



ERO Working Group

« Ageing Population »

Annual report 2023

Over the past year, the working group has focused exclusively on its toothbrushing application project. At our general meeting in spring 2023, the principle of funding from a sponsor was accepted. We contacted the Colgate/Palmolive company (GABA in Switzerland) in Therwil in the canton of Basel, Switzerland, which produces Duraphat™ toothpaste, among other products. We met with its representatives on several occasions, both face-to-face and by video-conference. This company is very interested in financing our project. However, it has requirements regarding control of use for statistical purposes that may pose a problem for data protection, believes that the graphics should be improved and wants promises regarding the dissemination of the application. In parallel, we also have an IT company in Italy (Exabite) that has drawn up various quotes for the creation and maintenance of the web application.

Given that this project could be financed by a sponsor, we also considered the option of a smartphone application, which would be more expensive than a web application. We were advised against this option because of the difficulties involved in updates.

Generally speaking, we realised that implementing this project would involve a lot more work than we had imagined. Although funding could be secured, the working group does not have the human resources to ensure the lead and the monitoring of this project, which ideally should be outsourced. However, it is vital that the ERO retains full control over the content of the application. The working group's work to date, i.e. the application project in its current state, has been posted on the ERO's new website.

For the future, the working group will look at other projects of the same type that already exist and seek possible synergies in order to find the necessary support for its realisation.

March 2024

Jean-Philippe HAESLER (chairman)