

NOTA DE PRENSA

PRESS RELEASE

Seeking the most realistic and efficient proposal for training its professionals

LUDUS WINS THE IMQ CHALLENGE LAUNCHED THROUGH BIZKAIA OPEN FUTURE FOR TRAINING HEALTHCARE PROFESSIONALS IN CARDIOPULMONARY RESUSCITATION TECHNIQUES

- Ludus presents a solution that provides visual simulations to teach cardiopulmonary resuscitation (CPR) techniques and improve the practical element of current training courses.
- The IMQ Challenge was launched with the support of Bizkaia Open Future, an initiative from the Biscayan Provincial Council and Telefónica to boost the digital transformation of the companies in the province.

Bilbao, 24 May 2019. – [Ludus](#) has won the IMQ Challenge, the first challenge launched by this business group through Bizkaia Open Future, an initiative from the Biscayan Provincial Council and [Telefónica](#) to boost the digital transformation of the companies in the province.

Biscay-based startup Ludus will develop a solution for [IMQ](#), the leader in the healthcare sector in the Basque Country and one of the largest in Spain, to make it easier to teach cardiopulmonary resuscitation (CPR) techniques as realistically and efficiently as possible, to train its professionals.

The proposal, which focuses on applying new technologies to the practical elements of CPR training, makes it possible to create visual simulations which reproduce the actual situation, thereby enabling the measurement of the indicators the instructor takes into consideration. Similarly, it enables data to be collected about the practical exercise (position of the manoeuvre, frequency of massage, precise point of pressure, etc.); this can be evaluated by the trainer during or after the practice session and can resolve or improve the situation regarding the two main barriers currently facing this training exercise: the dependence on having a manikin to practise on and the physical presence of the instructor.

As the winner of the challenge - which was launched through the global Telefónica Open Future platform and received proposals submitted by 34 entrepreneurs, startups, SMEs, technological centres and universities consisting of **12 from the Basque Country, 17 from the rest of Spain and 5 from around the world** – Ludus will carry out a real pilot of its project, financed by Clínica IMQ Zorrotzaurre. It will also obtain a prize of 15,000 euros and will be able to opt for the grants from the Biscayan Provincial Council, provided that all of the applicable terms and conditions are met.

About Ludus

Dreamed up in 2014 by four entrepreneurs, Ludus has already employed 20 people. Ludus technology offers virtual reality simulators for training professionals in the industry and in emergency situations which foster immersive learning so as to optimise working processes and their efficiency in different sectors. Its product improves how realistic and immersive environments are recreated, and the provision of training for hazardous situations in a safe manner. Through its technology, Ludus makes it possible to simulate hazardous situations in a safe environment to facilitate learning and aid decision making.

IMQ, a leading healthcare group

IMQ is a powerful business group with 84 years of experience. It is the leading private healthcare company in the Basque Country and one of the largest in Spain.

IMQ currently offers healthcare cover to more than 365,000 people and over 1,000 companies in the Basque Country; through IMQ Prevención, it also provides occupational health services to 138,575 workers and 5,457 companies.

Its values include patient satisfaction and expectations – offering them high technical and service quality, safety and personalised care – and being results-oriented, fostering continuous improvement and efficiency, as well as technological, organisational and care-related innovation.

About Bizkaia Open Future

Bizkaia Open Future is an initiative from the Biscayan Provincial Council and Telefónica, created three years ago to support the Biscay-based industrial sector in its digital transformation. This programme is aimed at industry in general and has become the link between new local and international entrepreneurial talent and the industrial companies in the province.

Since its launch, Bizkaia Open Future has put out eight challenges from leading companies and organisations related to the province. Velatia, OSI Ezkerraldea Enkarterri Cruces-Hospital Universitario Cruces, Dibal, Ingeteam, Tecuni, Sidenor and IMQ have received over 220 proposals from the Basque Country, the rest of Spain and around the world.

About Open Future

Telefónica Open Future, as part of the Open Innovation division, is a network composed of over 50 innovation spaces, present in nine countries. A global platform designed to create business opportunities connected to entrepreneurs, investors and public/private partners worldwide.

<https://www.openfuture.org/>

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