

MEDICAL & HEALTH

EDUCATION THROUGH ANIMATION

This is a fabulous resource..its so easy to access the information and the graphics help to explain things really well...

– **Robert C. Read,**

MBChB, BMedSci, MRCP, MD, FRCP
Professor of Infectious Diseases and
Hon Consultant Physician in
Infectious Diseases, University
of Sheffield Medical
School, UK

Atlas –
This is an
awesome app
– App User

The video allows the viewer to have a dynamic understanding of the pathophysiology, definition and sequelae of the metabolic syndrome that conventional methods of communication cannot attain.

– **Anthony H. Barnett, MD, FRCP**
Professor of Medicine University of
Birmingham, Consultant Physician,
Birmingham Heartlands
Hospital UK

Must
have,
excellent app
– App User

This excellent educational video on schizophrenia allows both beginners and experts to explore the complexities of this dreadful disorder.

– **Stuart A. Montgomery, MD, FRCPsych**

Emeritus Professor of Psychiatry
Imperial College School of
Science and Medicine,
University of London.

This video brings the topic of breast cancer to life. Understand how breast cancer develops, spreads and is treated in a few minutes.

– **J. Michael Dixon, MD,**
Consultant Surgeon and Senior
Lecturer in Surgery
Edinburgh Breast Unit,
Western General Hospital,
UK

Excellent,
It is
extraordinary and
so beneficial to
medical students
– App User



FocusMedica

www.focusmedica.com

CD/DVD-R



ONLINE



MOBILE APPS



CATALOGUE

CATALOGUE

Our Product series

Digital Anatomy Atlas – Regional Anatomy in 12 volumes

The most comprehensive Animated Anatomy Atlas with a script of over 200,000 words and an exhaustive array of plates. A 3D animated, **AUDIOVISUAL** reference tool to recognize and comprehend anatomical positions, planes, dissection layers, and understand clinical manifestations of various medical conditions. Includes 3D animation videos of important **applied aspects with clinical perspectives**.

Animated Essential Atlas of Anatomy & Physiology

ANIMATED ESSENTIAL ATLAS OF ANATOMY AND PHYSIOLOGY is an AUDIOVISUAL tool that provides enormous ways to learn, review and teach the human anatomical systems and their physiology. As a learning tool it is the first of its kind Anatomy Atlas to provide in depth details about the biological systems of the human body with OVER 200 MINUTES of 3D animation.

Junior Animated Atlas of Human Anatomy & Physiology

Junior Animated Atlas of Human Anatomy and Physiology graphically explains the human systems through 1 hour and 16 minutes in 6 animated videos. Helps explore the human anatomy, identify organs, and learn where these organs are located and what they do.

Medical Animated Atlas - 35+ titles

Animated Atlas series is a collection of authentic Animation videos covering the clinical aspects of key mechanisms, drug interactions and treatment process of a disease condition. They take the viewer on a virtual tour of the human system through extremely accurate and high quality animation to effortlessly understand chronic illness and diseases, therapies, procedures or techniques. **Each title consists of 30 - 60 animated videos with a total duration of approximately 1 hour 40 mins.**

Overview / Understanding Disease - 57+ titles

Overview Series / Understanding Diseases: explain various disease conditions, drug interactions and procedure through powerful animations. Have published more than 57 titles covering all major therapeutic areas. Created with the expertise and support of internationally reputed opinion leaders, these incredible animated videos accompanied by audio make it easier to perceive and understand the cellular world, metabolism, and body functions.

Animated Dictionaries - 25+ titles

Animated Dictionaries are the world's first ever animated dictionaries that provide definitions of medical terms with the aid of realistic and narrated 3D animations, complimented with text definitions. Terms arranged alphabetically making definitions easy to search. These unique visual dictionaries are excellent reference sources for health professionals, students and health consumers.

