UTRF

Marketing strategies
1. Academic
2. Hospitals
3. Paid ad, conferences, …

Maintenance & support plan

Pricing plan

Laerdal exit?

HITS Lab

Curriculum development
1. OIT/professional help

Formal research (Fall 2019?)

Functions:
1. + Assessment
2. + Account Management and Access Control
3. + UTRF integration
4. + [wish list] Save and share cases across institutions/system