



HEALTH PROFESSIONS EDUCATION CENTRE PRESENTS (HPEC):

## From Book to Bedside!

Mobile Learning Initiative at VU Medical Centre, Amsterdam  
February 2017 | Show + TEL

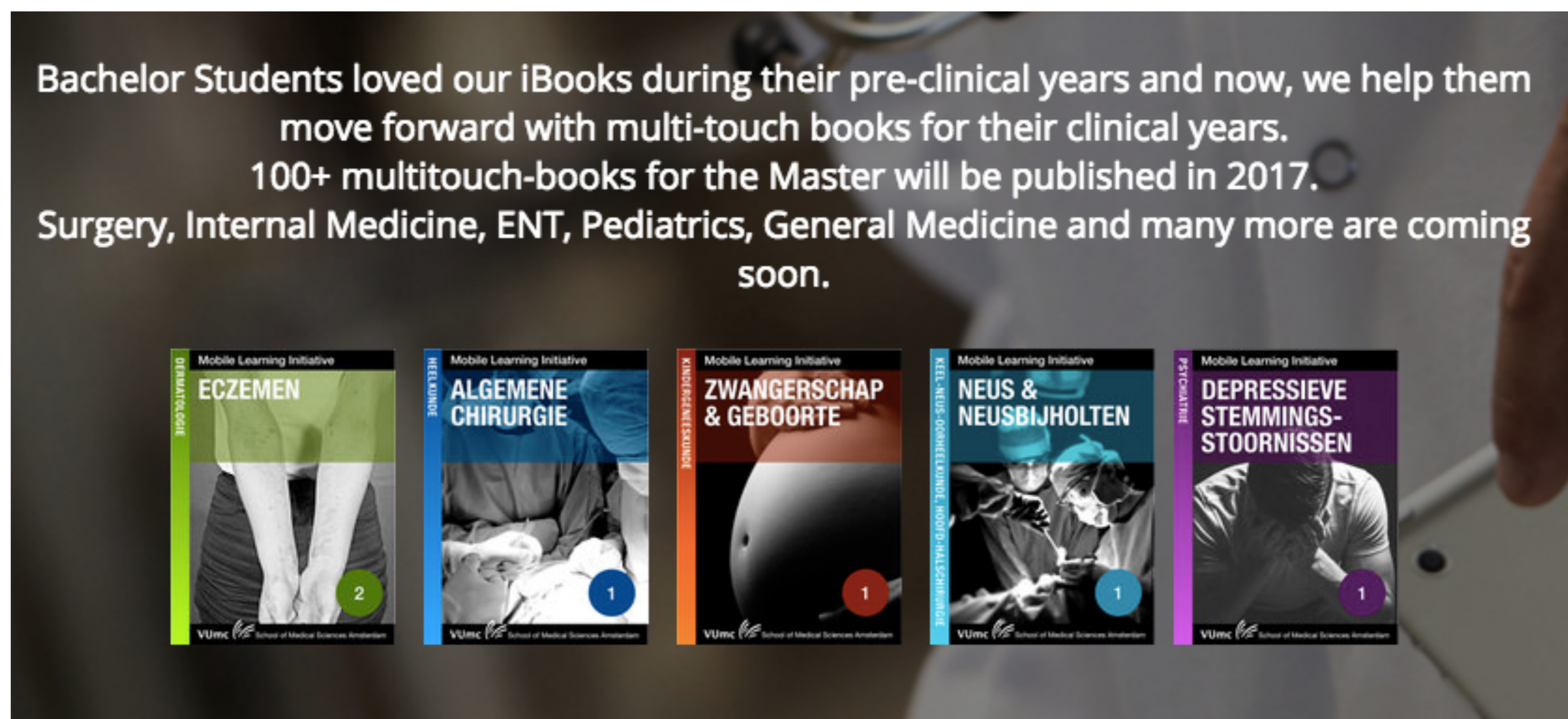
**Date:** Monday, 13<sup>th</sup> February 2017  
**Time:** 1.10pm – 2.00pm  
**Venue:** VC Room, First Floor, 123 St. Stephen's Green  
**Presenter:** Prof. Jochen Bretschneider, ENT Surgeon & Associate Professor, VU University Medical Centre, Amsterdam, Netherlands  
**Convenor:** Catherine Bruen, Technology Enhanced Learning Manager

We are delighted to invite you to a lunchtime session that explores how VU University Amsterdam (VU) and VU university medical centre (VUmc) have made more than 250 lectures, videos and presentations from the school's science and medical departments, freely available worldwide on iTunes U. This content can be accessed freely via iTunes for use on Mac or PC, iPhone, iPod touch or iPad.

**Professor Jochen Bretschneider, ENT Surgeon and Apple Distinguished Educator,** will present the [VUMC Mobile Learning Initiative](#) – an iBooks Author content creation programme. Jochen will share this unique educational innovation to peer-led teaching. This is a scalable approach using a common platform (Apple Mac Books).



Jochen Bretschneider is an ENT Surgeon, Filmmaker & Editor, Apple Education Board Member EMEIA and Associate Professor at VU University Medical Centre in the Netherlands.



*VUmc is working towards providing 100% of its teaching in digital form. All teaching material has been converted to iBooks and is available free of charge via iTunes U. This has put us at the top of the hit lists, alongside the Massachusetts Institute of Technology. This advance offers global opportunities for digital, interactive teaching."*

*Jochen Bretschneider, ENT physician and lecturer*

With this initiative, VU and VUmc join universities like Oxford, Stanford and UCLA which provide educational knowledge freely available worldwide. The content of VU and VUmc fits in perfectly between the belief that the university represents a distinctive way of applying science and innovation by contributing to medical knowledge of tomorrow.

Explore more at:

<http://mlivumc.com/>

<http://mlivumc.com/#promo>

<https://itunes.apple.com/nl/institution/vrije-universiteit-amsterdam>

The HPEC "Show & TEL" series are lunchtime sessions that look at current and emerging themes in the learning technology landscape and aims to highlight some of the opportunities available to Faculty for supporting the student experience at RCSI. Sessions will be available as recorded videos after the event from | [www.rcsi.ie/hpec](http://www.rcsi.ie/hpec)