

# CETC

Clinic Eye Training Center

Hospital Clínic Barcelona

## CORPORATE PORTFOLIO



2025

# CLINIC EYE TRAINING CENTER



The CETC is a project of the Institute of Ophthalmology of the Hospital Clinic de Barcelona, which was created with the aim of creating a model of excellence in ophthalmology training.

The CETC has a space for experimental eye surgery and simulation connected physically and digitally with the new surgical area as well as with the institute's outpatient clinic. It also has a multimedia classroom equipped with the technology and audiovisual media that allow live surgery to be viewed and courses to be given both in person and online.

# CETC FACILITIES



## Multimedia classroom

This room has a capacity for 26 people. It has a whiteboard, interactive and intelligent 86 inch 4K smart screen with HDMI connection, a zenithal PZT camera and microphones throughout the room, which allows courses to be streamed and also connect to the operating theatres to watch live surgery. The capacity of the multimedia classroom, wet and dry lab is up to 60 professionals.

We also have lapel microphones for speakers and surgeons in the operating theatre.

# CETC FACILITIES



## Wet Lab & Dry Lab

The Wet Lab has 6 stations for experimental practice, each equipped with a Bausch & Lomb Stellaris phacoemulsifier, a Zeiss Lumera microscope with capacity for 2 people, as well as a mobile table and stool, simulating a real operating theatre. The experimental practice area is connected to the multimedia classroom, allowing communication between the two rooms.

The Wet Lab area is also equipped with an 86 inch interactive 4K smart screen with HDMI connection and a zenithal PZT camera, which allows us to visualise the microscopes' activity in real time and share the participants' progress.

# CETC FACILITIES



## Consultation area and surgical block - Maternitat site

The surgical area is 1000 square metres in size and has 4 operating theatres, a sterilisation room and a pre- and post-anaesthesia box. We have three multi-purpose operating theatres and one for surgeries requiring the use of femtosecond laser and excimer laser. We also have 24 consulting rooms equipped with the most advanced technology.

# COLLABORATION MODELS

## PRECEPTORSHIP (on-site)

Face-to-face training for groups of several days in our different departments such as wet lab and dry lab, emergency room, surgical area, multimedia room and outpatient clinics.

## EXTERNAL TRAINING (on-site and online)

Training for the entire ophthalmological community in the multimedia classroom, wet lab (synthetic eye and animal eye), dry lab, live and recorded 2D surgery.

## INTERNAL TRAINING (on-site and online)

Internal training for healthcare and non-healthcare teams (sales, marketing, etc.) at national, European or international level.

## PRODUCT PRESENTATION

Presentation or validation in any format (demo, stand, showroom) of a product or service (drug, medical equipment, diagnostic equipment, etc) for the ophthalmology community (ophthalmologists, optometrists and nurses) at the level of the Institute of Ophthalmology of the Hospital Clínic de Barcelona, Spain, Europe or internationally.

## EDUCATION TRAINING

Training for healthcare professionals in the handling of new products, equipment or devices. We have both synthetic, animal and human eyes.

## EDUCATION & PRACTICE (CLINICAL TRIALS)

Meetings of a clinical trials department at national, european and international level. Training (Study Coordinator, CRA, CTA, technicians, assistants...) at the Clinical Trials Department of the Ophthalmology Institute of the Hospital Clínic of Barcelona.

## MEETING (on-site and online)

Meetings (advisory board, team building sessions, coaching sessions...) of a national, european and international team (sales, marketing, health staff, technicians, Study Coordinator, CRA, CTA...)

