

Smileyscope Community Newsletter - March 2021

Hello from the team at Smileyscope! We hope you are keeping safe and healthy. A huge thank you to all healthcare workers for their hard work and dedication to our communities. A very special thank you to our Child Life Specialists who we celebrate with Child Life Month in March.

Smileyscope now used in over half of pediatric hospitals in Australia and expanding to major hospital networks in the US, EU and the Middle East

Smileyscope has achieved a significant milestone of adoption in over half of all pediatric hospitals in Australia. We are supporting the COVID vaccine rollout. 25% of adults have needle anxiety, leading to 7% of adults avoiding vaccinations, so addressing needle fear can improve the rollout's success. Stay tuned for an imminent media release regarding Smileyscope's usage in a major vaccination hub.

We continue to receive high inbound interest and sales across major healthcare networks in the US, Europe, and the Middle East.



Dr Paul Leong, co-founder and Chief Medical Officer at Smileyscope receiving his COVID-19 vaccine

Feedback on Smileyscope from a Child Life Specialist at Royal North Shore Hospital, New South Wales, Australia

For a glimpse into how the Smileyscope can benefit patients across a range of procedures, here is some feedback from Kerry Crannis, a Child Life Therapist at Royal North Shore Hospital who has recently received her unit.

Amy (not her real name) is a 12-year-old admitted with a fractured tibia (lower leg). She has a history of anxiety. Amy would typically work herself into a state that she was no longer listening to anybody. When Smileyscope was introduced, Amy first said it would be all too hard, but within a few seconds of looking at the cats relaxation, she was calm, able to listen, assisted nursing staff in moving her.

- Amy said “Best thing ever!”
- Parents remarked “We need one of these for home”

Max (not his real name) is a 10-year-old admitted with osteomyelitis (bone infection), requiring a PICC line insertion for intravenous antibiotics. He has a history of autism. Max used Smileyscope for a number of procedures including blood tests and PICC line dressing changes.

- Max exclaimed “I liked experiencing different scenes”
- Parents said “It totally transformed our son. He was more compliant with nursing care.”

Shelley is a 13-year-old for steroid injections for alopecia (hair loss). Shelley needed to hand-hold the device to allow the doctors to inject her scalp. She selected the Relax module in Smileyscope.

- Shelley commented “Best injections yet, I didn’t even feel injections I was so focused on what was on the screen”. Shelly asked to use it again next time (3 months), and would like to experience the other adventures
- Mom said “Wow, wow, wow she didn’t even flinch or move”
- Nursing staff found “We just used minimal nitrous (sedation) compared to using higher doses with previous injections”

We are encouraged by the case studies and feedback that we so frequently receive from hospitals, about how Smileyscope is creating positive patient experiences and health outcomes.

We’re celebrating Child Life Month!

Smileyscope knows how important Child Life Specialists are. We’ve interviewed:

- [Scott Kramer from Dancing While Cancering, The Maddie Kramer Foundation](#) (left), and
- [Megan DiTore, Child Life Specialist, from Virtua Health, New Jersey](#) (right, 2nd from left)



For the Kramer family, Child Life played such a pivotal role for them throughout their healthcare journey with Maddie. Scott said “Child Life are an incredible resource for our family and so many other families during the darkest and hardest times”.

For Megan DiTore, it is amazing to hear that her motivations to become a Child Life Specialist stemmed from her own personal experiences as a pediatric patient in ICU and inspiration from a high school field trip to the hospital.

Smileyscope has also been deployed at mass vaccination centers in Massachusetts US, and vaccine hubs in Victoria AUS, to help support people with needle anxiety get the best care during their COVID vaccinations.

Free Professional Development Webinar – Contributing to CCLS Re-Certification

Join Dr. Evelyn Chan, pediatrician and CEO of Smileyscope for a webinar on developing a therapeutic intervention to improve pediatric needle experiences. “Ideas to Reality” is a webinar which will walk you through a clinician’s journey to create a virtual reality experience to support procedural pain. It will outline the tools and resources used to bring an idea to research, and into clinical practice, and the challenges and outcomes along the way. It hopes to create the conversation about how HCPs can also bring their own innovative concepts into clinical practice.

- Register in advance for this webinar: www.smileyscope.com/webinar
- Date: Live webinar on Wednesday March 24th at 5pm Eastern time. Available as a recording from Thursday March 25th via Smileyscope’s website
- Duration: 1 hour
- Certification details: Continuing educational content session (for Child Life Specialist re-certification, this equates to 1 Professional Development Unit in the ‘Intervention’ category). Certificate of attendance will be provided to registered attendees after the webinar.

Free Professional Development Webinar

Ideas into Reality

Developing a therapeutic intervention to improve pediatric needle experiences

A webinar which will outline the tools and resources used to bring an idea into reality. Creating a conversation about how HCPs can bring their own innovative concepts from ideation, to research, and into clinical practice.

- **Registration:** www.smileyscope.com/webinar
- **Date:** Live webinar on Wednesday March 24th at 5pm US Eastern time¹
- **Certification details:** Continuing educational content session (1 PDU for Child Life²)



Dr Evelyn Chan
Pediatric physician
Co-Founder/CEO of Smileyscope

smileyscope.com

1. Available on demand via Smileyscope's website www.smileyscope.com/webinar 2. Eligible as a continuing educational content session for Child Life Specialist re-certification. This equates to 1 Professional Development Unit in the 'intervention' category). Certificate of attendance will be provided to registered attendees after the webinar.

Stay safe and well. Thanks for all your support!

Warm regards,

The Smileyscope team