



International Pty Ltd

Medical Publishers
of
Global Medical Education Strategies and Services
(Using multimedia and ICT to find better methods of educating)

medi+WORLD International
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Global clients :

Government & NGO Health Services:

1. Applied Sciences of Oncology CD ROM & Online

International Atomic Energy Agency of the United Nations (sponsor)



Under the auspices of the Regional Cooperative Agreement (RCA) of the United Nations



Project Member Countries

Argentina, Australia, Bangladesh, China, Egypt, India, Malaysia, Morocco, Myanmar, Pakistan, Philippines, Thailand, Uruguay, Vietnam



Publishers:



International Pty Ltd

Editor, Publisher and Program Developer: Lesley Pocock

Built initially as a training aid to overcome a world shortage of oncologists, five pilot country trials validated the approach and this "ICT success story" is now globally validated curriculum and used in over 2,500 universities worldwide as a Virtual Department of Oncology.

It is the IAEA's first ever successful Technical Contract and one of 5 UN success stories.

Animated screens

Physics and radiation technology 2. Photon generation

2.1 Photon production
2.1b X-ray production

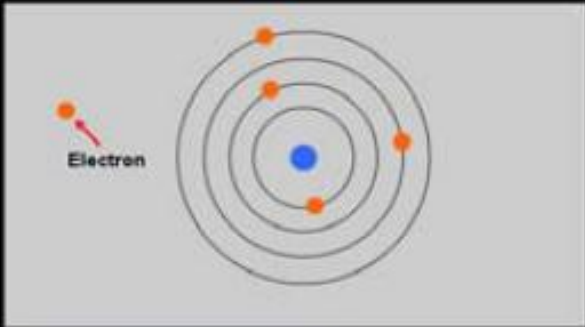


Figure 2.2 Characteristic X-ray production.

◀ ... Back Next ... ▶

Menu | Glossary Screen 5 of 50

Interactive screens

Functional anatomy 4. Lung and thorax


4.1 Trachea/Bronchi

From the list provided, select the appropriate name for each flashing section.

- Carina
- Intermediate bronchus
- Left main bronchus
- Right main bronchus
- Right upper lobe bronchus
- Trachea

Onco logical relevance
Radiological landmark for specified organ.

Next Question...



0 out of 1

Incorrect. Click 'Next Question' to continue. ◀ ... Back

Menu | Glossary Screen 1b of 22

UPDATE: The Applied Sciences of Oncology project has been issued in 4 multimedia versions and was set up in Moodle in 2014 for online delivery from the IAEA website in the IAEA's Virtual Cancer University. Lesley Pocock is program developer and Editor of both versions – Multimedia on DVD and Online

Other International Clients include:

2. PT Pertamina (Indonesian Government Department of Health)



3. Wonca – Global Family Doctor



Lesley Pocock Founder and Executive Director:
Global Family Doctor – Wonca Online

4. American Medical Board – Qualifying Exams



5. Medical Council of Canada – Qualifying exams



Projects for Major global pharmaceutical companies including:

Servier Laboratories

Glaxo (GSK)

RPR

MSD

Commonwealth Serum Laboratories (CSL)

- and many others

and Medical NGOs

Coeliac Society

Advanced Paediatric Life Support (UK)

National Asthma Campaign

Brain Foundation

- and many others

World CME



National CME programs for :

Nepal

Indonesia

Pakistan

Bangladesh

Iraq

Individual doctors in circa 30 countries



MEQUIP – Middle East Quality Improvement program

<http://www.mejfm.com/MEQUIP/Index.htm>

(includes the QA&CPD titles below)

QA&CPD

(Quality Assurance & Continuing Professional Development)
Royal Australian College of General Practitioners accredited



Accredited Provider

QA/QI&CPD is "Advanced CME" that (also) deals with Behaviours, Attitudes, Skills, Knowledge and Systems in medical education. Ideally it should also utilise ICT and be interactive and professional (adult) education. It must be Quality Assured and show Quality Improvement. Incorporates needs evaluation, self directed learning, pre and post tests, self evaluation and implementing new knowledge and skills into practice.