Available on:



- Auto run CD/DVD-R
No installations or special software required
- Provides option to view in full presentation mode as well as chapter-wise



Online subscriptions
available for institutions



Available on
Mobile platforms



World's FIRST Digital Anatomy Atlas
with 24 hours of 3D animations

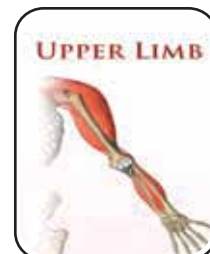
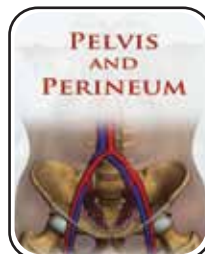
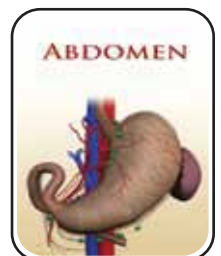
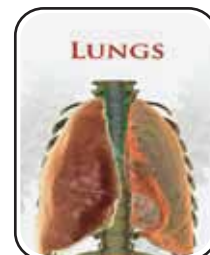
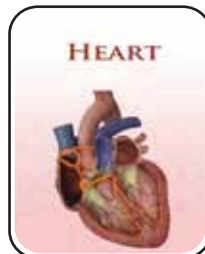
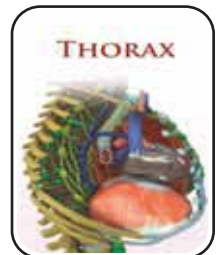
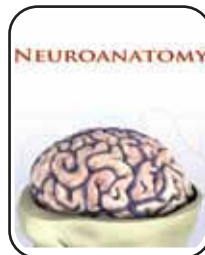
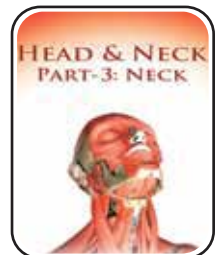
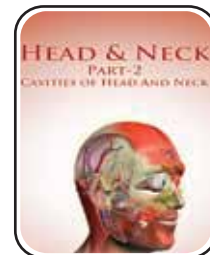
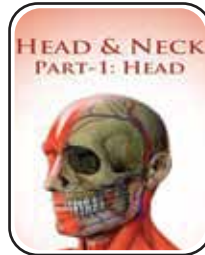
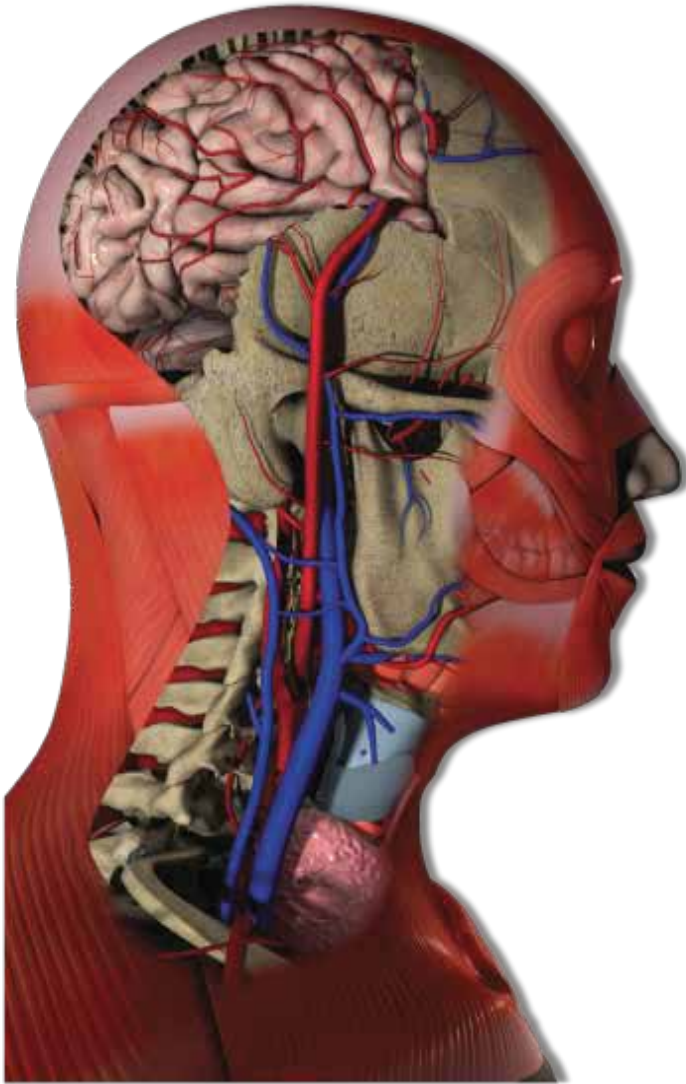


Digital Anatomy Atlas

REGIONAL ANATOMY IN 12 VOLUMES

A must
reference
for every
student
of Medicine!

