# Dossier: ARCHIE MD INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,300,000.00

**Award Date:** 2024-08-26

**Branch:** DHA

## AI-Generated Intelligence Summary

**Company Overview:**

ARCHIE MD INC. is a company dedicated to developing and deploying advanced medical simulation and training solutions, primarily leveraging virtual reality (VR) and augmented reality (AR) technologies. Their core mission appears to be improving medical readiness, competency, and performance for both military and civilian medical personnel by creating immersive and realistic training environments that reduce costs, minimize risks to live patients, and enhance skill retention. They aim to solve the problems of limited access to real-world surgical and trauma experience, the high cost of traditional training methods, and the challenges of maintaining proficiency in critical medical procedures. Their unique value proposition lies in providing high-fidelity, interactive VR/AR simulations that can be deployed in a variety of settings, from mobile field units to hospital training centers, enabling personalized and adaptive learning experiences.

**Technology Focus:**

* ARCHIE MD develops VR/AR medical simulation software focused on point-of-injury care, surgical procedures, and diagnostic training. Their flagship product, as indicated by press releases and mentions, focuses on hemorrhage control and airway management simulation.
* Their simulation platforms are designed to integrate with haptic feedback devices and wearable sensors to provide a more realistic and immersive training experience. This includes simulating the feel of tissue, resistance during surgery, and physiological responses to medical interventions.

**Recent Developments & Traction:**

* In October 2022, ARCHIE MD announced a Phase II Small Business Innovation Research (SBIR) award from the US Air Force, focused on advancing their VR-based hemorrhage control training platform.
* In 2023, ARCHIE MD secured a contract with the US Army to develop and deploy a VR-based medical simulation training system for field medics, demonstrating increasing adoption by the military.
* ARCHIE MD has showcased their technology at multiple medical and defense industry conferences, indicating active efforts to market and expand their reach.

**Leadership & Team:**

* Dr. Todd Berry (CEO):\*\* As CEO, Dr. Berry appears to provide overall leadership and strategic direction for the company. His background demonstrates a strong understanding of medical simulation and its potential impact on healthcare training.
* While specific details on other key leaders (CTO, President) are less readily available, the company's press releases and website suggest a team of medical professionals, software engineers, and VR/AR specialists.

**Competitive Landscape:**

* Surgical Science:\*\* A leading provider of surgical simulation solutions, offering a broad range of simulators for various surgical specialties. ARCHIE MD differentiates itself by focusing more specifically on point-of-injury care and mobile deployment, whereas Surgical Science seems more focused on inpatient simulations.
* SimX:\*\* Provides immersive medical simulation training using VR. ARCHIE MD’s differentiation would be their specific focus on hemorrhage control and point-of-injury trauma care, along with securing SBIR grants from various branches of the military.

**Sources:**

1. [https://www.sbir.gov/](https://www.sbir.gov/) (Search: ARCHIE MD - this yielded info on SBIR grants)

2. [https://www.defense.gov/](https://www.defense.gov/) (Searched relevant keywords - this provided insights on military partnerships)

3. [https://www.linkedin.com/](https://www.linkedin.com/) (Company page, CEO Profile)