

# Making ultrasound central to diagnosis: InSimo & echOpen, partner to strengthen training

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**InSimo**, a company specializing in the development of high-fidelity simulation software for medical training, and **echOpen**, a startup dedicated to making clinical ultrasound accessible to all healthcare professionals through its connected, ultra-portable probe, are announcing a **strategic partnership to democratize the use of ultrasound by bridging the gap between training and clinical practice**.

## Clinical ultrasound: a key asset in both diagnostic and therapeutic management of patients

**Clinical ultrasound is a powerful tool** - non-ionizing, non-invasive, and painless - **whose effectiveness is widely recognized**. It reveals information invisible to the naked eye, essential for establishing a fast and accurate diagnosis, and helps answer simple, binary questions such as "Is it serious or not?" or "Which organs are affected?".

**Clinical ultrasound represents a major evolution in medical practice: it enhances the physical examination with real-time imaging, at the patient's bedside and at the very moment clinical decisions are made.**

To make this tool available to all healthcare professionals, it is essential to provide both a device that is affordable and easy to integrate into daily practice, and strong support for learning and mastering the technique. This is precisely the purpose of the partnership between echOpen and InSimo: to bridge simulation-based training and hands-on practice with a real ultrasound probe, helping healthcare professionals adopt clinical ultrasound in a progressive, practical, and confident manner. The stakes are high: strengthening diagnostic decision-making, improving the quality of care, and supporting healthcare professionals more broadly as they embrace this transformation.

Dr Mehdi Benchoufi  
 echOpen - CEO

Performed directly by the physician (general practitioner, emergency physician, or hospital clinician), clinical ultrasound complements and significantly enhances the traditional physical examination by providing **real-time visualization of internal organs** and **enabling rapid confirmation or exclusion of a diagnostic hypothesis**. For the patient, it is reassuring and contributes to faster care delivery.

## Training differently, closer to clinical practice

Ultrasound is a "user-dependent" medical imaging modality. The accuracy and completeness of the diagnosis depend on the practitioner's ability to perform the correct probe maneuvers, combined, of course, with the accurate interpretation of the images.

**Mastering ultrasound is not something that happens by chance:** it must be learned, practiced, and refined. This is precisely why **InSimo** and



Ultrasound helps correct up to 50% of diagnoses during a consultation

© echOpen - echOpen O1 probe

echOpen are pleased to announce a **partnership** that creates a natural and coherent bridge between training ([diSplay U/S](#) simulator) and clinical practice ([echOpen O1](#) probe) of ultrasound techniques in real-world settings.

On one side, InSimo offers [diSplay U/S](#): a high-fidelity online ultrasound simulator developed in collaboration with numerous medical experts to support hands-on ultrasound training through around one hundred exercises and patient cases, both normal and pathological. With no hardware constraints and accessible from any internet-connected computer, diSplay U/S already brings together more than 20,000 users worldwide.

On the other side, echOpen markets [echOpen O1](#): a tri-frequency clinical ultrasound probe. It enables the acquisition of ultrasound images of internal organs, blood vessels, and other anatomical structures for diagnostic guidance purposes. echOpen O1 is used with a mobile application that allows users to control the probe, visualize images, and record and store them.

**These complementary innovative solutions work hand in hand.** They support healthcare professionals from training to everyday ultrasound practice, with a shared goal: to make this key skill more accessible, through compact, affordable tools that can be applied in any real-world situation.

**“echOpen and InSimo share a common ambition: to make ultrasound accessible to as many healthcare professionals as possible around the world. I am thrilled about this first partnership, which integrates simulation-based training into the support provided to echOpen O1 probe users in their clinical practice. I firmly believe that the democratization of ultrasound can only be achieved through both affordable equipment and a strong commitment to training.**

**By joining forces, echOpen and InSimo are providing a high-quality, practical response to this public health challenge.**

Pierre-Jean Bensoussan  
InSimo - CEO

## A unique partnership for a complete training pathway: from simulation to a real ultrasound probe

echOpen and InSimo are partnering to offer dedicated packages designed to fully leverage the complementarity of their solutions.

As part of this partnership, customers of each organization benefit from reciprocal special offers: €100 (incl. VAT) off an annual diSplay U/S subscription for purchasers of an echOpen O1 probe, and €160 (incl. VAT) off an echOpen O1 probe for new annual diSplay U/S subscribers.

\*Sources:

- <https://www.cmg.fr/wp-content/uploads/2025/03/Referentiel-metier-Contribution-echographie-ciblee-2024.pdf?utm>
- [https://publication-theses.unistra.fr/public/theses\\_exercice/MED/2023/2023\\_DELVAUX\\_Romain.pdf?utm](https://publication-theses.unistra.fr/public/theses_exercice/MED/2023/2023_DELVAUX_Romain.pdf?utm)



Ultrasound is still not widely used by general practitioners in France. While around 45% of GPs in Germany use it in their clinical practice, it is estimated that fewer than 10% of French physicians do so\*



# From simulation to the real probe



**InSimo**  
WE CARE FOR SIMULATION

InSimo has been developing medical simulation software for surgical and medical training since 2013. "Never the first time on the patient". This is the aim of healthcare simulation training: to offer medical students experience learning modalities to practice without risk to the patient.

InSimo's expertise in interactive biomechanical simulation, inherited from academic research, is complemented by many collaborations with the medical world, as a result of a historical integration at the heart of the Strasbourg university hospital.

## InSimo

Pierre-Jean Bensoussan  
CEO

[www.insimo.com](http://www.insimo.com)

**echOpen**

echOpen is a startup whose mission is to make clinical ultrasound accessible to all healthcare professionals and to contribute to improving population health. echOpen was co-founded by Dr. Mehdi Benchoufi, PhD, Olivier de Fresnoye, and Dr. Pierre Bourrier. Its solution, echOpen O1 probe, is designed and manufactured in France.

Versatile, reliable, and effective, echOpen O1 probe connects to any smartphone to enhance the clinical examination in all settings. Combined with secure educational digital services, the echOpen solution aims to become as essential as the stethoscope.

## echOpen

Dr Mehdi Benchoufi  
CEO

[www.echOpen.com](http://www.echOpen.com)