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USF CONNECT

Local startup creates serious game for healthcare

Smart Reflection joins Tampa Bay Technology Incubator to launch game

TAMPA, Fla. (June 30, 2014) – Smart Reflection has joined the Tampa Bay Technology Incubator (TBTI), part of USF CONNECT at the University of South Florida (USF).

Smart Reflection is a serious game developer creating a new technology that will provide consistent, state-of-the-art training to existing and soon-to-be professionals in the medical field. The gaming technology is comparable to simulations used to train pilots and individuals in the military. Smart Reflection's game will create highly realistic scenarios with lifelike graphics, environments and stressors to train healthcare professionals for real-life medical situations.

Unlike other training simulations, Smart Reflection's serious game aims to be competitive and fun. "Our game will incorporate social networking to enforce community and increase competition, collaboration, and learning," says Smart Reflection CEO, Susanne Gill. "Another key differentiator is that we intend to create a scalable, easily manageable content library and front-end set-up that will allow a much deeper level of scenario development that is more rapidly deployed to the marketplace."

Smart Reflection, a USF affiliate company, was founded in 2012 by Dr. Lisa Rodriguez and Susanne Gill. Dr. Rodriguez is a USF clinical professor based out of the Children's Medical Center at Tampa General Hospital. She started Smart Reflection to create and market a serious game for healthcare. "This serious gaming technology is an enhancement of current medical education. Our tool will make educating future doctors safer for patients, potentially reduce delays to accurate diagnosis, and therefore improve outcomes for patients," says Dr. Rodriguez.

Dr. Rodriguez notes that joining TBTI has had a positive impact on the process of starting and launching her company. "TBTI has served as a great support of Smart Reflection through extensive mentoring from their talented and eager staff of professionals."

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USF CONNECT focuses on the needs of Tampa Bay's technology and bio/life sciences entrepreneurs throughout the business life cycle, providing the facilities, partners and resources for successful business development. USF CONNECT offers access to technologies, workforce programs, technology commercialization, critical research equipment, and incubator facilities, adding value and delivering targeted, high level expertise to its member businesses.

The Tampa Bay Technology Incubator (TBTI) is one vehicle through which USF CONNECT grows successful companies. TBTI supports technology research as a catalyst for economic development and advocates the creation and development of facilities for high-technology companies and related support functions.

The University of South Florida is a high-impact, global research university dedicated to student success. USF is a Top 50 research university among both public and private institutions nationwide in total research expenditures, according to the National Science Foundation. Serving nearly 48,000 students, the USF System has an annual budget of \$1.5 billion and an annual economic impact of \$4.4 billion. USF is a member of the American Athletic Conference.

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