



# myDentalScore

*For immediate release*

## **New website brings patients to dentists' doors**

An interactive software tool which engages and informs patients about their dental health but also encourages them to turn to you, their dentist, to provide a formal diagnosis, treatment and advice is to be launched in the UK.

MyDentalScore has been devised to educate patients about their dental health. It consists of an online questionnaire which asks about dental hygiene and history as well as lifestyle delivers a score along with encouragement to discuss the findings with a dentist. It is now available for dentists to brand to their practice and add as a link to their website.

The new software comes from the same team which devised PreViser, the periodontal risk assessment tool. But while PreViser uses clinical measurements and is managed by the dental professional, myDentalScore aims to inspire the general public to investigate how healthy their teeth and mouth are and what their risk status is. It covers the three main aspects of oral health: teeth, gums and oral cancer.

Professor Iain Chapple, Professor of Periodontology and Consultant in Restorative Dentistry at Birmingham University Dental School, said he was initially sceptical about the concept, as his own market research had indicated that the dental profession is uncomfortable with patients self diagnosing. He did however change his mind having used the system on himself.

He continued: "It raises awareness using evidence based information which does not scaremonger, but which encourages patients to seek professional support for their oral health. When I entered my own data into the questionnaire, the results seemed appropriate and accurate. I liked it, because it is very simple and encourages patients to think about their oral health as part of their overall health. Importantly, it makes the point that if you want to be assessed properly, you should go and see your dentist."

MyDentalScore and PreViser are distributed in the UK and Ireland by Oral Health Innovations (OHI) Ltd. Profits are divided between the UK Oral and Dental Research Trust and grants to PhD students at Birmingham's Dental School.

Liz Chapple is Director of OHI Ltd and she explained that myDentalScore will be available in two different formats. One version is designed to be hosted on dental practice websites to help patients better understand their care needs. A one time set up fee of £50 is charged to personalise myDentalScore with your practice information. Dentists using PreViser's clinical technology will pay no further fees beyond set-up. An annual subscription of £75 per annum will apply to non-PreViser dentists.

There will also be a public version of the technology which will list by postcode PreViser-capable dentists who can clinically validate the patients' self assessed results and contextualise the results with their own advice and guidance.

Mike Busby, Dental Advisor to Denplan commented 'I think this is great! I think the data required makes patients think about important risk factors without a 'professional' breathing down their neck!

For more information, or to invest in myDentalScore for your website, go to [www.previser.co.uk/products/mydentalscore.html](http://www.previser.co.uk/products/mydentalscore.html)

#### Editors Notes

The professional launch of myDentalScore is to take place on Friday February 11<sup>th</sup>. The occasion is a seminar given by Dr Tim Donley, the highly regarded periodontist who advocates a risk-based approach to periodontal diagnosis. A photograph of the launch will be made available to the dental press.

For the public, a press announcement will be made in time for Smile Month, starting on May 15<sup>th</sup>.

For more information, contact Caroline Holland on 020 8679 9595 or 07974 731 3956