

Comfort Smile VR

PRESENTED AT THE GREAT ORAL HEALTH PITCH
NEW YORK, DECEMBER 2ND 2024



Dental Anxiety and Fear



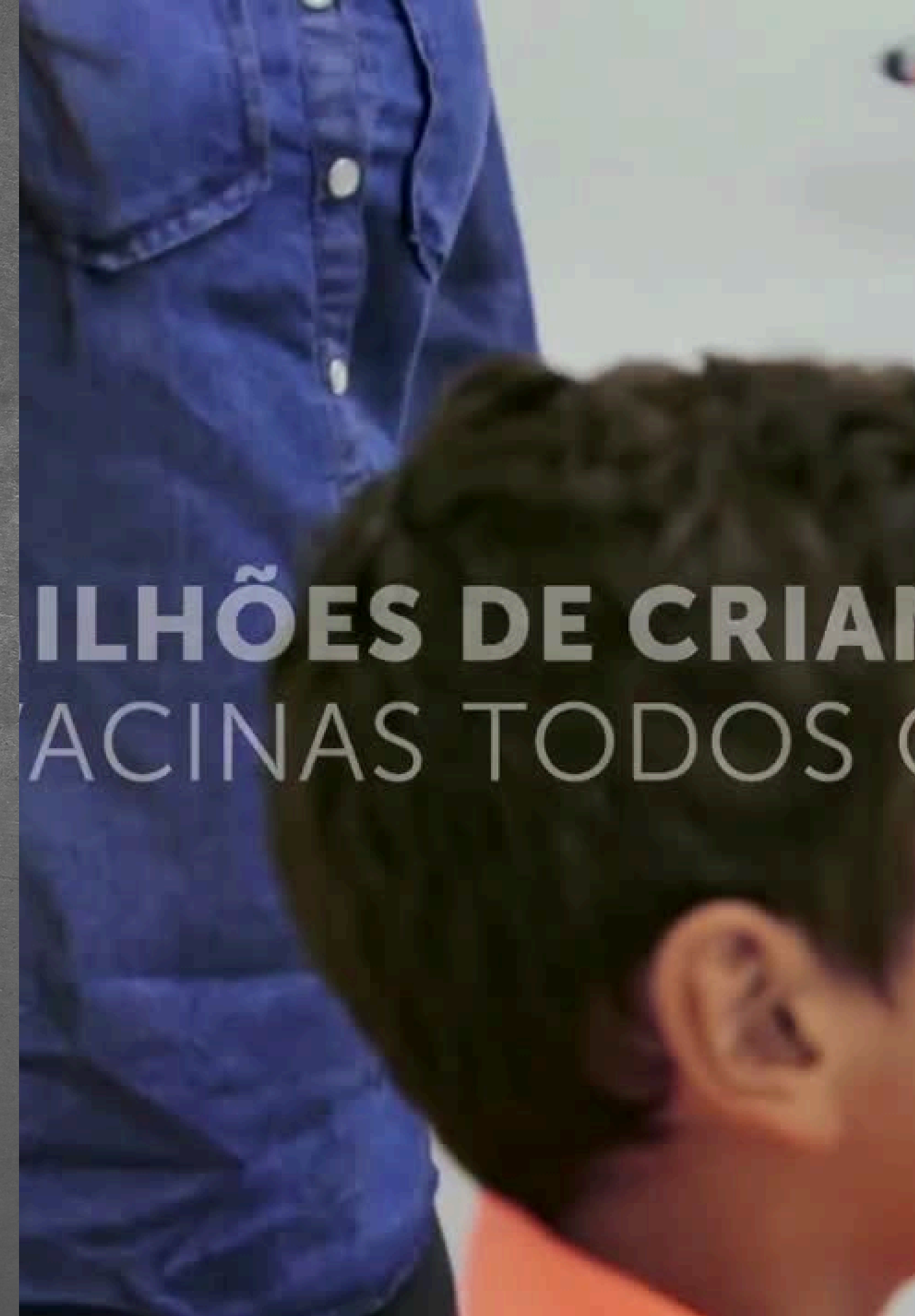
Virtual Reality

Virtual reality (VR) glasses have the remarkable ability to transport individuals into immersive, simulated environments, effectively isolating them from the physical world. By using advanced visual and auditory technologies, VR creates a sense of presence in a completely different reality, allowing users to interact with digital surroundings as though they were real.