THE MOST COMPREHENSIVE **AUDIOVISUAL** ANATOMY ATLAS WITH A SCRIPT OF
OVER 200,000 WORDS AND AN EXHAUSTIVE ARRAY OF PLATES & 3D ANIMATED VIDEOS



This concise regional anatomy atlas of the human body is a digital reflection of various dissections.

- * Unlike a print based anatomy atlas, this **AUDIOVISUAL** presentation provides a multimedia approach to learning with numerous animation videos.
- * The atlas is divided into sections based on regional anatomy.
- * Each section covers the regional anatomy regarding osteology, surface landmarks, and dermatomes, followed by discussion and detailed dissections and their clinical aspects - again elucidated through animation videos.

To view sample, please visit below URL:

<https://focusmedica.com/catalogue/anatomy/daa/digital-anatomy-atlas.html>

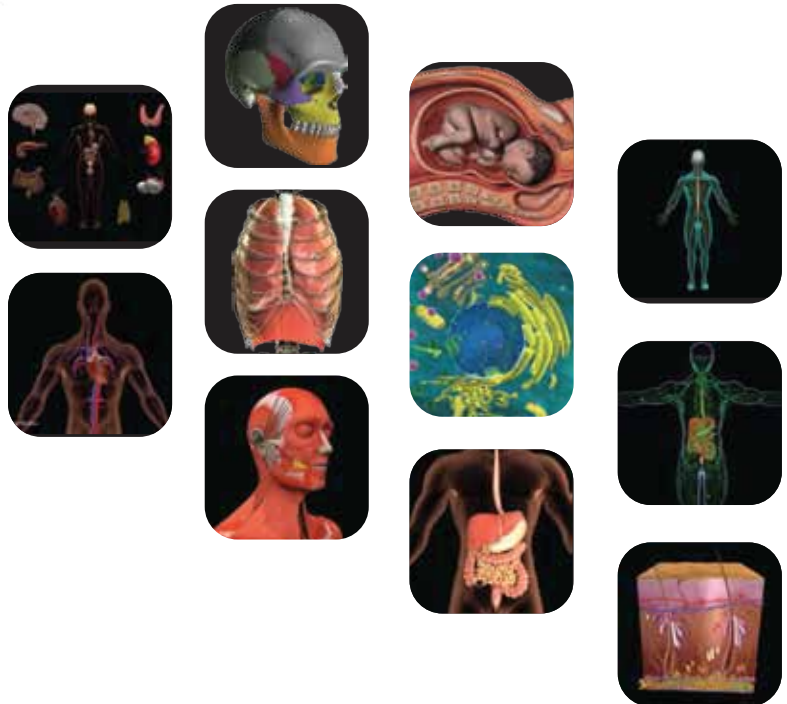
Animated Essential Atlas of Anatomy & Physiology

3 hours & 20 minutes
of animation



This Animated Atlas of Anatomy & Physiology
COVERS ALL the biological systems of the human
body with a script of **over 22000 words**.

- ⦿ Cell – The Building Block of life
- ⦿ Endocrine System ⦿ Immune System
- ⦿ Skeletal System ⦿ Nervous System
- ⦿ Circulatory System ⦿ Respiratory System
- ⦿ Digestive & Excretory System
- ⦿ Reproductive System ⦿ Muscular System
- ⦿ Integumentary System



