



## Lehigh Valley Health Network Simulation Study Results Show Driving Simulators Effective in Training

*Virtual Driver Interactive Simulators and One Simple Decision Software® Used in Four-Year Study*

**El Dorado Hills, CA.—June 12, 2017**—Virtual Driver Interactive, Inc. (VDI), the leading provider of simulation-based driver training solutions, congratulates Lehigh Valley Health Network (LVHN) for conducting an extensive, four-year study focused on the educational effectiveness of driving simulators. LVHN's study confirms that driving simulators using first-person, consequence-based training play a significant role in raising the knowledge about the dangers of distracted and impaired driving behaviors.

*One Simple Decision* is VDI's innovative simulation-based distracted and impaired driving program where actual law enforcement, judicial and medical personnel interact with the driver to modify driving behavior by illustrating the consequences of choices made behind the wheel. The purpose of the *One Simple Decision* program is to affect their future intended behaviors by making drivers hypersensitive to the consequences of choosing to drive distracted or impaired. The program not only scores driving infractions but also focuses on the actual legal, physical and psychological costs associated with impaired driving.

Bill McQuilken, trauma prevention coordinator at LVHN, collaborated with VDI to customize the *One Simple Decision* videos to be Pennsylvania-specific by choosing Bethlehem, PA's State Police Troop, LVHN's chief of geriatric trauma, Robert Barraco, MD, and Lehigh County Judge Maria Dantos.

*"It took a lot of work and the cooperation of some great people," McQuilken says. "We're really proud of the way it turned out. VDI's driving simulator program has been effective in showing the students that there are real life consequences to driving distracted or driving impaired."*

LVHN's study investigated teenager, young adult and adult knowledge levels on distracted and impaired driving through the use of VDI's educational driving simulators. The simulators were taken to high schools, colleges/universities, and businesses throughout Pennsylvania over a four year period and 22,000+ surveys conducted. The results conclude that using educational driving simulators showing drivers real life consequences of choices they make while driving, **does raise awareness about texting, cell phone use, impaired driving, and not wearing a seat belt.** In fact, 67% of the participants stated that the consequences of driving distracted were worse or much worse than they originally thought. They also thought the consequences for driving impaired were worse or much worse than they thought. Read more about the study [here](#).

*"We are proud to work with organizations like Lehigh Valley Health Network who are committed to educating teens about potential traumatic injuries associated with driving distracted or impaired," said Bob Davis, CEO and president of VDI. "With technology being so integrated into today's society, distracted driving is everywhere and isn't just texting now – it's any type of smartphone activity like checking Instagram, Facebook and email. Lehigh's study confirms that education is the best way to stop this epidemic."*

### **About Virtual Driver Interactive**

Virtual Driver Interactive is well known for its innovative simulation-based training. From training corporate fleets to new teen drivers, VDI delivers effective training. VDI offers highly portable, affordable and effective solutions. Titles include Virtual HD® (Virtual Hazard Detection), designed specifically for corporate fleets; One

Simple Decision<sup>®</sup>, a deterrent to distracted or impaired driving; Virtual DE<sup>™</sup> (Virtual Driving Essentials), a driver training and assessment program teaching critical skills; and Boating Skills VT<sup>™</sup> (Boating Skills Virtual Trainer), industry's leading simulation-based boating safety program. VDI is a privately-held company headquartered in El Dorado Hills, California. For more information, please visit [www.driverinteractive.com](http://www.driverinteractive.com).

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