3D4Medical’s Complete Anatomy compared with Visible Body Products
Address questions to maitesr@visiblebody.com, ian.varney@visiblebody.com

Summary bullets:

● 3D4Medical markets Complete Anatomy as a product that can be used as anatomy reference for professionals and med school, and by undergraduate instructors who want to “drop the textbook” and use an interactive anatomy and physiology product for assigning an assessing learning content.
● This write up includes four points to share with an instructor that suggest Visible Body products do a better job of this.
● This write up also includes three points to share with librarians/administrators/IT admins/instructors about the feasibility of rolling out a full healthcare education resource at a university that addresses the needs of students (on campus and off), instructors, and lab coordinators.

Four points to share with instructors.
Note that these examples assume you are selling an instructor VB A&P and Courseware.

1. If you are looking for a truly interactive A&P textbook replacement CA has a default A&P course that is a pure lecture with very limited interactivity. Compare that to our highly interactive A&P product.

   ● If your instructor compares VB A&P app to the CA undergraduate course, they’ll see a structure that is familiar:
     CA has 42 1hr+ lectures that presents the A&P topics. VB has 50 chapters that present the A&P topics.
     But how they present them is very different.
   ● In CA, Students have a much more passive experience. The lessons are mostly lectures that must be listened to and notes taken to learn. There is limited interactive learning. Students mostly just sit and listen.
   ● Working through the lessons in A&P students have a very interactive and visual experience. They can focus on the objective in a lesson, but also look up definitions, rotate, explore other anatomy on screen, and get pronunciations. The videos in each section break from the anatomy to show physiology in action; for example blood flowing, lungs breathing. There are words on screen and lots of visuals explaining the presentation.

Here is a video segment that shows a similar lesson in both apps.
2. Both the VB A&P app and the CA A&P courses must be assigned as-is. You can't pick and choose content in either standalone app (interactive lessons in VB A&P or CA lectures). But if you do want to offer students an interactive experience that replaces the textbook, and uses some premade content you like and mixes it content from other sources, you can use VB Courseware.

- When we tried to use the Curriculum Manager feature of CA to make a course and deliver student content, we couldn't select anything from their premade courses. The two options are to assign premade views or videos from the content section or to make your own content using the app and assign that. That is A LOT of work and involves a lot of sifting through menus. (VB has been subscribed to at over 1000 institutions around the world, but CA only has around 300 adoptions.)
- VB Courseware was made in close collaboration with instructors. It is easy to start with a pre-built course, and edit it to delete or add what an instructor needs. You can also start a course from scratch in a few minutes, borrowing anything from the VB library of content.

Here is a video showing the differences in course creation and assignment.

3. If you are looking to track student engagement and assess learning, CA offers a small quiz bank of multiple choice questions that report to a gradebook (and the option to make your own). VB Courseware offers multiple-choice, short answer, as well as dissection style quizzing. There is a huge selection of questions and quizzes to pick from. Plus, you can make your own!

- Dissection quizzing is the most sought after and unique feature of VB Courseware because it offers instructors a way to do dissection quizzing online instead of in a lab. Plus, as seen in the example in the provided video, it opens up the opportunity for professors to ask critical-thinking clinical questions.
- CA has nothing like this, you pick a saved view and can ask a multiple-choice question.

You can see an example of both HERE

4. Whether you select VB Courseware or the VB Premium pack, you and your students have the access to content that aligns to the curricula in popular healthcare education degrees. This includes content for anatomy, physiology, and pathology lectures and labs.

4a. In a gross anatomy lab:
At first glance, both products may appear to have the same cadaver lab content, but with a closer look, Visible Body offers a full male and full female model, while CA only has a female
pelvis and upper torso. Switching between these models is easy: on PC/Mac and iPad there’s a toggle in the upper left corner of the screen. On Phone, the toggle is located in the settings, under the “more” tab.

**Gross Anatomy 3D virtual cadavers**
- Female with 3,586 structures
- Male with 3,572 structures
- 25 cross-sectional slices of the virtual cadavers

**Gross Anatomy 3D virtual cadavers**
- Full male body
- Female pelvis and upper torso
- 100+ cross-sectional slices of the virtual cadaver

**4b. For Physical therapy/sports medicine/musculoskeletal curricula:**
At first glance, both products may appear to have the same physical therapy examples, however, Visible body has more 3D muscle actions complete with origin and insertion points in an easy to access library. In Atlas or Muscle Premium these views are readily available, organized by body regions. CA requires a user to select muscles and fish for the animations they want to see.

**4c. Dental anatomy**
At first glance, both products may appear to have the same dental resources, but only Visible Body has complete upper and lower arch models with dental surface examples, innervation, and blood supply to the teeth, as well as microanatomy models of each type of tooth. See this list of dental content in the app.