ISBN: 978-93-82262-20-6

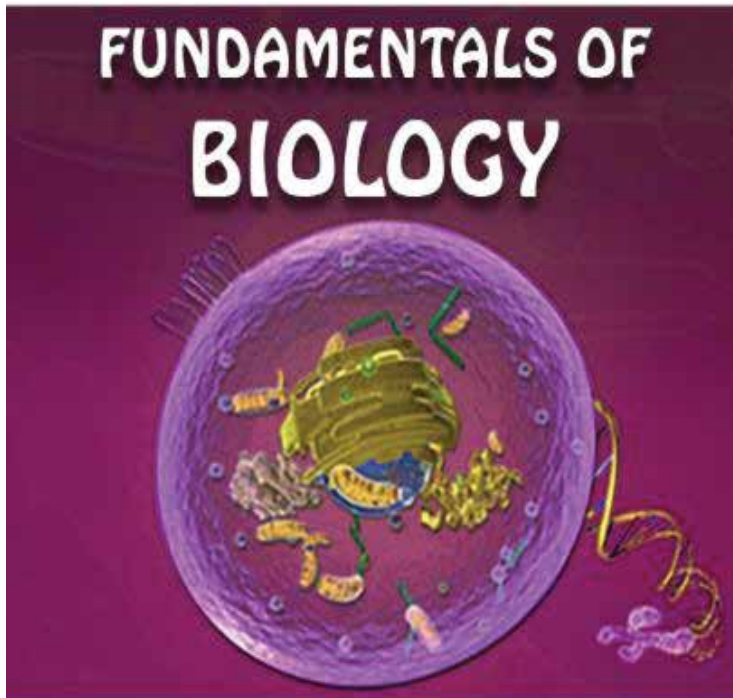
- The powerful 3D animations accompanied by narration impacts the viewer instantly.
- Provides unlimited ways to learn, review, and teach - the function, anatomy and physiology of the human anatomical system.
- Each system is dealt as a chapter elucidated through very graphical life-like animations which provide all the details required for understanding how that system functions.
- The Atlas is user-friendly and allows for easy navigation to any section anytime.

To view sample, please visit below URL:

<https://focusmedica.com/catalogue/anatomy/eaa/essential-animated-atlas.html>

**An indispensable audiovisual e-learning reference for
understanding Human Anatomy & Physiology**

Fundamentals of Biology



TOPICS

INTRODUCTION TO BIOLOGY

CELL STRUCTURE & FUNCTION

CELL COMPONENTS

CELL CYCLE & DIVISION

GENETICS

DIGESTIVE SYSTEM

CIRCULATORY SYSTEM

RESPIRATORY SYSTEM

SPECIAL SENSE ORGANS

EXCRETORY SYSTEM

NERVOUS SYSTEM

REPRODUCTIVE SYSTEM

GLANDS

BACTERIA

VIRUSES

Explaining concepts in Biology has always been a challenge. Description of how organisms develop and evolve, or functioning of the human body and chemical processes within the body are limited to texts and diagrams.

In an era when the Digital Media dominates almost all aspects of our lives, it is only logical that books adapt to Digital in learning also and use tools such as audio-visuals and multimedia animations in order to explain intricate scientific concepts.

The Focus FUNDAMENTALS OF BIOLOGY is such a digital book which provides in-depth details of biological concepts. OVER 3 hours of 3D animation videos graphically explain the Cell, Genetics, Human biological systems and their physiology.

Highlights

This Digital book

- Helps learning at one's own pace through repeated viewing
- Suited for learning correct pronunciation of difficult terms
- Ideal for Knowledge retention
- Memory and Recall of lessons are improved by education through visual medium
- Reinforces knowledge through unlimited viewing
- An ideal tool for ONLINE teaching and learning

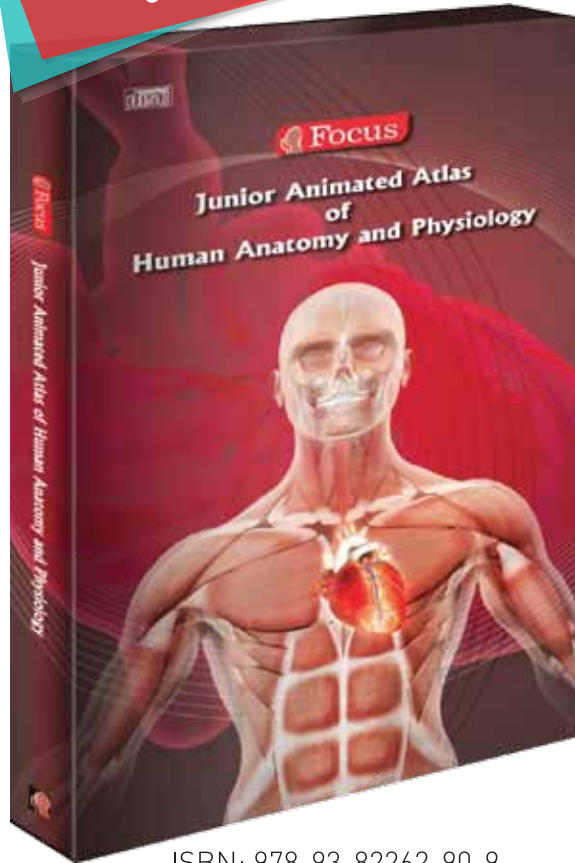
To view sample, please visit below URL:

<https://www.youtube.com/playlist?list=PLfbUUKKYB0eNPmyLcaHabsaw0K5Q9Ej1U>

The World's VERY FIRST
Animated Anatomy Atlas!

