

DDS JOÃO GUILHERME MEDEIROS / MR. LUIZ FERNANDO MEDEIROS
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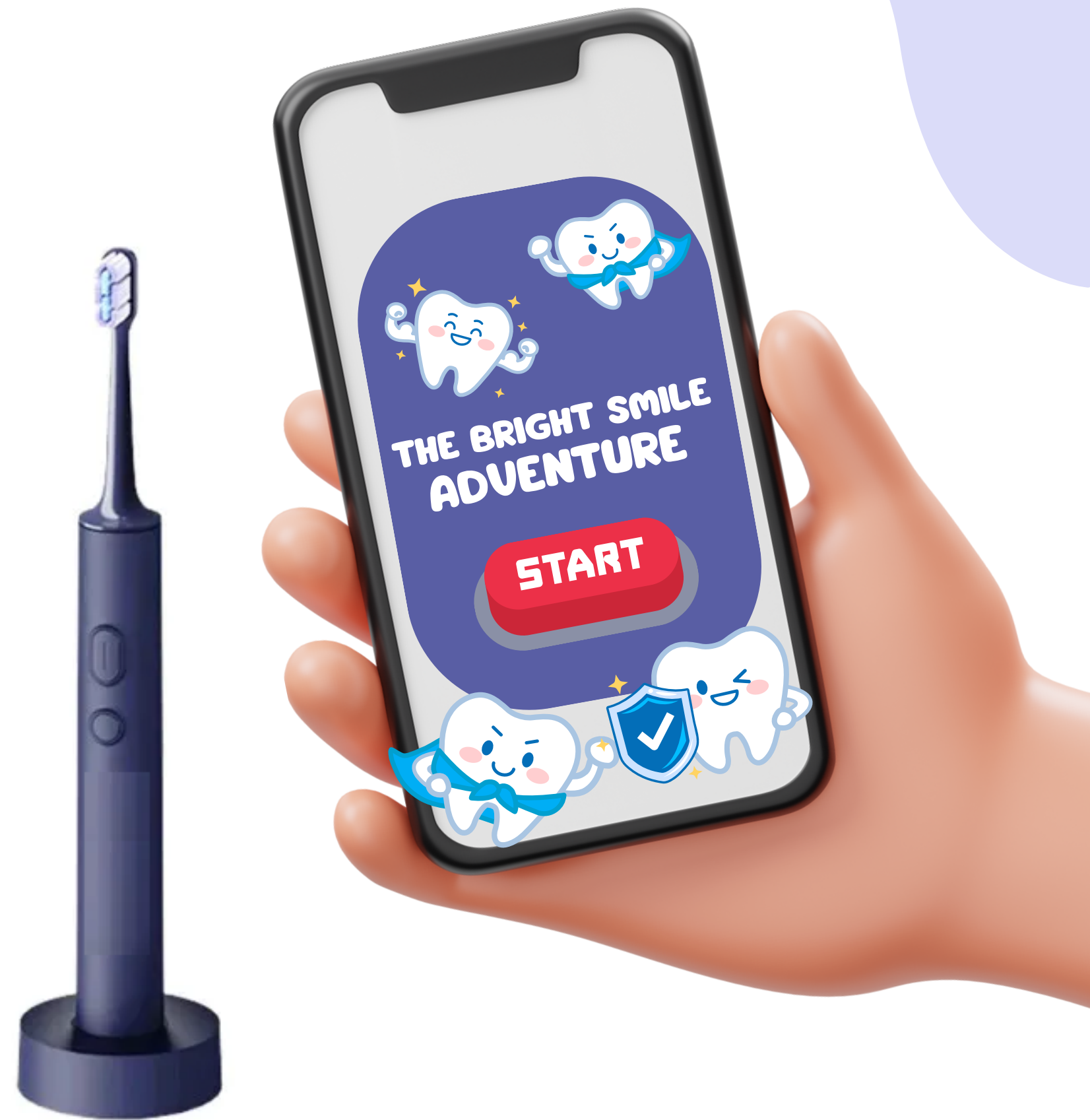
THE BRIGHT SMILE ADVENTURE



OUR GAME:

This game is designed to encourage children to brush their teeth effectively.

Using electric toothbrushes equipped with advanced 3D technology, the game maps the child's brushing in real time, providing feedback on areas that need more attention and highlighting spots that have already been brushed.