**Dental 3D specialty models**
- 2 upper and lower arch models
- Maps showing cusps and surfaces
- 2 cross-sections of oral region
- Moving model of mandible movements
- Models of molar, premolar, canine, incisor

**Dental 3D specialty models**
- 2 cross-sections of oral region
- 2 dental micro-anatomy models
- Moving model of mandible movements
- Models of molar, premolar, canine, and incisor

**4d. Physiology and pathology.**
CA markets 1,500 videos in the product. 900 of these are 8-second exercises videos (from an
exercise product the company put out a few years ago). Another 200 are from an app made a
number of years ago for ophthalmologists. There are a few videos on physiology and we couldn’t
find the other videos in the count (maybe they are counting lectures from the apps courses
section?). VB’s database includes animations / 3D models of the content commonly covered in
anatomy, physiology, and pathology courses. We have a breakdown of asset counts HERE

Three points to share with librarians/admins/instructors

Note: These points to share with librarians/administrators/IT admins/instructors are less about
having the content that makes it easy to move from printed to electronic resources in a course.
Instead it focuses on the general feasibility of rolling out a full healthcare education resource
that addresses the needs of students (on campus and off), instructors, and lab coordinators.

1. Visible Body and Wolters Kluwer have partnered over the years to create a product
that is as accessible as libraries/instructors/students want it, on campus and off campus
and on a variety of devices.

   ● VB apps are truly web-based and mobile. To access over the web, no local install is
     needed and students can access on any computer meeting the system requirements as
     long as students are on campus, or off campus accessing via their school’s proxy.
   ● CA requires a local install on a machine running Windows or Mac. There is no
     off-campus proxy access at this point. Site licenses are for students who are within
     school IP address to unlock access.
   ● VB offers access to a wide range of devices: VB is starting to support Chromebooks and
     continues to support older operating systems (Windows 7/8/10 and Mac 10.10). For
     students/schools with older computers and mobile devices, VB can make available older
     versions of the product.
   ● CA requires Windows 10 or Mac OS 10.12. There is no Chromebook support. There are
     no older versions available for Complete Anatomy.

2. Visible Body pursues a development initiative “to improve health education for all.”

   ● VB apps support new hardware and software features from Google, Apple, and
     Windows. Our apps also support older devices that are so common on campus (whether
     still in labs or owned by students).
   ● VB apps support female and male anatomy to the same level of detail. Users can toggle
     between a gross male model or a gross female anatomy. They can also set their app to
     a preference.
   ● VB apps support 7 languages. Upon first access, the default device language is detected
     and set. If the default language is not recognized, English shows. The settings menu
     easily allows users to change this default to one of the seven languages supported.
● VB apps also support closed-captioning. This preference can be accessed via the settings menu.
● VB apps do not limit features for mobile app users. All the features available on desktop and tablets are also available on the most commonly accessed device: mobile phones!
● By comparison Complete Anatomy:
  ○ Is English only
  ○ Does not support closed captioning
  ○ Includes male dominant anatomy
  ○ Does not support older devices
  ○ Has a separate, limited-functionality, iPhone and Android mobile version

3. VB works in concert with healthcare educators to create features and content that address the current challenges in front of students and educators

● The content library of visual assets covers allied health, nursing, and medical school.

---

Health sciences asset database

**Gross Anatomy 3D virtual cadavers**
- Female with 3,586 structures
- Male with 3,572 structures
- 25 cross-sectional slices of the virtual cadavers

**Muscle/Bone/Nerves 3D specialty models**
- 70 moving models of muscle actions
- Male and female dermatomes maps
- 126 bone models with 1k+ landmark maps
- 2 brain maps depicting 20 functional areas

**Dental 3D specialty models**
- 2 upper and lower arch models
- Maps showing cusps and surfaces
- 2 cross-sections of oral region
- Moving model of mandible movements
- Models of molar, premolar, canine, incisor

**General education 3D specialty models**
- Beating heart w/ adjustable heart rate, conduction, and ECG
- 28 tissue and organ models

**Pathology 3D specialty models**
- 28 muscle and bone conditions
- 6 internal medicine common conditions

**Diagnostic visuals**
- 25 MRI / CT scans
- 110 histology slides

**Animations & Illustrations explaining common processes and diseases**
- 127 physiology presentations
- 50 pathology presentations
- 95 illustrations

---

Related curriculum content
- 2.5k interactive dissection quiz questions
- 2.2k multiple choice quiz questions
- 1.3k definitions and pronunciations
- 753 A&P interactive lessons
- 181 gross anatomy 3D preset plates
- 52 muscle function presentations
- 30 A&P labs
- 23 VR/AR labs
- 37 correlated courses

---

https://drive.google.com/open?id=1tnfjne95QO7C2EfZotD_ylbFk2nrEl9b
• Atlas' user interface has won awards from Apple, Google, and customer communities—it's fast to learn and easy to remember. See the customer stories page for testimonials: https://www.visiblebody.com/customer-stories
• The database is easily searchable for the needed content.
• By comparison, the CA content has much less breadth. It’s depth of content is focused on fitness, cardiology and ophthalmic videos
• Its search feature and main menu does not reveal all the content Here is a video sample of similar searches in both apps.