The advertisement features a CD-ROM case for 'Spirometry: How to Perform and Interpret Spirometry' by David Johns and Professor Rob Piore. It also promotes 'Medical Books' by Dr. Debra O'Dea. The text includes a testimonial from 'Australian Doctor' and a 'THERAPY UPDATE' section. The main headline reads 'CD-ROM makes education a joy'.

QA&CPD Titles – the medi+CAL® Program

(medi+CAL® = Medical Education, Distance Information and Computer Assisted Learning)
All titles have been authored by a team including top academic specialist in the area, general practitioners, and other health professionals. All receive RACGP QA&CPD Category 1 points.

Nearly all titles have interactive cases covering ALL presentations on that topic as well as related videos, and other resources including patient information

» Anaemia

(Full educational program on Anaemia in general practice. Reviews knowledge on the subject and provides illustrative case presentations.)

» Ano-rectal conditions

(physical exam, video of surgery/treatment and patient care – all conditions)

(continued next page)

» **Art of General Practice**

1.5 hours of video which includes: full physical examination, injection techniques, discussion of common anatomical problems, sites of referral of pain, what to say to the patient, how to elicit appropriate diagnostic information from a patient, how to test for pathology - i.e., the art of general practice

» **Asthma Action plans**

Authored by Professor Peter Gibson and Vanessa McDonald, University of New South Wales. This title provides state of the art education on Written Asthma Plans, including the world's first Paediatric WAP written by Professor Francine DuCharme, McGill University, Canada. Includes evidence base, Spirometry, WAP templates and instructional video.

» **Child Health Emergencies**

10 case presentations on emergency presentations involving children. Topics include: Meningitis, croup, ingestion of toxic substance, diarrhoea and dehydration, Henoch Schonlein purpura and more

» **Cardiovascular Disease – Prevention and management**

(10 case presentations – all conditions, instructional video resources)

» **Depression** (10 case histories based on Depression scales - DSM)

» **Dermatology** (14 cases common conditions, dermatology picture library)

» **Common problems in the management of Type 2 Diabetes**

(A comprehensive learning plan with 14 case presentations.

The program uses the latest Australian and New Zealand guidelines as a basis for the interactive education.)

» **ECG Interpretation** (Full library of ECGs and their interpretations)

» **Geriatrics - Quality Care of the Aged**

(covers all topics osteoporosis, falls, CV disease, dementia and much more)

» **Hypertension & Heart Failure**

(case presentations and video instruction, all presentations on topic)

» **Integrative medicine**

This program looks at the place of Integrative Medicine in General Practice.

Topics include: Menopause, Alzheimer's, Pregnancy, Depression, Stress, Asthma, Diabetes Type 2, Osteoarthritis, Colon cancer, Osteoporosis, Endometriosis, Crohn's disease, Irritable bowel Syndrome.

» **Low Back Pain**

(Video of examination and case presentations – Professor John Murtagh)

» **Metabolic disturbances**

(Diverse case presentations)

» **Office procedures I**

(Lumps, bumps, tumours and masses – diagnosis and office surgery/patient care)

» **Office procedures II**

(Skin surgery, includes sun damage and skin cancers)

» **Palliative Care**

Case presentations with video resources including Sub-cutaneous injections, syringe drivers etc)

» **Parkinson's Disease and related movement disorders**

(51 video snippets of real patients accompany this educational program)

» **Renal Disease**

(All case presentations on this topic includes video resources, Home dialysis etc)

» **Sexually transmitted infections**

(10 case presentations – all different topics)

» **Spirometry - how to perform and interpret**

(World best selling title – a complete educational program with video instruction)