- This innovative game offers several benefits that positively impact children's oral health and their relationship with daily hygiene routines.
- By providing real-time feedback, the game teaches children exactly where and how to brush, ensuring they reach every area of their mouths.
- This game help reduce plaque buildup, lowers the risk of cavities, and establishes proper brushing habits from an early age.
- This game fosters a positive, enjoyable relationship with oral health, transforming brushing from a routine task into an engaging experience.



USER ENGAGEMENT

With real-time and animated feedback on areas they've missed or cleaned well, kids feel more motivated to brush thoroughly and correctly.

This immediate guidance and reward system not only makes brushing enjoyable but also encourages them to brush regularly, helping to build a positive and lasting connection with their oral hygiene routines.



EVIDENCES:

EVALUATION OF EDUCATIONAL KNOWLEDGE IN ORAL HEALTH THROUGH GAMIFICATION

AUTHORS

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3. STADUAL UNIVERSITY OF RIO DE JANEIRO, SCHOOL OF DENTISTRY.
4. DEPARTMENT OF DENTISTRY, MATO GROSSO CANCER HOSPITAL.

REFERENCES



GAME QR CODE



BANNER QR CODE



INTRODUCTION:

frontiers | Frontiers in Oral Health

TYPE Systematic Review
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DOI 10.3389/froh.2023.1125070

Check for updates

App-based oral health promotion interventions on modifiable risk factors associated with early childhood caries: A systematic review

OPEN ACCESS

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children



Review

Digital Health in Children's Oral and Dental Health: An Overview and a Bibliometric Analysis

Reivand Bastani¹, Nithin Manchery¹, Mahnaz Samadbeik², Diep Hong Ha¹ and Loc Giang Do^{1,*}

Zolfaghari et al. BMC Oral Health (2021) 21:18
https://doi.org/10.1186/s12903-020-01374-2

BMC Oral Health

RESEARCH ARTICLE

Open Access

Development and evaluation of a gamified smart phone mobile health application for oral health promotion in early childhood: a randomized controlled trial

Mitra Zolfaghari¹, Mina Shirmohammadi^{2,3}, Houra Shahhosseini⁴, Mehrshad Mokhtaran⁵ and Simin Z. Mohebbi^{2,3*}



Aboalshamat et al. BMC Public Health (2020) 20:680
https://doi.org/10.1186/s12889-020-08806-2

