
Getinge Expands its Virtual Hospital to Add More Value for Visitors



Since the opening in 2021, Getinge's Virtual Hospital has offered visitors to experience hospital solutions in different rooms. The online facility is now coming together as a whole, with entire hospital departments allowing visitors the full picture of how the MedTech suppliers broad range of solutions work together throughout the clinical pathway.

"A new Central Sterile Supply Department (CSSD) shows how we can help customers develop a streamlined and cost-effective process, from the moment the instruments have been used, to the moment when they are ready to be used again," says Linda Hegemann, who is managing Getinge's Virtual Hospital.

The two intensive care unit (ICU) rooms have grown into a full department, showing a more comprehensive solution, with for example isolation rooms, specialized rooms for extracorporeal membrane oxygenation (ECMO) and Neurally Adjusted Ventilatory Assist (NAVA).

The tool showcases several operating rooms (ORs) tailored to fit different needs and different budgets; a state-of-the art Hybrid OR with all high-end equipment as well as more general ORs with standard solutions.

"We really want to meet all our customer's needs in this setup and are also focusing more on digitalized health care with added interaction features for more products. The navigation and overview of the hospital has been improved, enabling visitors to move around easier," explains Linda.

Users can experience the tool from any digital device but also discover it in a virtual reality version during exhibitions. The reactions have been good, and it is a useful tool also for Getinge's distributors.

"I tried it out just recently; a great experience that I believe can be an excellent sales or consulting tool. We sell high-end technology and looking at the virtual hospital in VR glasses is a great opportunity to show and confirm Getinge's competitive advantages. I am amazed about the level of details and how real it feels," says Gabriel Fiori, Marketing and Strategy Director Globalmed who recently tried it out at an event in Brazil.

In the coming months even more features will be added, such as a cardiac OR and more interactions in the digital health area.

Getinge Virtual Hospital is available for download in [App Store](#) and accessed from getinge.com. For questions, reach out to your local Getinge sales representative.

Check out this [video](#) to get a quick overview of Getinge Virtual Hospital.

Source: [Getinge](#)

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