Junior Animated Atlas of Human Anatomy & Physiology

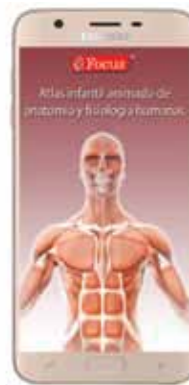
1 hour & 16 minutes
of animation



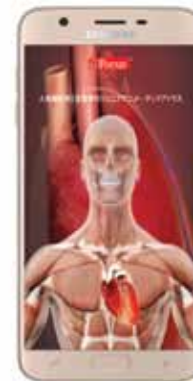
ISBN: 978-93-82262-90-9

Graphically explains Anatomy and Physiology of the 6 Human Systems:

- ⦿ Skeletal and Muscular System
- ⦿ Nervous System
- ⦿ Circulatory System
- ⦿ Respiratory System
- ⦿ Digestive & Excretory System
- ⦿ Reproductive System



SPANISH



JAPANESE



CHINESE

Helps explore the human anatomy through animations
and a script with **over 7500 words** to identify organs,
learn where these organs are located and what they do.

- ★ Translated into German, Spanish, Japanese, Chinese, Kannada & Malayalam because of its popularity!
- ★ Voted as the TOP 6 Anatomy Atlas by over 65000 Doctors in the USA !
- ★ Won the Comenius EduMedia Siegel Award

GERMAN



To view sample, please visit below URL:

<https://focusmedica.com/catalogue/anatomy/jaa/junior-animated-atlas.html>

Medical Animated Atlas

Animated Atlas series is a collection of authentic VIDEOS & IMAGES covering clinical aspects of diseases.

- Graphically explains the key mechanisms, drug interactions and treatment process of a disease condition.
- Excellent reference, learning and teaching tool.
- The high-end animation allow the user to effortlessly perceive and understand the cellular world, metabolism, and body functions.
- Ideal for knowledge enhancement and retention.
- Each title consists of 30 - 60 animated videos with a total duration of approximately 1 hour 40 mins.
- Each title has a script with **over 10000 words**.



35+ titles



To view sample, please visit below URL:

<https://focusmedica.com/catalogue/atlasses/index.html>

CARDIOLOGY



Animated Atlas of **Atrial Fibrillation**

Animated Atlas of **Cardiology**

Animated Atlas of **Cholesterol and CVRM**

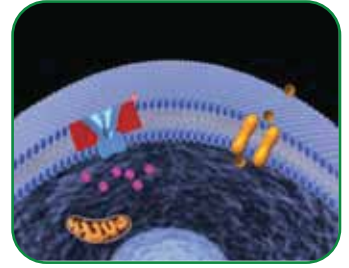
Animated Atlas of **Hypertension**

DERMATOLOGY



Animated Atlas of **Dermatology**

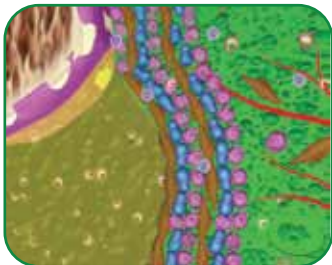
ENDOCRINOLOGY



Animated Atlas of **Diabetes**

Animated Atlas of **Diabetes and its Management**

ORTHOPEDICS



Animated Atlas of **Osteoarthritis**

Animated Atlas of **Rheumatoid Arthritis**

UROLOGY

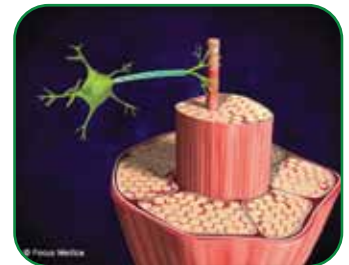


Animated Atlas of **Benign Prostatic Hyperplasia (BPH)**

Animated Atlas of **Chronic Kidney Disease**

Animated Atlas of **Overactive Bladder (OAB)**

NEUROLOGY



Animated Atlas of **Migraine**

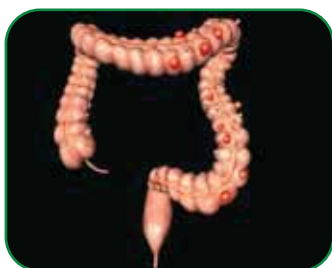
Animated Atlas of **Neuropathic Pain**

Animated Atlas of **Nociceptive pain**

Animated Atlas of **Spasticity**

Animated Atlas of **Stroke Rehabilitation**

GASTROENTEROLOGY



Animated Atlas of **Crohn's Disease**

Animated Atlas of **Gastroenterology**

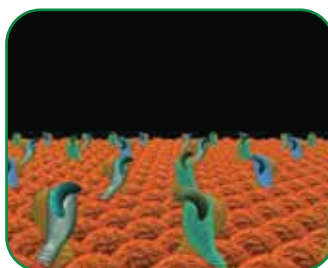
Animated Atlas of **Gastro-Esophageal Reflux Disease (GERD)**

Animated Atlas of **Hemochromatosis**

Animated Atlas of **Hepatitis B**

Animated Atlas of **Ulcerative Colitis**

ONCOLOGY



Animated Atlas of **Breast Cancer**

Animated Atlas of **Colorectal Cancer**

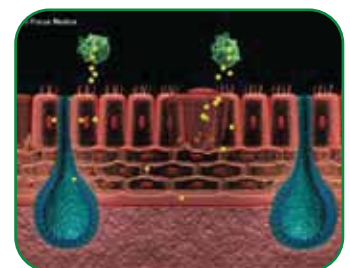
Animated Atlas of **Gastric Cancer**

Animated Atlas of **Lung Cancer**

Animated Atlas of **Oncology**

Animated Atlas of **Ovarian Cancer**

RESPIRATORY DISEASES



Animated Atlas of **Asthma**

Animated Atlas of **COPD**

Animated Atlas of **Chronic Asthma**

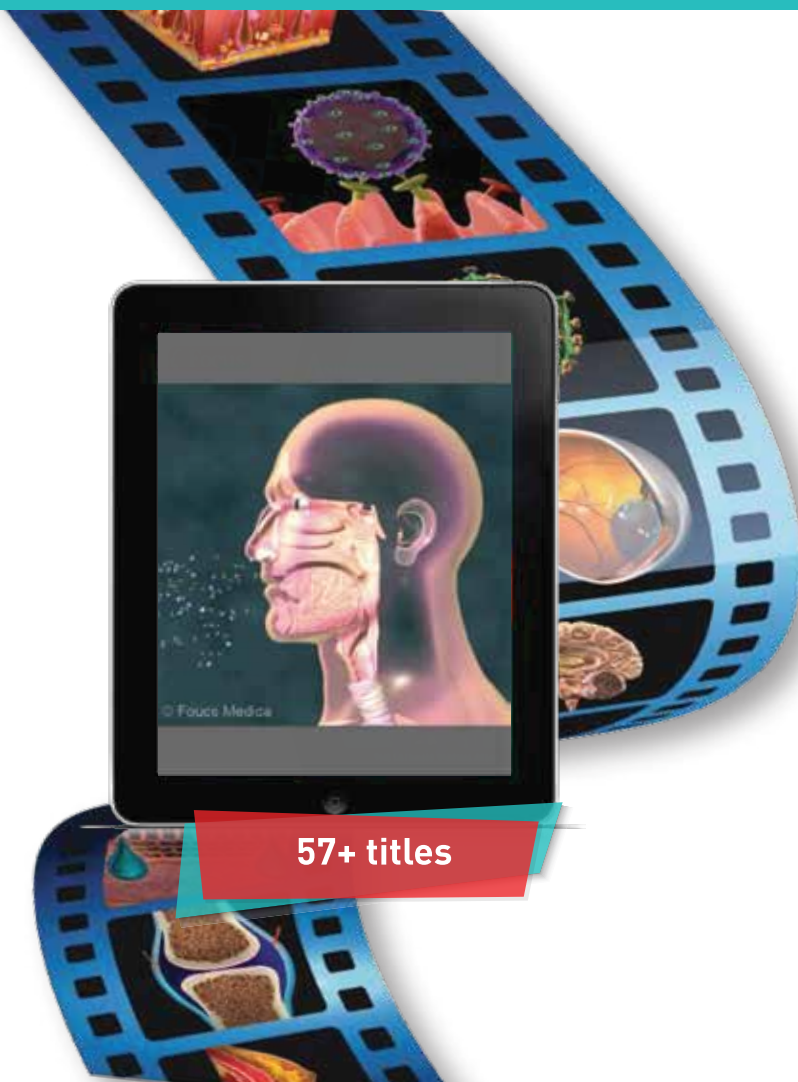
Animated Atlas of **Rhinitis**

Animated Atlas of **Sinusitis**

OTHERS

Animated Atlas of **Vaccines**

An Overview/ Understanding Diseases



These are animated video presentation on various Medical and Health conditions

Comprehensive audiovisual presentations of diseases and health conditions explained through realistic 3D animated videos.