VR & Health Care

- The patient experience with virtual reality (VR) in healthcare is often transformative, as it provides a unique blend of comfort, engagement, and distraction from traditional clinical settings.
- Patients undergoing painful or anxiety-inducing treatments can use VR to immerse themselves in calming environments, reducing stress and perceived discomfort.
- This technology also fosters a sense of control, as patients can visualize progress or explore educational simulations about their condition, making healthcare more personalized and less intimidating.



The application of virtual reality (VR) in dentistry



VR in Dental Clinic Practice

Article

Behaviour and Anxiety Management of Paediatric Dental Patients through Virtual Reality: A Randomised Clinical Trial

Cristina Gómez-Polo ^{1,*} , Ana-Aida Vilches ², David Ribas ³ , Antonio Castaño-Seiquer ³ and Javier Montero ¹ 

Virtual reality in specialized dentistry: employing virtual reality for the alleviation of pain and anxiety in hereditary angioedema patients

Alessio Rosa ¹, Riccardo DE Angelis ², Alberto M Pujia ³, Pierluigi Cardelli ⁴, Claudio Arcuri ⁴

Affiliations + expand

PMID: 39470592 DOI: 10.23736/S2724-6329.24.04961-1

RESEARCH

Open Access

Effect of virtual reality distraction on pain and anxiety during infiltration anesthesia in pediatric patients: a randomized clinical trial



Amama M. Felemban^{1*}, Rawan M. Alshamrani², Doha H. Aljeddawi^{1,3} and Sara M. Bagher¹

The Effectiveness of Virtual Reality in Controlling Pain and Anxiety Levels in Four-to-Six-Year-Old Children During Dental Treatment

Omar S. Almajed ^{1,2}, Rakan Alhajhuji ³, Eyad Alshaheen ⁴, Abdullatif Almajhim ⁵, Mohammed Albutayh ⁶, Ravi G. Raghunath ⁷, Gauri Lele ⁸

Despite its growing presence in healthcare, only a limited number of studies in the literature explore the application of virtual reality (VR) in dental clinics.

Moreover, there has been no significant development of VR applications specifically designed for use during dental treatments.

Implications

These studies have shown that using VR during dental treatment is an effective tool for managing dental anxiety and fear. However, many patients have reported experiencing side effects after prolonged use:

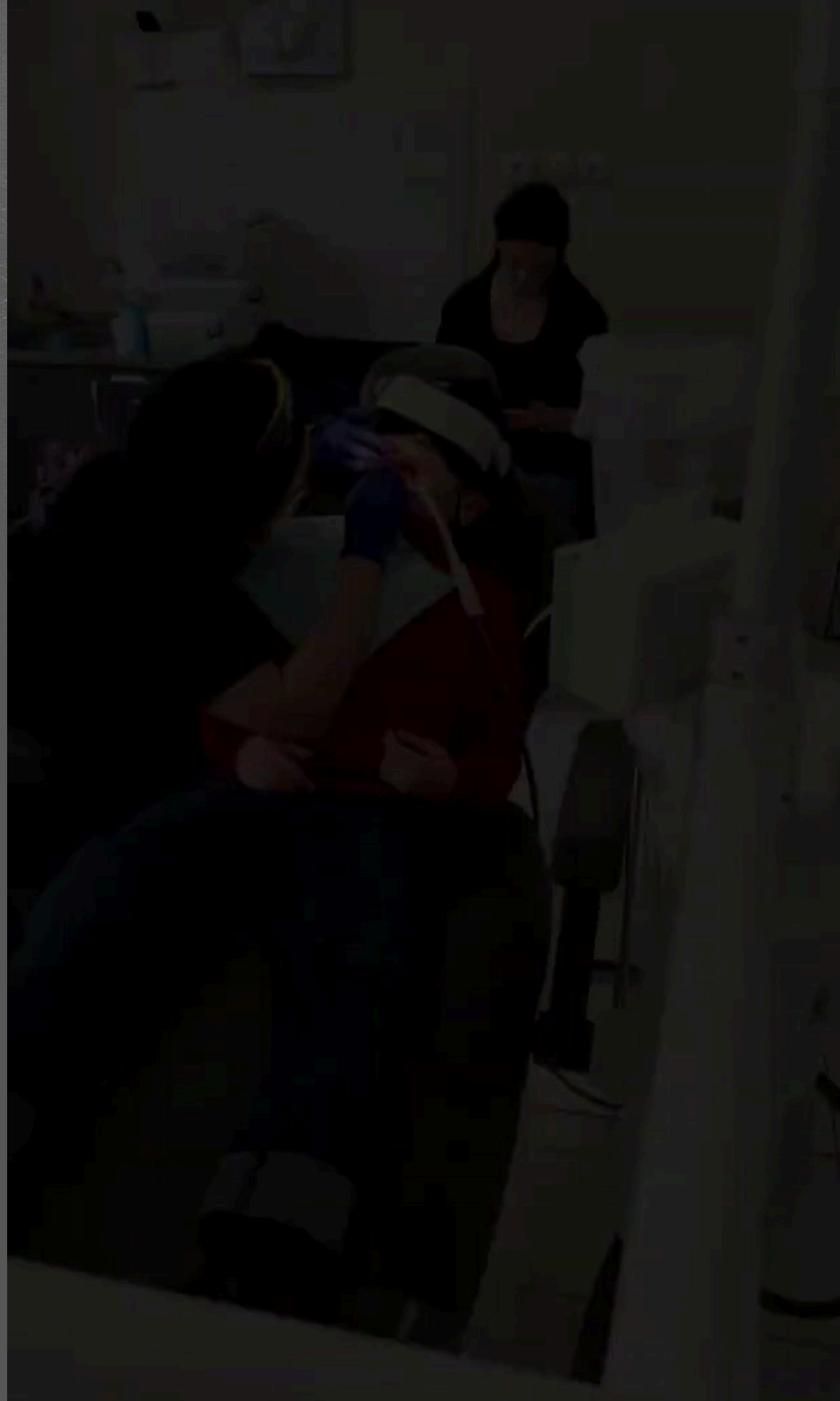
- **Motion Sickness (VR Sickness)**
- **Eye Strain:**
- **Spatial Disorientation**
- **Headaches**
- **Temporal Confusion**
- **Neck and Shoulder Strain**
- **Balance Problems and Falls**
- **Mental Fatigue**

