

Self-Health Tech
Home of MySmileBuddy technology and training
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MySmileBuddy resources are available at <https://sites.google.com/a/tc.columbia.edu/mysmilebuddyprogram/home>



Industry:

- Health Technology

Management:

- Executive Leadership
Burton L. Edelstein DDS MPH *CEO*
Christie Custodio-Lumsden PhD *COO*
June Levine MS RD CDE *CTO*

• **Honorary Board**

Nationally recognized representatives of

- Industry
- Health Insurance
- Health professions
- Federal government
- Consumer products
- Foundations

• **Board of Directors**

Directors with expertise in

- Communications/Marketing
- Technology Entrepreneurship
- Software Engineering
- Finance & Accounting

• **Scientific Advisors**

Advisors with expertise in

- Pediatrics
- Health education & behavior
- Design
- Technology

Number of Founding Employees: 3

Financing

- \$5.14M to date from
NIH (Minority Health and Health Disparities & Dental Institutes)
Center for Medicare and Medicaid Innovation
American Dental Association
Local Foundation

Executive Summary

MySmileBuddy's interactive tablet-based educational and action-planning technology supports parent/lay-health worker dyads in managing risks for early childhood tooth decay consistent with current best science. Developed by a team of Columbia University scientists, behaviorists, and technologists, MySmileBuddy is the first of Self-Health Tech's products that engage families in self-management of their children's chronic diseases. Effective self-management is key to emerging health system reforms that value improved health outcomes at lower cost with better patient experience. Self-Health Tech's products are designed to meet families "where they are" and provide guidance and support for positive sustainable health behavior change.

Company History

Self-Health Tech is in formation to license MySmileBuddy from Columbia University and expand its range of training and health technology products. It is built on 43 years of clinical dental and health policy leadership by Founding CEO, pediatric dentist Burton Edelstein, whose work seeks to eliminate health disparities. Developed and tested through over \$5M in federal grants, MySmileBuddy has piqued interest by foundations, insurers, dental suppliers, and providers and stimulated its originators to establish Self-Health Tech.

Market Opportunity / Unmet Need

Early childhood tooth decay affects nearly half of US children before age six and is consequential to millions in chronic pain and dysfunction. Because current treatment focuses on repairing resultant cavities rather than controlling underlying disease, recurrence and progression are common, costs are high, and outcomes and family experiences with care are poor. Providers, payers, and parents seek an alternative that controls disease and is cost effective. Self-Health Tech's programs and products are central to US healthcare reform that increasingly seeks accountability and value.

Products/Services – Launched & Pipeline

Current: MySmileBuddy to address Early Childhood Tooth Decay

Future: Adaptations to address obesity, asthma, diabetes, immunization compliance, medication adherence, and injury prevention

Commercial / Technical Milestones:

2015: Incorporation; licensing technology; staffing; first product launch

2016: Expand MySmileBuddy distribution; develop asthma product

Intellectual Property

MySmileBuddy technology owned by Columbia University

Competition

Health providers, consumer health product companies, disease-focused associations, and child care providers (e.g. Head Start) all provide health guidance while a variety of free-standing apps assist in adopting healthy behaviors, particularly for diet and exercise. MySmileBuddy is unique in its engagement of structured counseling supported by technology.