



## **THE ANATOMY TEACHING REVOLUTION**

### **Top UK medical school changes the way anatomy is taught**

A UK medical school is transforming the way its students learn anatomy with the help of Primal Pictures, a revolutionary anatomy software programme that is taking the medical world by storm.

Peninsula Medical School is using the unique, dynamic human anatomy resource to develop and enhance a range of learning objects that are used alongside text books and clinical practice in the teaching of anatomy.

“I.T. and eLearning are fundamental to the learning experience at the Peninsula Medical School and it is crucial that the tools we provide engage our students from day one,” explains Paul Russell, eLearning Officer at Peninsula. “The beauty of Primal’s software is that it is based on real images not artists’ impressions; it is also the fact that you can reconstruct, rotate and examine a 3D image on a 2D screen. This makes it easier for our students to contextualise their learning more effectively than they would through text book images alone.”

Primal Pictures provides a comprehensive range of three-dimensional images, animations and detailed text for use in healthcare and patient education. Primal not only offers accurate clinical detail but it is also the only software resource to offer interactive images that rotate and display up to 24 layers for in-depth anatomical exploration.

“It is well known that people find it easier to retain images if they are shown in three-dimensions and even easier if they move. This is especially true in anatomy teaching, where real life experience can be significantly enhanced by the use of our products,” explains Peter Allan, Managing Director of Primal Pictures. “By introducing the software as a learning tool, it is hoped that students will be able to improve their understanding and retention - particularly through the interactive features and the ability to consolidate what they have learnt during home study.”

Peninsula’s eLearning team is using the software to enhance its own learning objects and tutors are convinced of the efficacy of the software. “Primal software is a great learning tool,” explains James Oldham Teaching Fellow, Human Structure at the School. “Our students’ study of anatomy in the first two years of the course focuses on living anatomy and medical imaging in common clinical contexts. One of the strengths of the Primal product is that its clinical pathology texts put the images into a clinical context, making them relevant and meaningful. They are a great complement to a student’s on-site learning.”

Sally Holden, eLearning Manager at Peninsula, explained how students have access to Primal’s software through EMILY, their Managed Learning Environment which is available through the web. “They can access it in a variety of educational settings; for example, to support their self-directed learning and in group sessions such as their Problem Based Learning (PBL) groups,” she says. “Relevant images can be annotated, saved and discussed further with the use of Interactive Whiteboards and online discussion forums.”

Primal Pictures software is available in DVD-ROM format and is also accessed online by licensed users through [www.anatomy.tv](http://www.anatomy.tv). It is already being used by a number of medical schools in both the

US and UK, whilst the new 39<sup>th</sup> edition of Grays Anatomy from Elsevier includes a supplement CD of Primal's Interactive Anatomy Models.

### **Primal Pictures**

Primal Pictures was established in 1991 with the goal of creating the only complete and medically accurate three-dimensional model of the human anatomy.

In July 2003 it completed this mission. The software has been widely adopted in the medical education sector and is currently used for patient, practitioner and student education in more than 20 countries including the UK and USA. By 2007 there will be more than one million Primal users in the education sector.

### **How the software was developed**

The representation of the body in Primal's range of software is unique because of its accuracy and detail.

It is derived from genuine medical scan data that has been interpreted by a team of Primal anatomists and then translated into three-dimensional images by an expert team of graphics specialists. The anatomy visuals are accompanied by three-dimensional animations that demonstrate function, biomechanics and surgical procedures.

To supplement the core three-dimensional anatomy data are clinical videos and text written by some of the world's leading medical specialists.

### **Who uses Primal Pictures software?**

The software is used by the education sector, healthcare practitioners, the healthcare industry and publishers.