



WG Ageing Population

ERO Plenary Session

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Working Group Ageing Population

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- Sponsoring of our toothbrushing Webapp

- First meeting with Colgate
- Showing a good will to sponsor our project
- Setting many conditions

Toothbrushing 101

- Why oral hygiene is important
- Oral hygiene products
- Helping someone brush
- Brushing natural teeth
- Brushing partial denture
- Brushing overdenture
- Brushing full denture
- Brushing toothless mouth

Don't forget the mouth • Toothbrushing 101

Brushing Partial denture: lower jaw index

1 remove frame or plate

Don't forget the mouth • Toothbrushing 101

Brushing Partial denture: upper jaw index

2 brush inner surfaces

Don't forget the mouth • Toothbrushing 101



- Colgate's conditions :
 - Graphics are not very professional -> must be changed
 - IT company should not only maintain the app but also update it according to the feedback of the users
 - Run the app in a pilot country, collect feedback and proceed changes before spreading spreading the app in europe. Colgate proposes Switzerland as pilot country
 - Colgate wishes written plan on how we would implement app Europe wide. Need a prove that the app will be used for several years.
 - Needs a feedback on haw many people use the app.



- Fullfilling Colgate's conditions means :
 - Professional support
 - App realisation, developement and maintenance
 - Data protection
 - Financial ressources
 - Human ressources
 - Time



- What next?
 - Uploading existing material on ERO Homepage
 - Contacting other companies for sponsoring
 - We still keep in mind the possibility to give away our idea to the sponsoring company as we don't have the requested knowledge and time to develop the app ourselves,
 - Conditio sine qua non :
 - we keep control on the scientific content.
 - Data protection is granted
 - ERO logo is prominently featured in the app



- Further considerations :
 - We opted for a webapp rather than an app for financial reasons
 - As our project will be financed by a sponsor, we can afford to develop an application that will be much more appropriate for the target audience.
 - User friendly
 - Problem of Wi-Fi or mobile data / internet access
 - The target audience for our application will initially be care givers in nursing homes, followed by home-care staff

Any questions ?