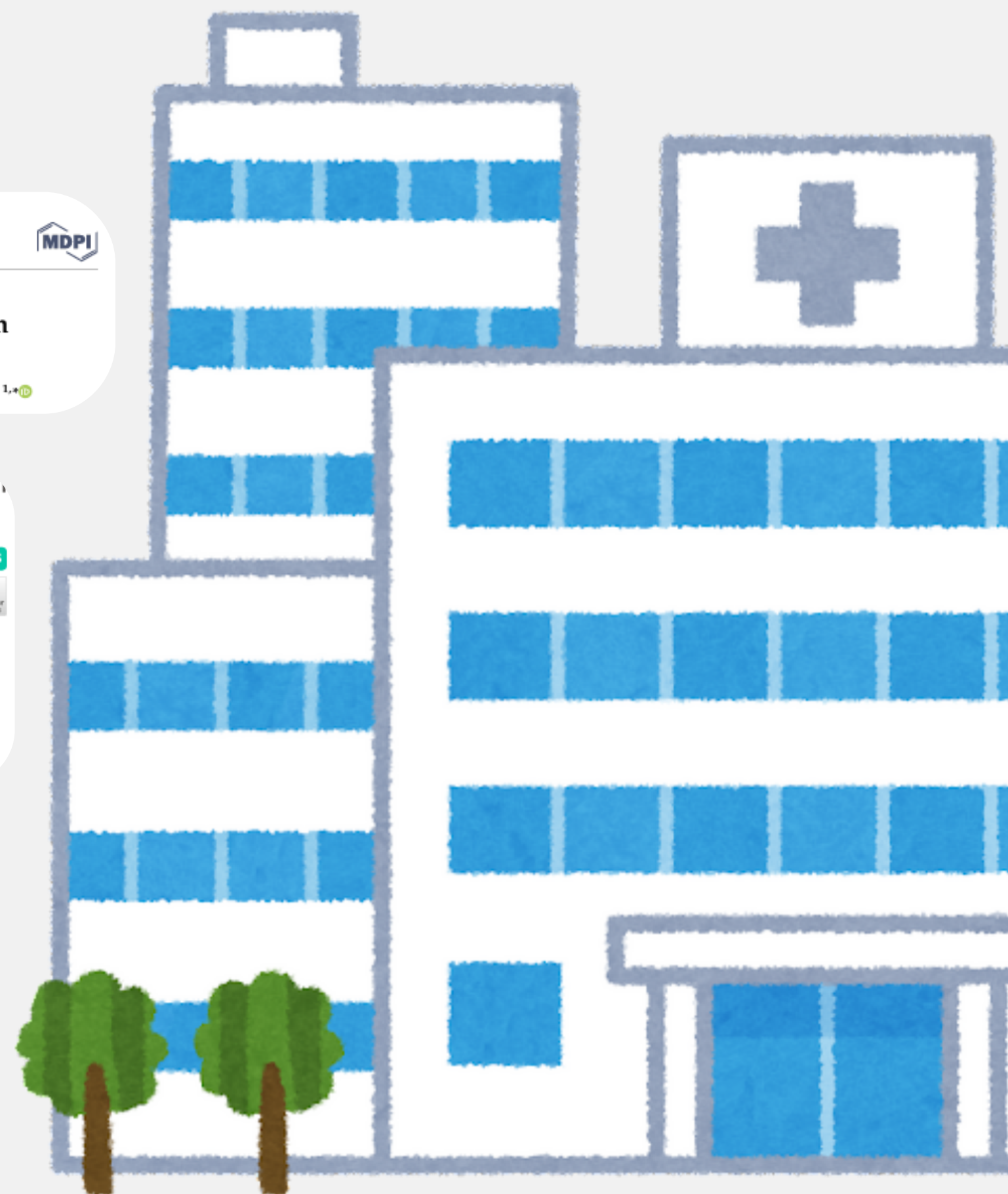
BMC Public Health

RESEARCH ARTICLE

Open Access

The effects of gamification on antimicrobial resistance knowledge and its relationship to dentistry in Saudi Arabia: a randomized controlled trial

Halid Aboalshamat^{1,2*}, Amjad Khayat³, Ragheb Halwani³, Ammar Bitan³ and Ryyan Alansari³



GAME MECHANICS

- The game mechanics are designed to be both educational and interactive.
- Using an electric toothbrush equipped with 3D mapping technology, the game tracks the child's brushing movements in real time.
- As they brush, the game highlights areas that need more attention, guiding them to brush each zone properly and evenly.
- Points or rewards are given for thorough cleaning, motivating children to reach all parts of their mouth.
- The game includes mini-games that reward children with points or badges for tasks



