

MedTech Consulting Case Study

Self-management App for Improved Dental Health - Brush DJ

The Brief

Brush DJ was developing a state-of-the-art self-management dental app to improve oral health and make brushing your teeth fun!

Brush DJ is an award-winning, free toothbrush timer app that plays 2 minutes of music taken from the user's device to encourage brushing for an effective length of time. The app also allows users to set reminders to brush twice a day, floss and when next to the see their dentist, hygienist etc.

The company wanted to review the current IP associated with the app and explore the IP landscape in which the potential future app developments reside. Our client wished to explore potential monetisation strategies to achieve commercial success and increased adoption, whilst aiming to keep the app free to end-users so not to increase health inequalities

Our Approach

The work undertaken by Health Tech Enterprise (HTE) consisted of two work packages:

- HealthTech IP – HTE provided clarity on the ownership on IP and advised on any potential registerable rights within the existing app. We carried out a freedom to operate search on proposed future app developments. Using both of these sets of research, we combined this into a top-level IP strategy.
- HealthTech MARKETS – HTE reviewed the current market and uptake of the market and carried out competitor analysis to understand the landscape and validating the customer base. We evaluated and summarised the various potential commercial avenues for the client and reported on market analysis on the various monetisation strategies. This was done in close consultation with the client.

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HTE also explored strategies for future development outside of the UK.

Impact

Working with HTE enabled the client to understand their IP position and develop a plan to defend and protect their assets.

By considering the various monetisation strategies, the client was able to decide on a medium-term commercial strategy, of which could feed into national funding scheme applications, such as SBRI healthcare. You can find out more about this free, award-winning [Brush DJ app](#) from their website.

“HTE have supported us with a knowledgeable and personable service. We hope to work with them again in the future.”

Brush DJ Representative

About Health Tech Enterprise

Our business and innovation management services support healthcare innovators throughout the product development journey, from concept to commercialisation and final roll-out.

We offer healthcare market and health economics insights and evaluation, as well as regulatory, business and IP advice and management. We also advise on strategic market access, support with securing funding and deliver training and entrepreneurship services.

Our experienced team has partnered with more than 180 technology companies from around the world, to successfully develop, commercialise and market their health technology products for the UK and international healthcare systems.