THE STORY OF OUR LOGO

The Laerdal Company was established in 1940. During our first two decades, we created innovative toys and books for children.

In 1960, with the introduction of the Resusci® Anne manikin, the company dedicated itself to advancing the cause of resuscitation and emergency care. A new logo was needed to reflect our mission. Our founder, Asmund S. Laerdal, chose the image of the Good Samaritan. It depicts the ancient tale of the traveler whose selfless compassion and care saved the life of a total stranger. This became our emblem and our inspiration.

Today, Laerdal Medical is dedicated to helping save lives with products, services, and system solutions that support the Chain of Survival and The Circle of Learning. The Good Samaritan logo symbolizes our commitment to every health professional and volunteer who has learned how to save the life of a family member, friend, or stranger in need.

They are the true Good Samaritans.
SimMan

It has been estimated that despite the heroic, lifesaving efforts of responders, students, EMS, nurses, and physicians, thousands of patients die annually because of medical error. While patient simulators have been available for some time, their price and high maintenance requirements made them cost prohibitive. Thus, few training hospitals and organizations could afford extremely realistic training. SimMan provides the opportunity to practice life-saving clinical, technical and decision-making skills without risk to patients or healthcare providers.

SimMan, a computerized patient simulator, can breathe, talk, and generate heart, breath and bowel sounds. You can check his blood pressure, insert an IV and shock him. If necessary, you can make him die—all for the purpose of putting nursing students, emergency professionals and military medics in a realistic situation. Not to worry—SimMan comes back to life again to train the next group of students.

Contact Marketing Communications (877) 523-7325 or (254) 865-7221.

Why Medical Simulation?

An Institute of Medicine Report in 2000, To Err is Human: Building a Safer Health System, put the spotlight on how tens of thousands of Americans die each year from medical errors, and put patient safety and healthcare quality on the radar screen of public and private policymakers.

The report found:

- 44,000-98,000 Americans die each year from preventable medical errors
- Medical error is the eighth leading cause of death—greater than AIDS, breast cancer and homicide
- The cost of medical errors exceeds $30 billion dollars annually

SimMan is the first affordable, portable, high-fidelity universal patient simulator and has made a huge impact on saving lives. SimMan has more than doubled the installed base of full scale simulators worldwide and helped train thousands without risk to patient or practitioner!

Laerdal Medical is dedicated to helping save lives with products for CPR Training, Airway Management, Advanced Life Support Training, Spinal Motion Restriction, Human Patient Simulation, MicroSimulation and Virtual Reality Simulators.

Frequently Asked Questions

How do customers use SimMan?

In all areas of medicine: pre-hospital emergencies, fire departments, nursing assessment and patient care, ER physicians, anesthesiologists, medical schools, pharmacology, recertification process, skills assessment, etc.

Who are customers?

The largest user groups are nursing programs, followed by the military, EMS, anesthesia, hospitals and medical schools.

About how many are in use?

Over 2000

How much does SimMan weigh?

75 lbs.

How tall is he?

5 foot, 5 inches

Can SimMan be moved?

SimMan is portable and flexible which allows use in various simulation settings

Where is SimMan made?

The software is made in Stavanger, Norway; the manikin is made in Gatesville, Texas.

How much does he cost?

About $30,000.

Features

- Full-body patient simulator
- Realistic and flexible—easy to use and move
- Patented airway system for highly realistic simulation of difficult airway procedures
- Chest tube insertion
- Blood pressure arm for taking blood pressure
- IV arm for intravenous therapy
- Realistic genitalia
- ECG library of cardiac rhythms for monitoring and defibrillation
- Library of heart, lung and bowel sounds
- Pulses
- Vocal sounds
- Controlled by a computer and a remote or PDA

Benefits

- Educationally effective—provides highly realistic simulation for the practice of teamwork, leadership and communication skills.
- Multi-function use—facilitates training for a wide range of health care professionals.
- Practice infrequently occurring scenarios—prepare learners for the unusual or difficult cases they may face in real life.
- Anatomically realistic—allows a wide range of emergency medical interventions to be practiced.

About SimMan

Contact Marketing Communications (877) 523-7325 or (254) 865-7221.