

Smileyscope Community Newsletter – December 2020

Hello and Happy Holidays from the team at Smileyscope! We hope you are keeping safe and well.

2020 has been a very challenging year. It has also been a year of innovation and growth.

Snapshot of Smileyscope's 2020 progress

smileyscope 2020 snapshot

Transformed

>10,000



medical procedures across Australia and the US



In use across **3** continents



Won the Good Design – Gold Award 2020

Winner of USA's NODE. Health Best in Class Evidence Award 2020



Smileyscope publications are highly cited

>5,000 accessions, Google Scholar Citations for systematic review: 34 citations in 27 months, and clinical trial: 18 citations in 10 months



World-first hospital-grade VR headset



From 3 VR experiences to
>20 VR experiences



In 8
languages



Attained EU Class 1 medical device
registration and CE Mark

Our team has grown from 3 to **12**

50-50 gender split

Culturally diverse: >50% from racial or ethnic minorities



Smileyscope wins USA's NODE.Health Evidence Matters Competition

Dr Paul Leong (Co-founder and Chief Medical Officer) presented Smileyscope at the prestigious NODE.Health Awards Session at their 4th Annual Digital Medicine Conference last week. NODE. Health (Network of Digital Evidence in Health) is a network of societies, regulators, organizations and innovators aiming to combine the rigor of evidence based medicine with emerging technologies. The judges, comprised of professors and experts from leading networks like Weill Cornell, UCSF and Mount Sinai, were highly interested in our clinical rigour. The award was extremely competitive, and from the largest field ever, Smileyscope was recognized having the most rigorous evidence base, with tough competition including IBM's Health Division!

To watch the NODE.Health presentation please visit: <https://youtu.be/oGN0eu2RpVQ>

Our Smileyscope reflections for 2020

Despite being in iso*, with long COVID hairstyles, our team is still smiling! Here are some reflections...

(*For the non-Aussies, "iso" is an abbreviation of "isolation")



"This year has seen Smileyscope truly come to life - going from a physician-led idea, through comprehensive evaluation, to now becoming a registered medical device with real clinical impact in three continents." - Paul, CMO (Medical)

"I have the great pleasure of working with a wonderful collaborative team who have a common goal, to help patients, clinicians and caregivers. The response and feedback that I have received in educating clinician's on Smileyscope, has been stellar. I love being part of Smileyscope's mission to help children while undergoing painful needle procedures, as well as providing help to the clinician and caregivers"- Antoinette, Business Development Specialist, US

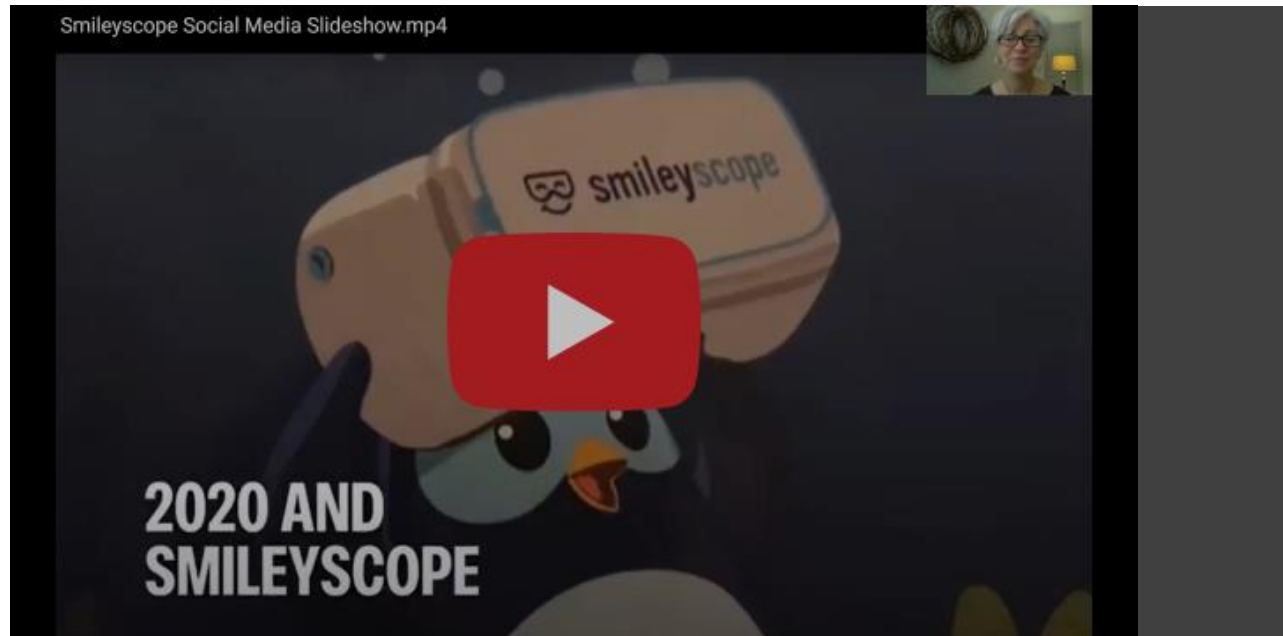


"For me, this photo encapsulates the progress we have made this year. It includes our new headset and box designs, software updates, revamped branding, European medical device certification, and Good Design Award Gold logo. It's been a great year for Smileyscope!" - Jono, VP Global Operations



"I rang to check how a trial of Smileyscope was going after the first day. The Nurse Manager proudly exclaimed she just had a parent crying happy tears in the hall after her very needle phobic child calmly went through a needle procedure using the Smileyscope, which was a completely different experience to normal"- Vanessa, Business Development Specialist, Australia

"It has been awesome to see how many leading children's hospitals are excited about Virtual Reality. Child Life Specialists see Smileyscope as an opportunity to make an immediate impact on the lives of their patients!" - Miles, Sales Executive, US



"I know first-hand just how scary a hospital can be for a parent, so being able to provide any amount of comfort with our experiences is why I'm glad I was given the opportunity to be a part of this team. I think we're doing some really great work, and I'm looking forward to seeing how else we can contribute to creating positive experiences for people of all ages in the coming years"- Benn, Software Developer

"Smileyscope is all about expanding the frontiers of patient-centred care, improving the moments that matter most. 2020 has been a difficult year, all over the world. But we've seen our clinicians and communities stay committed and compassionate, despite the challenges. Now more than ever, there is a need for digital tools that can help support their work. Thank you so much to all our team, investors, partners, clinicians and friends for your ongoing support!" - Evelyn, CEO

We wish you and your family a safe and happy holiday season, and all the best in the new year ahead!

Warm regards,

The Smileyscope team