



Commercialisation of Multimedia - Case studies



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1. Gastric Acid Secretion “GAS” - CD

- 1996 - CAUT-funded project
- 1997 - First used in Melbourne physiology (evaluation)
- 1998 - Evaluation by external colleagues and students
 - Copyright assignment to 6 authors
 - “Top-up” funding from GlaxoWellcome and Astra
- 1999 - Conversion to Metacard (Mac/PC)
 - Marketing agreement with AD Instruments P/L
 - Launch of commercial CD product
 - Mac/PC versions on each CD / brochures
 - Student and Teacher versions
 - Task sheets/answers/class notes/example data
 - Publications
- 2000 - 400 licences sold in 9 months
 - 2 more products launched with ADInstruments



2. Dermatology - CD for Continuing Medical Education (GPs)

- May 2000 - Visit by MD of Medi+World P/L
 - Follow-up letter proposing sponsorship
- July/Aug - “Production Agreement” between AIHI and Medi+World
 - “Sub-contract” between AIHI and authors
- Sept
 - Content produced by authors
 - Company developers merged content into “template”
 - CME points awarded by RACGP
 - 3 months “sponsorship period” commenced
- Nov
 - Discussions of post-sponsorship marketing
 - » Company web-site (shopping basket)
 - » Contract with RACGP
 - » Marketing by AD Instruments
 - » Bulk discounts



3. TeleQACE - WWW professional education

- 1999 - Pilot project
 - » Funded by Government
 - » Developed by GPPH / BMU
 - » Delivered via TopClass from Faculty server
 - » Trial with Australia-wide focus group
- 2000 - “Soft-launch” of 3 modules via HCN web-site
 - Business plan
 - » Contract through Melbourne Health Information
 - » Location of advertising material on HCN server
 - » Academic material and tutorials on Faculty server
 - » Financial viability?



4. Rational Test Ordering

- www for professional education

- Oct 1999 - EOI request by Postgraduate Medical Council of NSW
- Nov - Tender submitted by Melbourne Uni. (FMDHS/AIHI)
- Dec - Our bid "preferred tender"
- Feb 2000 - PMC Council approved letting of tender
 - Contract negotiation began (AIHI/Uni/PMC)
- March - Work began on project
- July - Draft contract received
- August - Contract signed
- Oct - Test web-site available for review by PMC
 - Launch date set - February 2001 at national conference