

HeartPhys Released for iPad - Learn About The Heart Interactively

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Michael Parker, M.D., an Assistant Professor of Medicine at Harvard Medical School, introduces HeartPhys 1.0, a new app for iPad that enables users to learn about the heart and blood vessels through interactive diagrams and videos. HeartPhys tackles some of the key cardiovascular concepts and lets users interact with visuals and gain insight into what's going on. The app also provides narrated Show Me videos, describing each concept in detail, as well as extensive text explanations.

Boston, Massachusetts - Michael Parker, M.D., an Assistant Professor of Medicine at Harvard Medical School, is pleased to announce the release of HeartPhys 1.0, a new app for iPad that enables users to learn about the heart and blood vessels through interactive diagrams and videos.

HeartPhys tackles some of the key cardiovascular concepts and lets users interact with visuals and gain insight into what's going on. The app also provides narrated Show Me videos, describing each concept in detail and going over how to get the most out of each diagram, as well as extensive text explanations.

HeartPhys includes interactive diagrams and videos on the following topics: left and right heart, integrated cardiac cycle, pressure-volume (PV) loops, ventricular axis, cardiac murmur, fetal circulation, Frank-Starling relationship, preload, afterload, afterload - acute progression, contractility, cardiac conduction and the ECG, Starling forces, vascular autoregulation, right coronary artery flow, effect of the autonomic nervous system (ANS) on heart rate, positional changes in blood pressure, pulmonary vs. systemic circulation, and right heart catheterization.

HeartPhys has immersive interactivity; for example, in the Right Heart Catheterization diagram, users can thread a virtual catheter through a person's blood vessels and into the heart, carefully controlling the progress of the catheter and viewing key blood pressures in the vessels and heart along the way. In the Left and Right Heart diagram, users can interactively expose the anatomy of each side of the heart as it beats, including slowing the process down to listen to the heart sounds and watch their relationship to the movement of the heart valves. This degree of interactivity extends throughout the app and is a key aspect.

The app's audience includes students (undergraduate physiology, nursing, medical, etc.), as well as doctors and their patients. The interactive diagrams are intended to be multi-layered, in that a doctor could use a diagram to explain something to patients in a visual way, and a patient using the diagram and Show Me videos may get insight as well.

Feature Highlights:

- * Play with interactive diagrams to understand some of the hardest concepts in cardiovascular physiology
- * Watch the Show Me videos to solidify understanding of the concepts and get the most out of each diagram
- * Read detailed explanations that describe the key points of each diagram
- * Zoom the diagrams to full screen for an uninterrupted interactive experience. Even in that mode, the explanation text is only a finger tap or swipe away
- * Bring up interaction help for any diagram - You never have to wonder how you can interact with any diagram...just tap on the information icon in the toolbar to get visual instructions unique to each diagram

Language Support:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

English, Bokmal, Norwegian, Catalan, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Traditional Chinese, Turkish

Device Requirements:

- * Requires iPad with iOS 5.1 or later
- * 103 MB

Pricing and Availability:

HeartPhys 1.0 is \$1.99 USD, 60% off of its regular price for a limited period of time. It is available worldwide exclusively through the App Store in the Medical category. Discount is available for academic institutions through Apple's Volume Purchase Program. Promo codes for review purposes are available upon request.

HeartPhys 1.0:

<http://www.animatingsciences.com/heartphys>

Purchase and Download:

<https://itunes.apple.com/app/heartphys/id633176146>

YouTube Video 1:

http://www.youtube.com/watch?v=GUReSjtkw_w&feature=youtu.be&hd=1

YouTube Videos 2:

<http://www.youtube.com/user/VisualizingMedicine/feed?filter=2>

Press Kit (zip):

http://www.animatingsciences.com/heartphys/heartphys_press_kit.zip

Located in Boston, Massachusetts, Michael Parker, M.D. is an Assistant Professor of Medicine at Harvard Medical School. Before coming to medicine, he trained in computer science and worked in the software industry. He has channeled his programming experience into creating unique visualizations for teaching medical concepts; his previous works include one of the first interactive multi-touch books, called Know Your PH, for iPad and available via the iBookstore, as well as numerous web-based animations and simulations for learning about the heart, lungs, and kidneys. He is a recipient of the Frank H. Netter Award for his visualizations of how the lungs work. Copyright (C) 2013 Michael Parker. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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