Explains Human Anatomy, Physiology, Diseases and Procedures

Created in consultation with leading experts and opinion leaders across the globe

Each title is of 15 - 20 minutes duration

To view sample, please visit below URL:

<https://focusmedica.com/catalogue/ud/index.html>



CARDIOVASCULAR MEDICINE

ADVANCED LIPID TESTING : Lars A. Carlson, MD, FRCP

DYSLIPIDEMIA : Lars A. Carlson, MD, FRCP

ATHEROSCLEROSIS : D. J. Betteridge MD, FRCP

HYPERTENSION : Gregory Y.H. Lip, MD, MRCP

CORONARY ARTERY BYPASS GRAFT (CABG)

MYOCARDIAL INFARCTION

PERCUTANEOUS TRANSLUMINAL CORONARY ANGIOPLASTY

POCKET REFERENCE – CHOLESTEROL

STABLE ANGINA : Henry Purcell, MB, PhD

POCKET REFERENCE – REGULATION OF BP

POCKET REFERENCE – COMPLICATIONS OF HYPERTENSION



ENDOCRINOLOGY

DIABETIC NEUROPATHY : Solomon Tesfaye, MD, FRCP

DIABETIC RETINOPATHY : Zachary T. Bloomgarden, MD

INSULIN RESISTANCE

METABOLIC SYNDROME

THE ROLE OF DPP - IV INHIBITORS IN THE MANAGEMENT OF TYPE 2 DIABETES

TYPE 2 DIABETES : Anthony H. Barnett, MD, FRCP

POCKET REFERENCE – DIABETES

UNDERSTANDING OBESITY



DERMATOLOGY

ACNE

PSORIASIS : Noah S. Scheinfeld, MD

POCKET REFERENCE – DANDRUFF



GYNAECOLOGY

MENOPAUSE : Susan R. Davis, MBBS, FRACP, PhD

POLYCYSTIC OVARIAN SYNDROME (PCOS)



NEUROLOGY

SPASTICITY

ALZHEIMER'S DISEASE

EPILEPSY : Gregory L. Holmes, MD

PARKINSON'S DISEASE : Richard Davenport, DM, FRCP

MIGRAINE : Stephen D. Silberstein, MD, FACP

PNEUMOCOCCAL MENINGITIS :
Robert C. Read, MBChB, BMedSci, MRCP, MD, FRCP

STROKE : William Whitely, BM, BCh, MRCP

NEUROPATHIC PAIN : Mark S. Wallace, MD



OTOLARYNGOLOGY

OTITIS MEDIA

SINUSITIS : Robert C. Read, MBChB, BMedSci, MRCP, MD, FRCP



UROLOGY

BENIGN PROSTATIC HYPERPLASIA (BPH) : C.R. Chapple, MD, FRCP (Urology)



