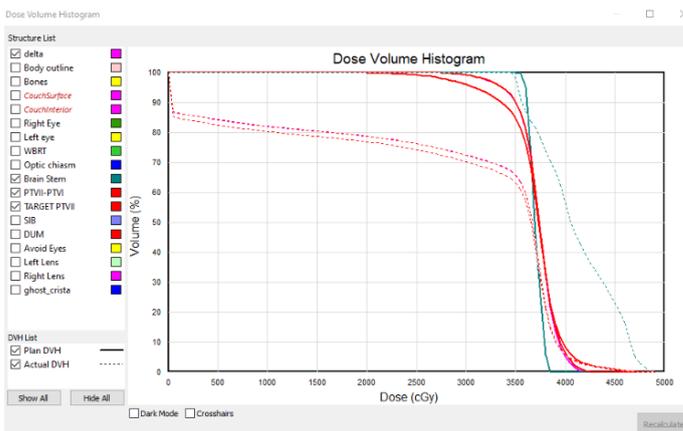
Our development team have been hard at work creating a new linac to add to the portfolio. We have just announced that the Halcyon linac will be available to purchase and look forward to receiving feedback from our customers and distributors about this. It has the dual MLC functionality and also the ability to adjust the laser position.



## New Distributor Introductions

By Claire Hardie, Territory Manager APAC

They have also been working on the development of VERT 5, which is planned for release towards the latter half of 2021 and will be available to all customers with a valid software support contract. The DVH feature will now have the ability to visualize the effect of set up error rotations and translations represented by a dotted line and the planned DVH represented by a solid line.



VERT Physics also has some new features available. A Monitor Unit (MU) activity has been developed to enhance understanding of the calculation of MU's via a simulated ion chamber measurement. There is also support for electron calibration within the TRS 398 activity, this will include ROOS & NACP chambers.

Vertual has continued to expand its distribution globally and has partnered with several new distributors.

WITHUSMEDITECH is leading new innovation in the Korean RT market. "We are expanding the field of RT QA and patient immobilized, and as a new Korean partner of VERT, we are expanding the RT market".

VARITRON are a medical device distribution company based in Lahore, Pakistan with a strong focus on radiation oncology solutions. "We're very excited to be working with Vertual and hope to have our first installation in Pakistan in 2021!"

In 2020, we also signed agreements with Oncotech in Turkey, MTEK in India and Business Alignment in Thailand.

We are looking forward to the year ahead and what it will bring and are pleased to welcome our new distributors. We hope to have many years of successful business together.

From our first distributor in 2008, we now have 28 distributor partnerships across the world, each covering their own diverse regions and committed to improving radiation therapy education. Together we make a great team.



Image courtesy of Bellin College, USA

## Remote Working

by Amy Reimer, Bellin College

Life during the pandemic has had its challenges, but if a moment is taken to look back and recognize ingenuity and hard work, it can be inspiring. People and organizations have been pushed to use resources differently to meet expectations and continue to operate despite the challenges. The hard work of doing things differently is often overlooked and underappreciated, but I can tell you that as a customer of VERT, the hard work to deliver a seamless installation and training experience was not overlooked.

Starting with the installation, though the installers were contracted through another company (Bardan) besides Vertual, they represented Vertual well. The installers took pride in their work, making both functionally and aesthetics of the room a priority. It took some flexibility on both ends, but the result was worth it. We have a beautifully setup system that maximizes space and resources. Additionally, we maintained the ability for any instructor from any program to be able to walk in our room and use the classroom resources to meet their needs and expectations.

After installation, virtual based training sessions began. Despite not being done face-to-face, the training was not lacking. Lindsay & Chris were able to communicate effectively and connect with us as the end users in a way that made us feel confident in navigating the endless opportunities VERT brings to the radiation therapy program at Bellin College. As the training sessions were done virtually, it gave us a perspective regarding how to effectively use VERT to teach virtually if needed. After the training sessions, we were left eager and excited to strengthen our lectures. Knowing we have a partner to support us, removed any fear associated with learning and using new technology, enabling us to confidently educate future radiation therapists to the high standard

that patients deserve, and what Bellin College expects.

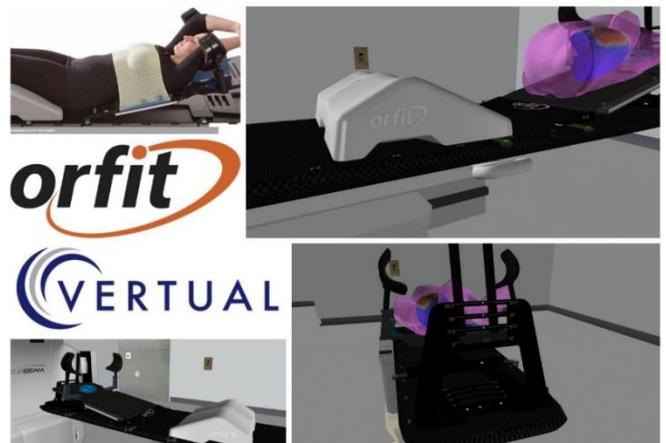
## Orfit Collaboration

by Jan Antons, Business Development Manager.

Vertual has signed a vendor collaboration agreement with Orfit Industries to increase and improve the immobilisation equipment offered within VERT.

Following your requests for additional immobilisation equipment, and identifying a need to reflect current clinical practice, Vertual sought a vendor partnership with Orfit, a leading immobilisation manufacturer, which will enable us to model and create a range of immobilisation equipment for students to practice using. The addition of the Orfit range to VERT will improve our products' realism for our customers.

The MammoRx breast board from Orfit is the first piece to be developed and will be included in the VERT 5 software release. Shown below:



Further models will include,

- Lung board (part of the AIO Solution 3.0)
- HP Pro proton headrest
- Foot support for pelvic immobilisation
- Stereotactic head frame
- Sagittilt prone breast solution
- SBRT set-up

For more information about Orfit immobilisation devices, please visit <https://www.orfit.com/radiation-oncology/>

We would welcome your feedback on the immobilisation project. Please email us via the website or via your Product Specialist Manager.