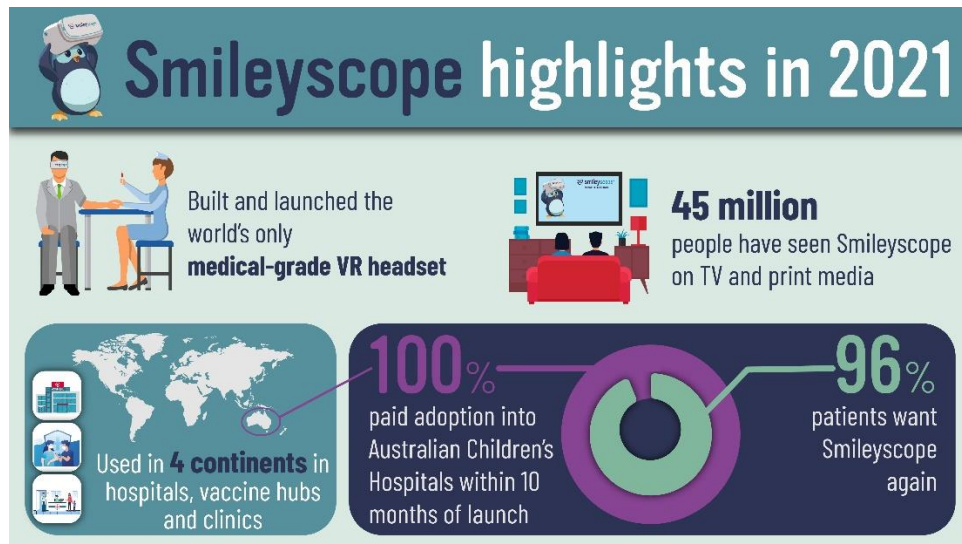


## Smileyscope Newsletter – December 2021

Season's greetings! Welcome to Smileyscope's newsletter for December 2021. Thank you for all your support.



### ☀ Product Development

2021 has seen exciting growth, and we now offer evidence-based digital therapies for all ages. Smileyscope is evolving to become the trusted platform for select, high-quality evidence-based VR treatments.

Additions to our product suite includes:

- Our magnetic resonance imaging (MRI) patient preparation experience. This VR simulation may help reduce the risk of aborted scans, or the need for costly sedation. It is being used by leading hospitals in Australia, US and UK;
- Internationally-acclaimed mindfulness meditation thought leader Professor Craig Hassed OAM;
- Award-winning therapeutic music from the Hush Foundation; and
- ECOVR's uplifting experiences enriching the lives of those unable to connect with nature in traditional ways.

### 📊 Research Translation

Smileyscope is committed to building a high-quality evidence base with our academic partners. Following our success in designing and conducting the world's largest clinical trials in procedural VR, Smileyscope is now undergoing rigorous testing in a range of clinical settings in pediatric and adult populations.

We continue to be leaders in the VR healthcare space. In recognition, Smileyscope was an invited speaker at over 12 academic conferences and health innovation events in 2021. Dr Paul Leong, our Chief Medical Officer, was invited to write an editorial on VR in the [Society for Pediatric Pain Medicine newsletter](#), alongside other leaders from Harvard and Stanford.

We are proud to have been included in the [2021 Infusion Therapy Standards of Practice](#), as a key part of the Pain Management for Vascular Access Procedures recommendations.



### ☑ Smileyscope in the Media

45 million people have seen Smileyscope, with over 30 national TV and print articles in Australia and the US. We want to thank our amazing community of clinicians and supporters who have taken the initiative to celebrate the positive clinical impact Smileyscope is having on their patients, families and staff. This has led to many more people being able to access Smileyscope to support their COVID vaccinations, hospital and clinic visits.



[\*Rush Medical Center, Chicago, US – Transforming Oncology\*](#)



[\*Monash Vaccination Hub, Melbourne, Aus – COVID Jabs\*](#)

### 🏆 Awards

Smileyscope continues to be awarded for healthcare impact, innovation and product design, with over 30 awards globally.

A highlight was winning the [Bear Institute's Pediatric Award for Patient Education](#) for our MRI sedation avoidance program in Washington DC. The Bear Institute is the technology partnership between the Children's National Hospital and Cerner. This award led to industry and hospital executive support for Smileyscope's product, the development of new hospital partnerships and research.

### ➤ What's Next

2022 will be an exciting year. We will continue to grow in Australia and the US. Several innovative products are in development. Our digital therapeutic platform uniquely offers the ability to disrupt multiple diseases – not just in pediatrics, but also in adults, acute care, chronic care and mental health.

We look forward to working together with you. If you have any questions or would like to find out more, please contact us at [info@smileyscope.com](mailto:info@smileyscope.com).

📦 Wishing you all a very Holiday Season and all the very best for the New Year!

Warm regards,

Evelyn, Paul and the Smileyscope team