

Healthcare Simulation: An Emerging Market

Through years of research and development at Penn State, Dr. Randy S. Haluck, M.D., developed several simulator training devices for medical personnel that he considered to be better than most currently available on the market. Dr. Haluck felt it was important to get his technology into the hands of surgical trainees so they could provide better training and improve patient safety - important enough to invest his own time and money. In May 2003 Dr. Haluck founded Verefi Technologies, Inc. in Elizabethtown, PA.

Dr. Haluck completed a business plan, engaged a reseller, and eventually hired Dr. Carol Lake as CEO. Like many start-up companies, Haluck needed to deal with getting incorporated, raising capital, finding office space, and hiring, but realized that a small company also gave him tremendous flexibility for raising money, making business decisions, and marketing and selling his products.

He says the KU SBDC's assistance with the basics of running a business - corporate structure, accounting, and intellectual property protection - helped him establish Verefi Technologies, Inc. Dr. Haluck recently received an Entrepreneurial Achievement Award from the KU SBDC.

Today, Verefi Technologies, Inc. develops software and hardware products for training medical personnel worldwide in key medical and surgical skills. Verefi's website states, "Our products are primarily software and hardware designed for a desktop PC which create a simulated environment where surgeons can practice and improve their technical skills. Our initial product offerings are simulation software for training in Laparoscopic or Minimally Invasive Surgery."

Dr. Haluck has sold his devices to major surgical training programs at the University of Southern California, Georgetown, Tulane, the University of Massachusetts, and others. He's pleased to know that his inventions are being used by trainees and that other doctors are studying and writing about the devices.

Dr. Haluck says, "The healthcare simulation market is emerging from an early adopter phase. There are many drivers in terms of public expectations of doctors, costs, and patient safety that are forcing adoption and rapid expansion of the market. We see Verefi as being well-positioned to address the market."

For more information, visit www.verefi.com.