

Yale University School of Medicine

Center for Advanced Instructional Media



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CENTER FOR ADVANCED INSTRUCTIONAL MEDIA
YALE UNIVERSITY SCHOOL OF MEDICINE
47 COLLEGE STREET, SUITE 224
NEW HAVEN, CT 06510

Telephone: 203.737.5033, fax: 203.737.5034
Email: patrick.lynnch@yale.edu
<http://info.med.yale.edu/caim/>

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Center for Advanced Instructional Media

The Center for Advanced Instructional Media (C/AIM) was founded in 1987 to explore the educational and communications potential of new interactive multimedia computing technology. Through C/AIM the Yale University School of Medicine is one of the leading developers and publishers of multimedia medical education and continuing medical education programs. Today C/AIM is also a recognized leader in information design, medical illustration, and interface design for electronic publications and networked information systems. C/AIM multimedia projects have won many national and international awards for excellence in educational design and technological leadership.

Mission

The mission of the Center is to develop innovative tools and information sources for curriculum delivery using interactive multimedia and digital communications media. We also form partnerships with Yale faculty experts, sponsors from the health care industry, and health care publishing to create new university-based electronic information sources and publications for medical student and professional continuing education. C/AIM designs, develops, and evaluates innovative multimedia teaching materials for delivery via internal computer networks, the Internet and World Wide Web, and through CD-ROM publications.

The Center's development projects are focused on new feedback strategies for student testing to improve pedagogic techniques, innovative curriculum design for medical education, and exploring the Internet and World Wide Web as a new communications medium for biomedical research, education, hospital credentialing, medical retraining, and re-certification. Recent research at C/AIM is focused on software and information design for educational applications in cardiology, human anatomy, nuclear medicine, avian anatomy, and other biomedical topics. Current research programs at the Center are in student self-assessment in medical education, and improving of visual perception skills in medical imaging.

The Center has four major objectives:

- To develop innovative multimedia programs for medical and continuing professional education for the School of Medicine and Yale University, other medical and higher education institutions, institutions, medical specialty boards and organizations, and partners from the health care industry.
- To provide information design and digital multimedia communications and publication expertise to the School of Medicine and the larger Yale University community.
- To promote innovation in information design and management, user interface design, curriculum design, and the general use of digital communications media in medicine and higher education.
- To research and evaluate new teaching and learning paradigms for medical school teaching, continuing professional medical education, staff training and evaluation for institutions and private industry, and the general application of digital communications media in higher education.

Yale Center for Advanced Instructional Media actively seeks support and partnerships with medical and education professionals, private industry, and the publishing and electronic communications industries to further these research and development goals.



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Principals



C. Carl Jaffe, MD, FACC

Academic Director, C/AIM

Carl Jaffe is a Professor of Diagnostic Radiology and Medicine (Cardiology), and Academic Director of the Center for Advanced Instructional Media. His primary research activities have focused on digital medical imaging (particularly ultrasound), image databases, image processing, and medical epistemology. He has served on a variety of national research study sections and advisory boards, the most recent being the National Library of Medicine and the Whitaker Foundation. He is currently chairman of the Electronic Communications Committee of the Radiologic Society of North America. He and Pat Lynch have been working together on medically related computer-aided instruction at Yale since 1985. In addition to over 160 scientific papers and books, he has authored a number of videodiscs and CD-ROM multimedia works.

Email address: carl.jaffe@yale.edu



Patrick Lynch, MS

Center Director, C/AIM

Patrick Lynch is the Director of Yale University School of Medicine's Center for Advanced Instructional Media. In his 25 years at Yale University he has been a medical illustrator, biomedical photographer, audiovisual producer, and a designer of interactive multimedia teaching programs for medicine and biology. Lynch has won many awards for his medical illustrations and software design, including the 1992 Best-in-Show Award from the Health Sciences Communications Association and a Gold Medal, Silver Medal and Award of Excellence in the international INVISION Multimedia Awards. *Multimedia Producer* magazine recently selected him as one of the "Top 100 Multimedia Producers of 1995", and featured him on their July 1996 cover. He has authored over 50 professional papers, videodiscs, CD-ROMs, and book chapters, and his book *Manual of Ornithology* was recently published by Yale University Press.

Email address: patrick.lynch@yale.edu



Howard Newstadt

Director of Business Development, C/AIM

Howard Newstadt is the Executive Director of Business Affairs at the Yale University School of Medicine. His responsibilities include acting as both a financial and business advisor for C/AIM and other media departments within the Yale School of Medicine. C/AIM relies on Newstadt's fifteen years of legal and business experience in information systems development to ensure a course of controlled yet innovative growth. Indeed, under Newstadt's business guidance, C/AIM has developed into an internationally recognized, award-winning multimedia development group.

Email address: howard.newstadt@yale.edu



Phillip I. Simon

Managing Editor, C/AIM

Phillip Simon is the Director of Educational Media at the Yale University School of Medicine. In that role Simon is the managing editor of the Center For Advanced Instructional Media, an award winning educational multi-media media development group, and supervises the Department of Biomedical Communications, a full service media department. Simon came to Yale University in 1987 with 10 years of photographic, sound design, computer graphics, and video production skills. While at Yale he established the video production services for the School of Medicine. Trained as an artist Simon has a broad array of creative skills and technical knowledge that go into the creation of multi-media programs.

Simon's most recent accomplishment at Yale is the direction of Web development services for the School of Medicine. He has supervised the creation of numerous sites for departments at the Yale University, including the Office of Undergraduate Admissions and the Section of Neurosurgery, and contributed to Medicine On Line, a highly rated Web site dedicated to information on cancer related subjects. Simon is currently working on Web sites for the Yale Cancer Center and the Office of Environmental Health and Safety that will be used for education and training, combining excellence in interface design with database control and management.