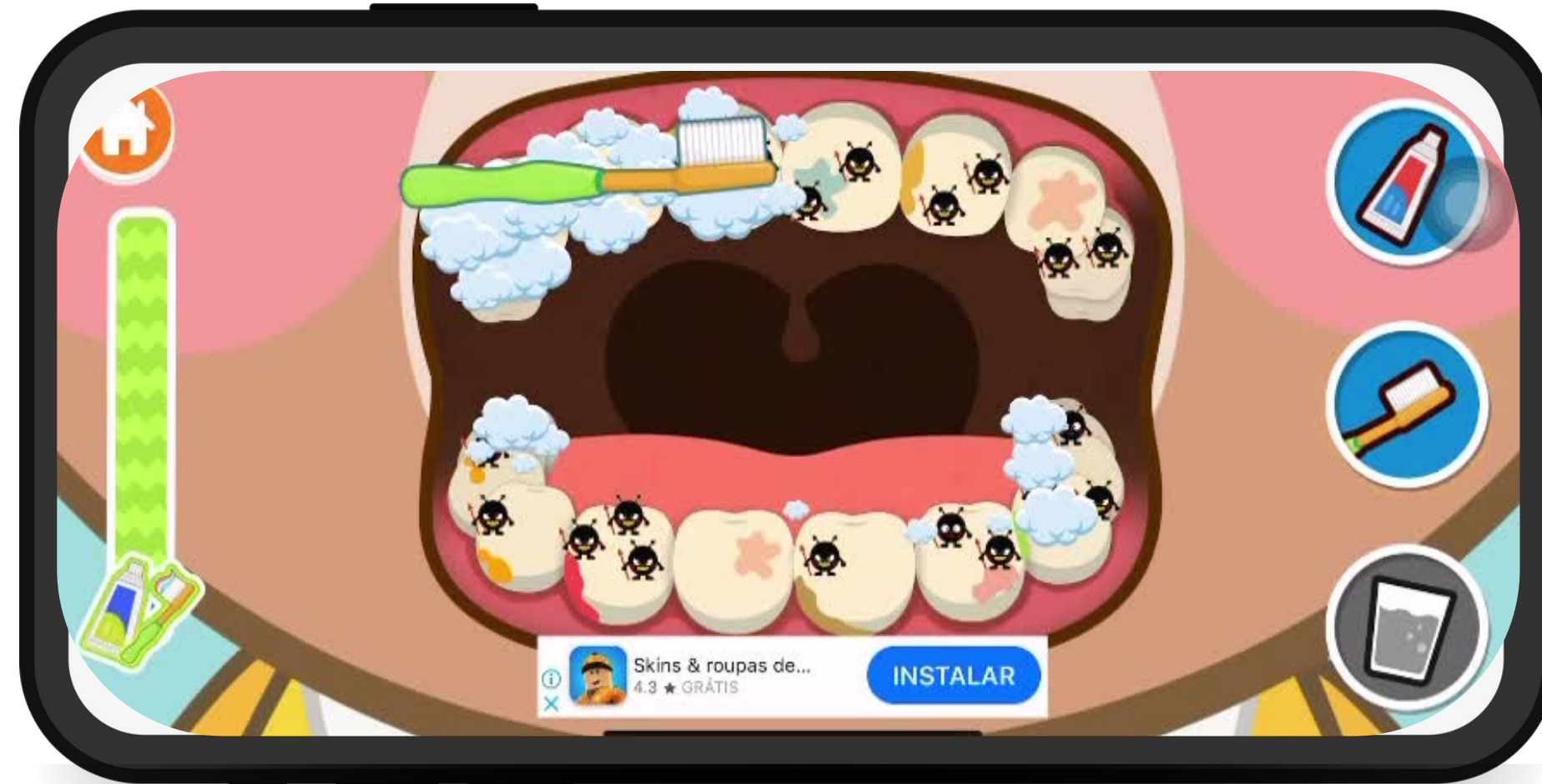


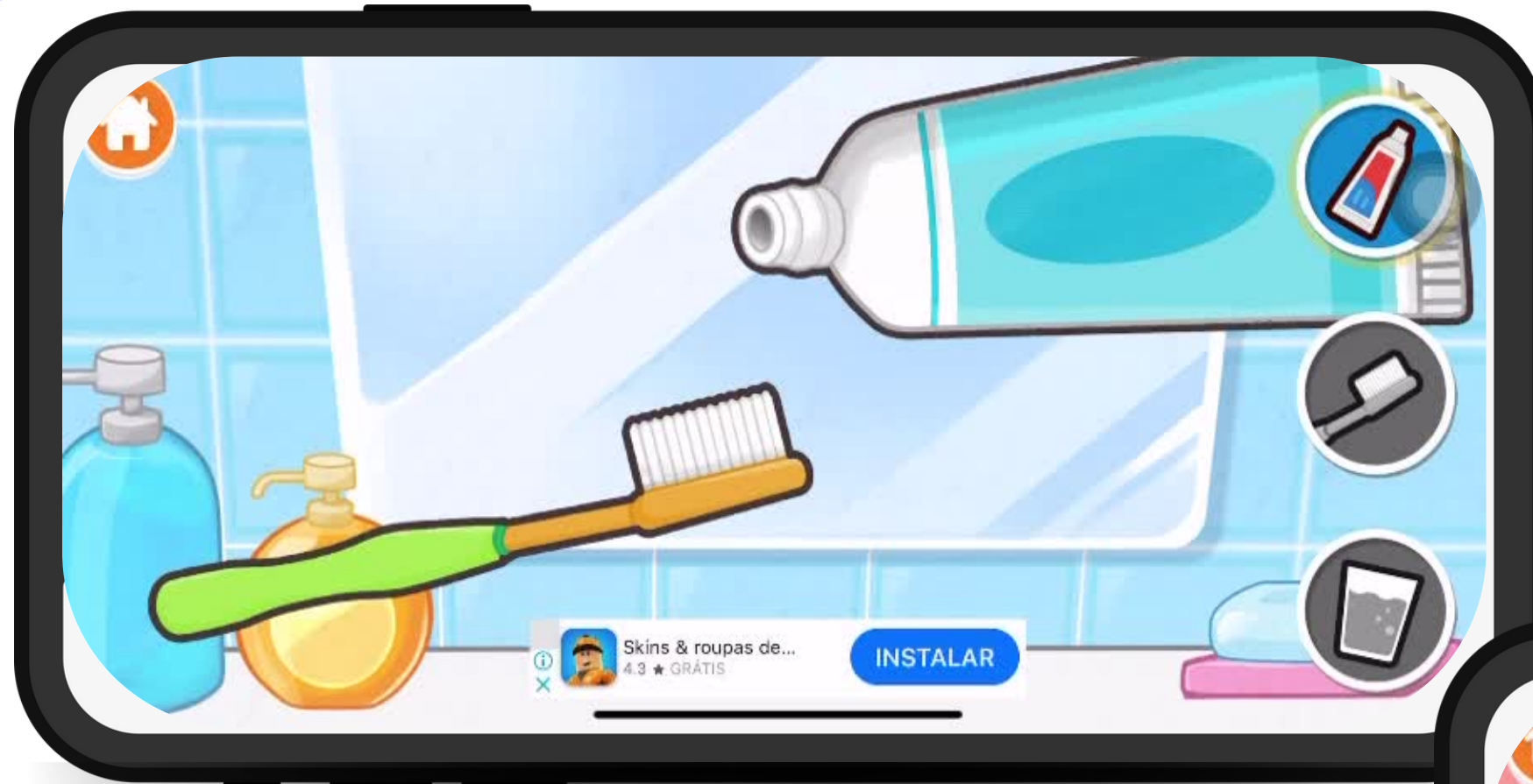
MAIN GAME

AND

MINI-GAMES









THE GAME FEATURES A DAILY LEVEL MAP, WHERE EACH DAY PRESENTS A NEW STAGE WITH UNIQUE BRUSHING GOALS. AS CHILDREN PROGRESS THROUGH THE LEVELS, THEY UNLOCK A SMALL REWARD FOR EACH DAY COMPLETED, ENCOURAGING THEM TO RETURN DAILY, BUILD CONSISTENCY, AND MAKE BRUSHING A FUN, ONGOING ADVENTURE.



THE GAME ALLOWS CHILDREN TO CUSTOMIZE THEIR OWN CHARACTER, CHOOSING FEATURES LIKE HAIRSTYLES, OUTFITS, AND ACCESSORIES.



CHILDREN CAN EARN COINS BY BRUSHING DAILY OR BY PURCHASING ASSOCIATED DENTAL CARE PRODUCTS. THESE COINS CAN THEN BE USED TO UNLOCK DIGITAL ITEMS FOR CHARACTER CUSTOMIZATION OR SPECIAL IN-GAME REWARDS, ENCOURAGING CONSISTENT BRUSHING WHILE LINKING ORAL HYGIENE HABITS TO FUN INCENTIVES.



KEY ELEMENTS FOR HABIT-BUILDING AND ENGAGEMENT

Consistency

Motivation

Interaction

Engagement



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 PRODUCTS AND PRACTICES SUBSCRIBING TO OUR PLATFORM FOR ACCESS THE GAME. ADDITIONALLY, WE PLAN TO EXPLORE