Our Product

Our application is specifically designed to enable extended use of VR by addressing common side effects through advanced innovations.

It utilizes ocular iris tracking to control virtual motion, eliminating reliance on head movements, which can contribute to discomfort.



A dark, low-key photograph of a person wearing a VR headset, being assisted by a caregiver in a clinical setting. The person is lying down, and the caregiver is standing behind them, adjusting the headset. The scene is dimly lit, with some medical equipment visible in the background.

The efficacy:

Additionally, the app features a custom-developed filter to regulate brightness and color tones, significantly reducing visual strain and other side effects associated with prolonged VR use.

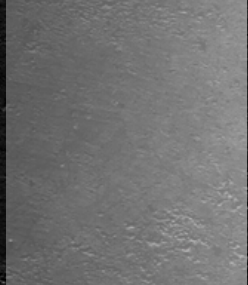
Beyond functionality, the application creates a calming and immersive environment tailored to the patient's comfort.

Our Product Diferencial



Our Team:

Our team is composed of professionals from diverse backgrounds, including dentistry, technology development, and user experience design. Led by experts in VR technology and dental care, we bring together a multidisciplinary approach to create solutions that improve patient care and support dental practitioners. The team includes skilled developers, dental advisors, and health tech specialists, all passionate about transforming dental care through innovation.



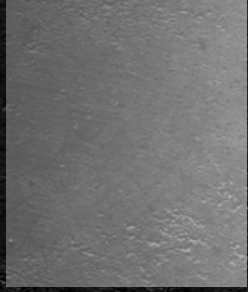
Development Stage

We are currently in the pre-revenue stage, focused on further development, testing, and refinement of our VR solution. Our product is in its final stages of beta testing, and we are preparing for a full-scale launch in the near future.



Revenue/Business Model:

Our business model is primarily subscription-based, with dental clinics and practices subscribing to our platform for access to our VR solution. We also offer customized packages for specific needs such as training for dental professionals, as well as one-time licensing for clinics seeking to integrate VR for specific treatments. Additionally, we plan to explore partnerships with dental equipment manufacturers and healthcare organizations



Go-to-Market Strategy:

Our go-to-market strategy focuses on building partnerships with dental clinics, dental associations, and healthcare networks. We will leverage digital marketing, including targeted ads, social media campaigns, and online content, to raise awareness of our solution. We also plan to attend industry conferences and events to showcase our technology and build direct relationships with dental professionals. We aim to start with digital markets, expanding nationally as we gather customer feedback and refine our offerings.



Funding Stage:

We are currently in the seed funding stage, actively seeking investment to scale our operations, enhance product development, and execute our go-to-market strategy. We plan to use the funding to expand our development team, invest in marketing, and increase product reach in the dental industry.