# MAKE YOUR OWN PUZZLE

**Live / recorded  
2D surgery**

**Live  
Quizz**

**Live / recorded  
3D surgery**

**Q&A  
education  
session**

**CETC**  
Clinic Eye Training Center  
Hospital Clínic Barcelona

**Team  
building  
sessions**

**Product  
launch**

**Space for  
other activities**

**Wet Lab  
Activities**

**Clever touch  
white board**

**Micro  
Rec**

**Speakers  
worldwide  
connected**

# PARTICIPANTS' OPINIONS

## OUR EXPERIENCE



**450 SPEAKERS**

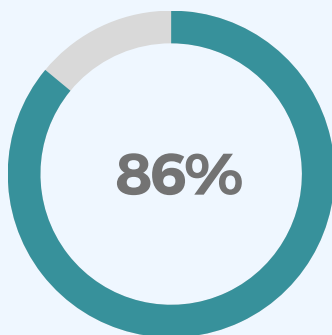


**+ THAN 2.065  
PARTICIPANTS**

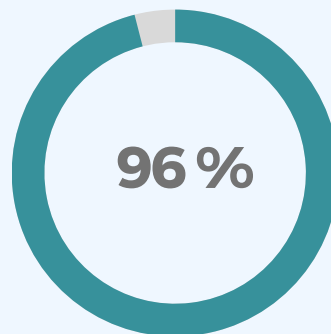


**66 TRAININGS**

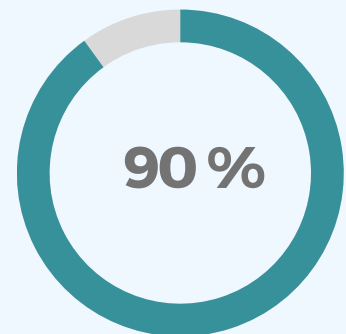
## OUR PARTICIPANTS...



**CONSIDER THAT  
OUR COURSES HAVE EXCEEDED  
THEIR EXPECTATIONS**



**WOULD HIGHLY RECOMMEND  
OUR COURSES**



**RATE OUR COURSES BETWEEN  
9 & 10 ON A SCALE OF 1 TO 10**

Our participants highlight that our trainings are didactic, engaging, dynamic, rigorous, and enjoyable, with ongoing discussions throughout.

They highly value the accessibility, approachability, and authenticity of the speakers, as well as their ability to interact with the audience, always willing to share their expertise and offer support.

UPDATED MAY 2025

# VALUE PROPOSITION

## PARTICIPANTS



### REPUTATION & QUALITY - HOSPITAL CLÍNIC BARCELONA

Hospital Clínic de Barcelona, with more than 100 years of history, is a leading public university hospital with more than 8.000 employees and more than 760 beds. Hospital Clínic de Barcelona is the third best hospital in Spain according to merco and Newsweek.

The history of the Hospital Clínic began at the end of the 19th century when Valenti Carulla, the grandfather of cardiologist Valenti Fuster, encouraged and convinced the authorities to invest resources to start up the hospital.

The hospital embraces the values of trust, gratitude and generosity to achieve the highest levels of excellence thanks to the sum of quality care, patient well-being and satisfaction, innovative capacity, personalised care and efficiency in the use of resources for the sustainability of a quality public health system.



### REPUTATION & QUALITY - INSTITUTE OF OPHTHALMOLOGY

The Institute of Ophthalmology at Hospital Clínic was created in 2007 and since then has been led by Dr Alfredo Adán Civera. The institute is physically located in the Maternity Campus together with the Plato and Sagrat Cor sites. The institute is ranked 3th as the best ophthalmology service in Spain according to merco.

The Institut Clínic d'Oftalmologia is made up of a team of 64 ophthalmologists, 35 optometrists, 34 nurses, 23 administrative staff and 7 health care assistants a team of more than 175 professionals. A team that cares for the visual health of more than 30% of the total population of Barcelona city, 540.000 inhabitants of Barcelona, more than half a million citizens.



### QUALITY & MENTORING

The wet lab placements are for a maximum of 12 people. The ratio of mentoring performed by ophthalmologist per participant is 1 per 2.5 participant. The ratio of practice to theory is 1 hour of theory to 3 hours of wet lab practice. This value is unique to the CETC.