Simon's awards include a Gold Metal and Award of Excellence at the NewMedia INVISION 1993 Multimedia Awards; and a Best of Show and Best Interactive Software for "Myocardial Perfusion Imaging Atlas & Videodisc", Health Science Communications Association Annual Media Festival Awards, 1992. Most recently Simon has presented papers titled the "The Creation of QuickTime Movies for Medical Multimedia", presented at World Congress on Biomedical Communications, Orlando, FL, June 1994; and "Computer Imaging: Whose Job Is It Anyway?", presented at HeSCA annual conference, Bethesda, MD June 1992.

Email address: phillip.simon@yale.edu

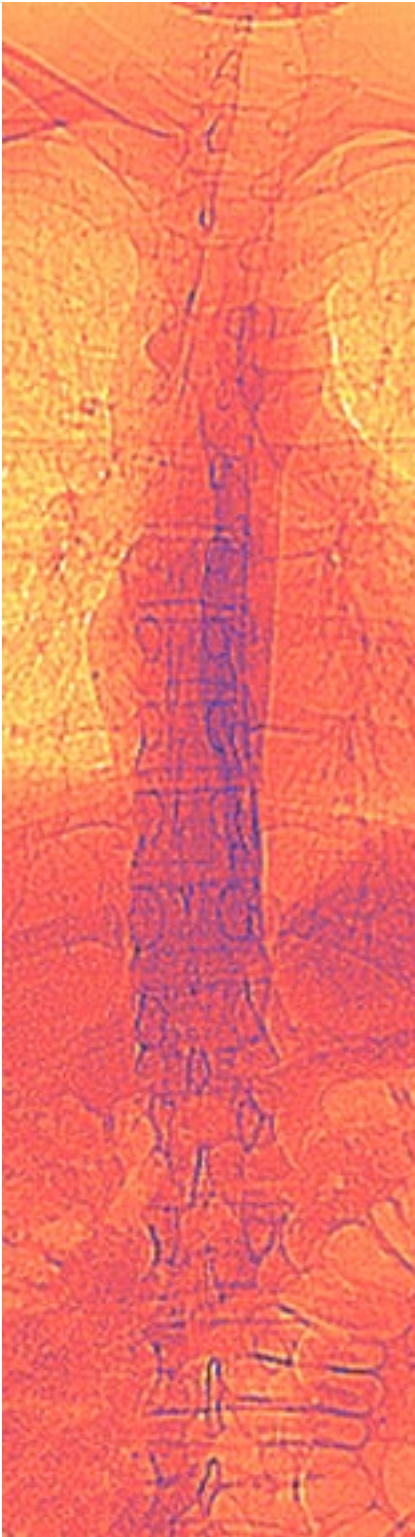


Sean Jackson, DMA

Chief of Technology, C/AIM

Sean Jackson has a doctorate from the University of Southern California in Music Composition/Computer Science, with 8 years experience in software design and development, sales and marketing, systems analysis and integration, and application training and support. In addition to his broad understanding of the software industry, Jackson has also consulted and taught university courses in the fields of entertainment, music, education, and digital communications.

Publications



The Yale Center for Advanced Instructional Media publishes CD-ROM and video-disc projects that are distributed in the United States and internationally by Mosby-Year Book. The Center has also created many World Wide Web sites for medical professionals, health care companies, and employee information sites for Yale and other educational institutions. The C/AIM World Wide Web Style Manual is among the most widely referenced information sources for World Wide Web page and site development.

For further information C/AIM and our publications, please visit our World Wide Web site at: <http://info.med.yale.edu/caim/>

C/AIM Publications distributed by Mosby-Year Book are listed below. Click on the red titles for further information about each publication series.

Concise Atlas Series

The Concise Imaging Atlas series delivers high-quality, state-of-the-art normal diagnostic images in a concise, easy to use format. The series was conceived as an aid to physicians, medical students, and other medical professionals who need imaging reference material quickly available on their microcomputers, delivered an easy-to-use interactive multimedia format.

Echocardiography Series

The four echocardiography titles provide a comprehensive multimedia overview of current clinical practice in echocardiography, as well as atlases and anatomic information on every major disease entity relevant to both transthoracic and transesophageal cardiac ultrasound.

Nuclear Cardiology

The two atlases in this series are the most comprehensive collections of myocardial perfusion imaging available in any medium. The atlases include comprehensive collections covering the entire clinical spectrum seen in SPECT and planar myocardial perfusion imaging. Edited by Yale's Dr. Frans J. Th. Wackers, the authors include the most prominent names in nuclear cardiology.

Medical and Radiology Education

Introduction to Cardiothoracic Imaging (available in two versions) provides an extensive, in-depth introduction to state-of-the-art imaging modalities in cardiothoracic imaging. These highly interactive multimedia textbooks were designed for medical students, nursing and allied health students, and medical professionals needing a comprehensive overview and reference to current cardiothoracic imaging techniques.

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CONTACTING C/AIM

ADDRESS

Center for Advanced Instructional Media
Yale University School of Medicine
47 College Street, Suite 224
New Haven, CT 06510

PHONE

203.737.5033, 203.737.5032, or 203.737.5031

FAX

203.737.5034

EMAIL

carl.jaffe@yale.edu
patrick.lynch@yale.edu
howard.newstadt@yale.edu
phillip.simon@yale.edu
sean.jackson@yale.edu

WORLD WIDE WEB SITE

<http://info.med.yale.edu/caim/>

MOSBY-YEAR BOOK (ordering publications)

Mosby-Year Book, Inc.
11830 Westline Industrial Drive
St. Louis, MO 63146
800.426.4545
800.535.9935 for fax orders

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130 Flaska Dr.
Markham, Ontario
L6G 1B8
800.268.4178

