

Games for Health Talking Points BreakAway Ltd.

- Based in Hunt Valley, Md., near Baltimore, **BreakAway Ltd.**, was founded in 1998 as an entertainment game development company with a vision:
- Why not **adapt games technologies for serious purposes**: in training and teaching, distance learning, or applying health care tools for an industry facing a shortage of health workers and, *more importantly*, a shortage of faculty in medical, dental and nursing schools?
- BreakAway, beyond the games they've designed for Electronic Arts, began **applying the game technology platform to provide virtual solutions** to real world problems – developing projects for the **U.S. Department of Justice** (in anti-terrorism training?), for the **U.S. Army War College** (for training, drills and demonstrations), **FDIC**, and several **defense contractors**.
- BreakAway, in 2008, is **celebrating its 10th anniversary as an industry pioneer** in the application of games technology to a wide array of purposes.
- We are particularly proud to have **developed tools that make BreakAway** the leader in applying the games approach, not as a first-person shooter, but as a **First-Person Healer**.
- **Modifying the technology to provide added resources to health organizations** and teaching hospitals, health care seemed a natural fit. BreakAway developed tools for **Washington Hospital Center** to [?add in what deal with WHC was designed to do].
- Based on this experience, and thanks to contacts made at **Games for Health** in 2005, BreakAway entered into an agreement with **Texas A&M University at Corpus Christi** to develop a curriculum-based program for medical students worldwide to enhance their skills through a virtual learning program.
- The resulting technological advance, **Pulse!!**, is a **game-based platform technology for medical professionals** to practice decision-making protocol and experiential skills on their PCs, in a virtual hospital setting, anywhere, at anytime, in a safe learning environment.
- **On Monday, May 5, the Texas A&M University System announced a licensing deal giving BreakAway the exclusive, worldwide rights to Pulse!! the Virtual Clinical Learning Lab.**

- Today, we are pleased to announce a **new partnership with the Medical College of Georgia to develop the groundbreaking Dental Implant Training Simulation** to better teach and train dental students in patient assessment and diagnosis protocol, and to practice dental implant procedures in a highly immersive, virtual, three-dimensional environment.
- **BreakAway has had years of experience developing the tools for health teaching and training** – we can apply these health solutions to many health care needs.
- Anyone **interested in learning more** can visit us online at www.breakawayltd.com; or call us at 410.683.1702.

BreakAway Health: Providing Technology and Tools for First-Person Healers