» **Stroke**

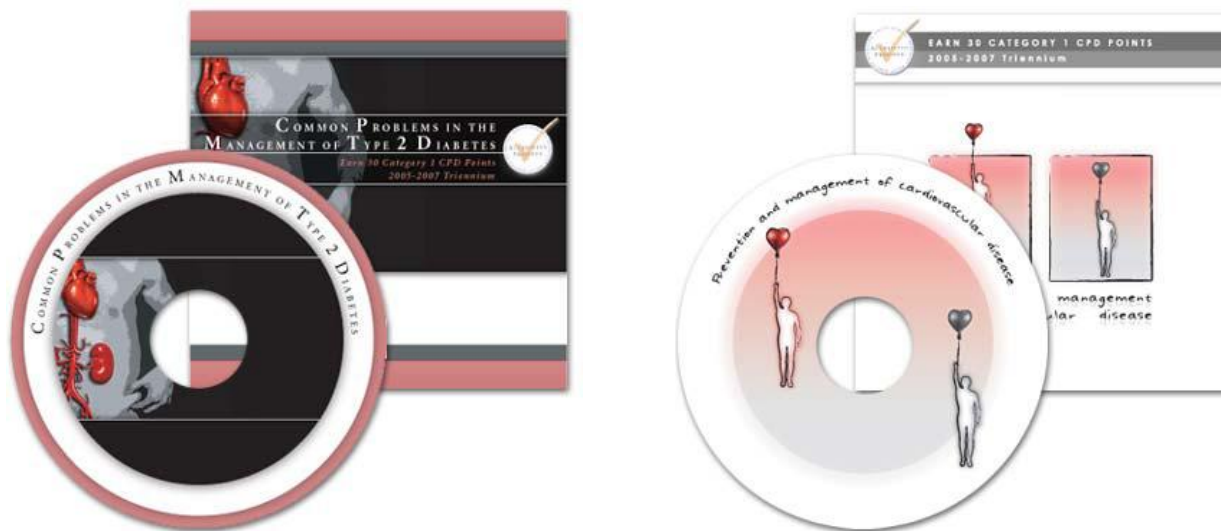
(10 cases on stroke, TIA and other related conditions, plus video resources)

» **Virtual consulting room**

(A selection of different case presentations requiring diagnosis and management, contours of breathing etc)

» **Women's Health I** - gynaecological aspects

» **Women's Health II** - non-gynaecological aspects



Medical & Business Journals



World Family Medicine (WFM) incorporating the Middle East Journal of Family Medicine (MEJFM)
Middle East Journal of Age and Ageing (ME-JAA)
Middle East Journal of (Ethical and Sustainable) Business (MEJB)
Middle East Journal of Nursing (ME-JN)
Middle East Journal of Internal Medicine (MEJIM)
Middle East Journal of Psychiatry and Alzheimer's (MEJPA)

All Journals are indexed with the following International Indexes: Al Manhal, EBSCOhost, EBSCO Solar, Cinhal and new Ultimate databases, and with free services like Google Scholar, Hinari, Academia and Research Gate.

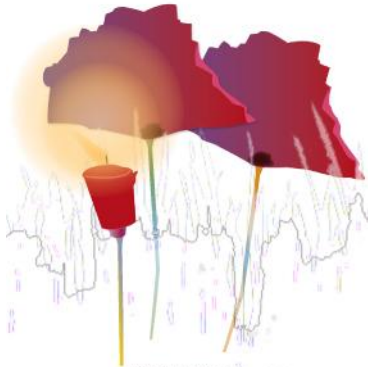
World Family Medicine journal is additionally listed with Web of Science – formally known as ISI International Science Index (Thomson Reuters).

All journals have a DOI listed with Crossref.

Philanthropic work

Child Watch

CHILD WATCH



www.Child-Watch.org

Sponsoring the Blind Girl's School in Rawalpindi, Pakistan



MEQUIP - Middle East Quality Improvement Program

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