PSYCHIATRY

BIPOLAR DISORDER

SCHIZOPHRENIA

DEPRESSION : Stuart A. Montgomery, MD, FRCP

ATTENTION DEFICIT HYPERACTIVITY DISORDER (ADHD) IN
CHILDREN : Richard Davenport, DM, FRCP



GASTROENTEROLOGY

ALCOHOLIC LIVER DISEASE (ALD) : M. Mazen Jamal, MD, MPH

IRRITABLE BOWEL SYNDROME : Mark Pimentel, MD, FRCPC

GASTRO-OESOPHAGEAL REFLUX DISEASE (GORD) OR GERD

INFLAMMATORY BOWEL DISEASE (IBD) : J.J. Misiewicz, FRCP



ONCOLOGY

BREAST CANCER : J. Michael Dixon, MD

PROSTATE CANCER : Gerald L. Andriole Jr. MD



OPHTHALMOLOGY

GLAUCOMA : Norbert Pfeiffer, MD Hagen Thieme, MD

LASIK AND CATARACT



ORTHOPAEDICS

OSTEOARTHRITIS : Paul Dieppe, MD

POSTMENOPAUSAL OSTEOPOROSIS : R.M. Francis, MBChB, FRCP

OSTEOPOROSIS

RHEUMATOID ARTHRITIS : Paul Emery, MD, FRCP

PSORIATIC ARTHRITIS : Philip Mease, MD



INFECTIOUS DISEASES

HIV/AIDS: Dr. Jay A. Levy, MD



RESPIRATORY DISEASES

ALLERGIC RHINITIS

CHRONIC OBSTRUCTIVE PULMONARY DISEASE
(COPD) : Peter J. Barnes, FMedSci

UPPER RESPIRATORY TRACT INFECTIONS
(URTI) : Itzhak Brook, MD, MSc

CHRONIC ASTHMA : Stephen T. Holgate, MD, DSc, FRCP

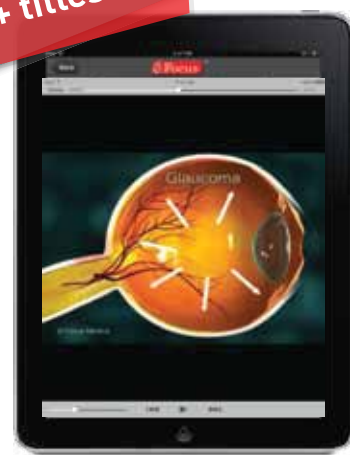
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1st EVER ANIMATED MEDICAL DICTIONARIES

Provides audiovisual definitions of medical terms with realistic 3D animations.

Compiled subject wise collections.

25+ titles



Orthopedics
Infectious Diseases
Dermatology
Diabetes
Neurology & Psychiatry
Gastroenterology
Hypertension
Oncology
Nephrology
Ophthalmology
Respiratory Diseases
Urology
Endocrinology

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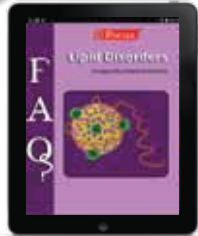
<https://focusmedica.com/catalogue/md/index.html>

OUR OTHER PRODUCTS FOR INSTITUTIONAL SALES

FAQs / AQR

50+ titles

Frequently Asked Questions



Provides answers to common questions on health conditions with realistic 3D animations.

Animated Quick Reference

Provides an organized reference source full of information and facts that describe various diseases and disorders.

Each title provides authoritative content on a given condition supported by relevant images and life like 3D animations.



100+ titles

SERVICES

Abstract Videos

Extend the scope and visibility of the research by creating an animated abstract. An animated abstract will help summarise the essential discoveries/ key findings of the authors' published research or review article. Each professionally produced full-coloured animated abstract in video format is accompanied by an English spoken or foreign language commentary.

Animated abstracts provide added value to published content by means of a visual presentation using narration (in any language), audiovisual resources, graphs, flow diagrams, images and animation.

For a sample of an animated abstract, please access here www.eurekaselect.com/video.html



MEDICAL & HEALTH EDUCATION THROUGH ANIMATION

Focus Medica a pioneer in digital publishing has successfully adopted the visual media to simplify medicine with the help of 3D animations. These much needed digital audiovisual reference videos that explain intricate concepts in **Medicine and Health** have been created with the expertise and support of internationally reputed opinion leaders.

The impressive cache of Focus Medica's innovative titles elucidate human anatomy, chronic illnesses and diseases, therapies, procedures and techniques, making specialised information not only more comprehensible but also accessible as a valuable tool to a broad spectrum of the global medical community as also a lay person in every digital platform.

Driven by the vision of simplifying medical information through visual media, **Focus Medica** has published several innovative digital titles in Medicine & Health.

It has the distinction of publishing **the world's first Animated Anatomy Atlases** that reveal the inner recesses of the human body through incredible animation videos.

Among many firsts, **Focus Medica** has also produced the **world's very first ANIMATED Medical Dictionaries** covering major therapeutic areas and diseases that facilitate learning medical terms through the visual medium.

With over **350** digital titles as medical video apps that make even complex topics enjoyable and easy to understand, **Focus Medica** has virtually placed medical, scientific and educational information at the finger tips. Focus Medica Apps are specifically designed to run on popular mobile platforms and touch devices. It is little wonder that Focus Medica Apps are among the TOP medical Apps across the globe.



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