### EXCLUSIVITY

The CETC is a unique space worldwide where you can offer exclusivity to your teams of people.

CustomSurgical's MicroREC product is available on all our surgical microscopes.



### CUSTOMIZED TRAINING

A pre-training report is drawn up on the needs of the participants in order to adapt the training to their needs, welcome pack (surgical uniform, personalised cap, etc.), assignment of surgical microscope during the training, food allergies, personalised communication, etc.

# VALUE PROPOSITION

## PARTICIPANTS



### REAL LIFE EXPERIENCE

Thanks to the technology of both the multimedia classroom and the experimental area, any event can be viewed in streaming.

In addition, there are microphones throughout the classroom and zenithal PZT cameras, allowing you to see and hear the discussion of clinical cases as if you were in the classroom itself, as well as being able to ask live questions from the participants in streaming. The space and technology give participants a real hospital experience.



### NETWORKING

Participants have the opportunity to network with the entire ophthalmology community (residents, national and international attendings and the entire team of the Institute of Ophthalmology) from any speciality.



### LEARNING IN THE PARTICIPANTS

Scientific evidence based on real data of increased learning in participants once they complete our trainings. You can see the results in the infographics on pages 12 and 13 of this document and published in our RRSS.



### ACCREDITED TRAINING

The training is accredited by the Comité Avaluació Activitats Docents de l'Hospital Clínic de Barcelona (CAAD).

The training may be accredited by the "Consell Català De Formació Continuada de les Professions Sanitàries" of the Comissió de Formació Continuada del Sistema Nacional de Salut.

At European level may be by the Spanish Medical Professional Council of Accreditation for CPD/FMC (SEAFORMEC / SMPAC) of activities related to Continuing Professional Development (CPD).



### UNIQUE LOCATION

The CETC is a unique centre physically located in the modernist maternity Hospital designed by the architect Camil Oliveres i Cansaran at the end of the 19th century. The building is part of a complex of pavilions with public services, facilities and administrations. There is also a public garden inside the building for the use of patients and their families.

The CETC is located on the first floor with more than 100 square metres and more than 150 square metres of natural light, which makes the space a very pleasant experience for all participants.

# VALUE PROPOSITION

## PARTNER



### REPUTATION & QUALITY - HOSPITAL CLÍNICA BARCELONA & INSTITUTE OF OPHTHALMOLOGY

See "Value proposition" page for participants.



### VISIBILITY AS PARTNER

The Partner increases the visibility of the company in the ophthalmology community both nationally and internationally.

The channels are diverse and can be customised: social networks, logo: slides during breaks (streaming and at CETC premises), speakers' slides, agenda-flyer-programme, roll out, Partner merchandising, etc.



### VISIBILITY OF YOUR PRODUCTS AND SERVICES

During breaks in the training you can communicate additional information about your products and services to the ophthalmic community.



### NETWORKING

Partner has the opportunity to network with the entire ophthalmology community (residents, national and international participants and the entire team of the Institut Clínic d'Ofthalmologia) from any speciality.

Partner is able to share, show new or upcoming launches of their company, expand their database, listen to unmet needs and validate their own solutions.



### FEEDBACK FROM CUSTOMERS

The Partner is able to better understand the needs of its customer and statistics on the use of your product catalogue in order to build customer loyalty thanks to the post-training report provided by CETC.



### SUPPORT THE EDUCATION IN THE OPHTHALMIC COMMUNITY

The Partner contributes to ophthalmological education with a positive impact on society.



### NEAR THE AIRPORT WITH GLOBAL FLIGHT ACCESS

Easily accessible location with direct flights from major European cities and located only 25 minutes by taxi from the main airport (Josep Tarradellas Barcelona - El Prat).