PARTNERSHIPS WITH DENTAL EQUIPMENT AND PRODUCTS MANUFACTURERS AND HEALTHCARE ORGANIZATIONS, OUR APPLICATION INCORPORATES A REWARD SYSTEM, ALLOWING PATIENTS TO EARN POINTS FROM PARTERS PRODUCTS , SUCH AS ORAL HYGIENE KITS, DENTAL CARE PRODUCTS, OR OTHER WELLNESS ITEMS.

GO-TO-MARKET STRATEGY:

OUR GO-TO-MARKET STRATEGY FOCUSES ON PROMOTING OUR ORAL HEALTH GAME THROUGH PARTNERSHIPS WITH DENTAL CLINICS, SCHOOLS, AND EDUCATIONAL INSTITUTIONS, AS WELL AS COLLABORATIONS WITH DENTAL ASSOCIATIONS AND HEALTHCARE ORGANIZATIONS. WE WILL UTILIZE DIGITAL MARKETING CHANNELS, INCLUDING TARGETED ADVERTISEMENTS, ENGAGING SOCIAL MEDIA CAMPAIGNS, AND INTERACTIVE ONLINE CONTENT, TO RAISE AWARENESS AND ATTRACT USERS. ADDITIONALLY, WE PLAN TO PARTICIPATE IN INDUSTRY CONFERENCES, EDUCATIONAL FAIRS, AND COMMUNITY EVENTS TO SHOWCASE OUR GAME AND CONNECT DIRECTLY WITH EDUCATORS, DENTAL PROFESSIONALS, AND PARENTS. OUR INITIAL FOCUS WILL BE ON DIGITAL PLATFORMS, WITH PLANS TO SCALE NATIONALLY AS WE GATHER USER FEEDBACK AND OPTIMIZE THE GAME EXPERIENCE

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.