# VALUE PROPOSITION



## VALUE FOR PARTICIPANTS



3rd best hospital &  
3rd best ophthalmology  
department in Spain



EXCLUSIVITY



REAL LIFE  
EXPERIENCE



CUSTOMIZED TRAINING



REAL CLINICAL  
ENVIRONMENT



NETWORKING

Exclusive, reputation, quality training,  
where participants can network in a unique location

## VALUE AS A PARTNER



VISIBILITY



NETWORKING



SUPPORT EDUCATION  
IN THE OPHTHALMIC  
COMMUNITY



FEEDBACK FROM  
CUSTOMERS



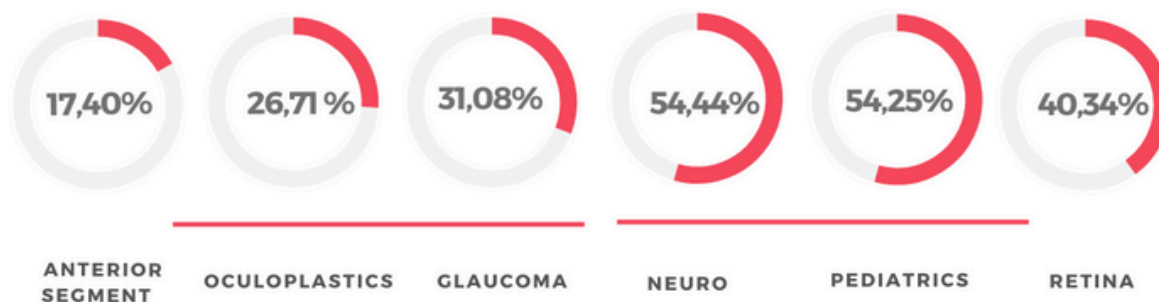
NEAR THE AIRPORT  
WITH GLOBAL FLIGHT  
ACCESS

Exclusive partnership, renowned institution, brand and  
product visibility, customer feedback, and networking in a  
key location with global connections

# VALUE PROPOSITION

CETC TRAININGS HAVE AN IMPACT ON THE TRAINING OF PARTICIPANTS

## RESIDENTS INCREASED CONFIDENCE, AFTER OUR TRAINING, WHEN DEALING WITH AN EMERGENCY

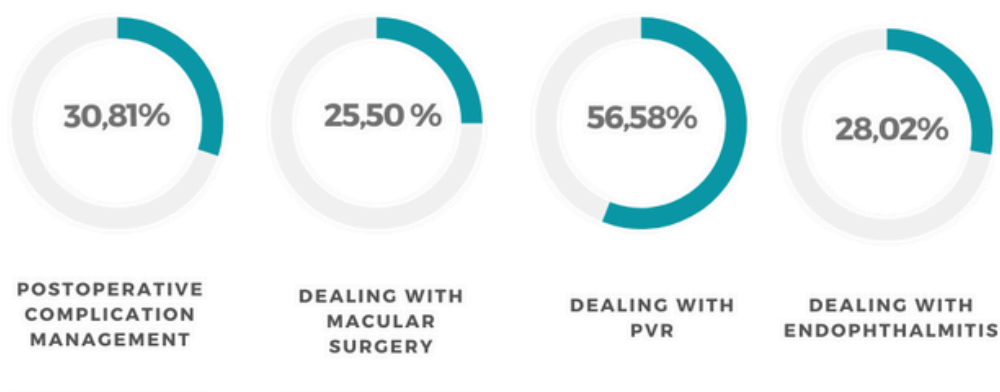


## EMERGENCY OPHTHALMOLOGY II

94.91% OF THE  
PARTICIPANTS SURVEYED



## INCREASED IN KNOWLEDGE THEORETICAL & PRACTICAL



## ADVANCED VITRECTOMY TRAINING 2023

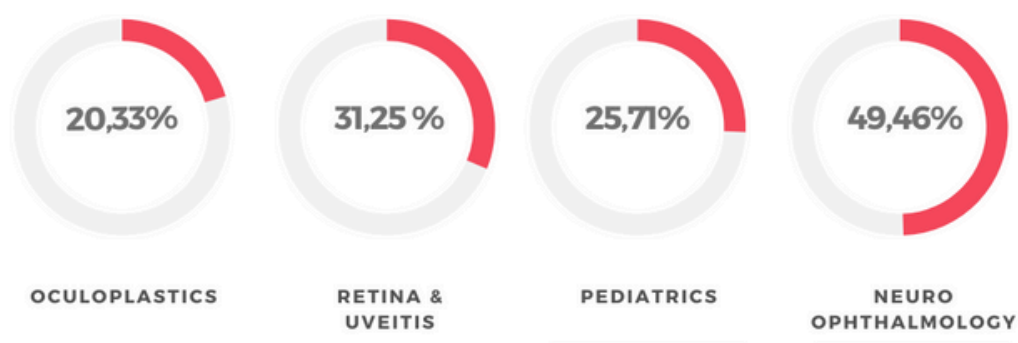
100% OF THE  
PARTICIPANTS  
SURVEYED



# VALUE PROPOSITION

CETC TRAININGS HAVE AN IMPACT ON THE TRAINING OF PARTICIPANTS

## RESIDENTS INCREASED CONFIDENCE, AFTER OUR TRAINING, WHEN DEALING WITH AN EMERGENCY

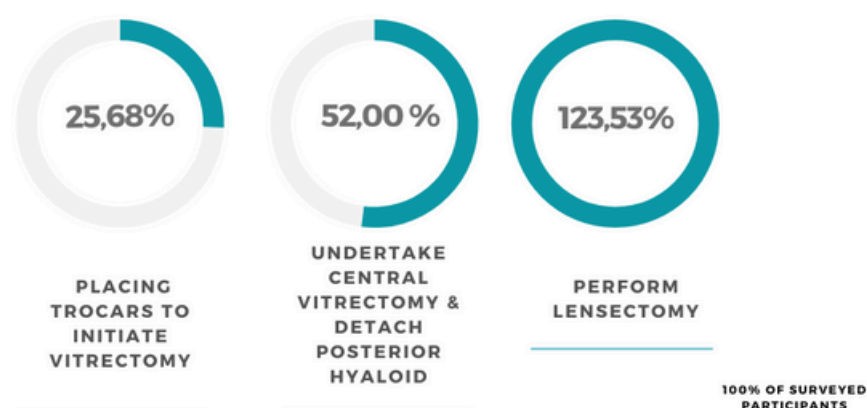


## 1ST EDITION EMERGENCY IN OPHTHALMOLOGY

83.3% OF THE PARTICIPANTS SURVEYED



## RESIDENTS INCREASED CONFIDENCE AFTER OUR TRAINING HAS BEEN COMPLETED



## 5TH EDITION INITIATION IN VITREORETINA



# VALUE PROPOSITION

PARTICIPANTE & PARTNER

## COMPETITIVE ENVIRONMENT

	OPTION 1	OPTION 2	CETC Clinic Eye Training Center Hospital Clinic Barcelona
HYBRID TRAINING: CLASSROOM, HANDS-ON & ONLINE	✓	✓	✓
PUBLIC FUNDS	✓	✓	✓
UNIVERSITY HOSPITAL	✓	✓	✓
FULL OPHTHALMOLOGY COMMUNITY EDUCATION	✓	✓	✓
REAL CLINICAL ENVIRONMENT	✓	✓	✓

The CETC is a unique public funded project in the market.

We offer a multimedia classroom and online training with dry and wet lab facilities to ophthalmologists, optometrists and nurses. The environment is real, i.e. in a public and university hospital. The outpatient department, emergency department and surgical block are located in the same facilities.

**The CETC is unique in the market.**

# JOIN US

## CETC

**Clinic Eye Training Center**

Hospital Clínic Barcelona

MATERNITAT SITE - HOSPITAL CLÍNIC BARCELONA

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