



## CALL FOR APPLICATIONS

### The EFP Innovation Award for Digital Solutions for Gum Health (Supported by Haleon)

The EFP Innovation Awards were instituted by the European Federation of Periodontology (EFP) with the financial support of Haleon in 2022 with the object of promoting research in Europe and around the World.

The award is for digital innovation that will contribute to gum health worldwide in one of the three ways below:

- 1.- Innovation for the public: Development of digital technology for the people that will improve gum health and the prevention of gum inflammation. It can be an App or a device that everybody can use and assist the individual and support primary or secondary prevention.
- 2.- Innovation for the dentist: Development of digital technology for the dentist for diagnosing or improving gum health.
- 3.- Innovation for periodontal researchers: Development of a novel digital method for researchers that will enhance the quality of studies regarding gum health.

The Awards are given annually and announced at the EFP General Assembly. The competition is open to all members of the EFP National Societies.

Previous winners or related to previously awarded projects cannot re-apply for the award.

Candidates should send their application with all supporting materials (see below) by email in a PDF format to the EFP European Co-ordinator, Monica Guinea (monica@efp.org), **by January 5<sup>th</sup>**.

A panel of 5 adjudicators, consisting of the Scientific Affairs Committee chair and Deputy Chair, the Postgraduate Education Committee chair, the Workshop Committee chair and a member of the EFP Executive Committee will evaluate the applications. Each of the 4 following items (the need, the market, presentation of the idea, and business plan) will be given a maximum of 5 points.

Three awards will be given each year together with a Certificate. The winner of the first prize will receive Euros 10.000, the winner of the second prize will receive Euros 6.000, and the winner of the 3rd prize will receive Euros 4.000.

The Scientific Affairs Committee chairman will inform the awardees and the EFP EC of the outcome of the competition.



European  
Federation of  
Periodontology

**The EFP Innovation Award for Digital Solutions for Gum Health  
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**Aim**

To develop a digital innovation that will contribute to gum health with one of the three following ways:

1. Innovation for the public: Development of digital technology for the people that will improve gum health and the prevention of gum inflammation. It can be an App or a device that everybody can use and assist the individual and support primary or secondary prevention.
2. Innovation for the dentist: Development of digital technology for the dentist for diagnosing or improving gum health.
3. Innovation for periodontal researchers: Development of a novel digital method for researchers that will enhance the quality of studies regarding gum health.

The general concept is to make a presentation that will communicate your idea interestingly and convincingly, like a Startup before raising funds.

**Unmet need**

**The need** is the starting point – to which need the innovation will give a solution? Please include the difficulties/problems that the innovation should cover or solve.

**The Market**

What is in the market today, and why we need something different  
Competitors- direct and indirect- what are they bringing to the market?  
The level of competition  
What are the advantages of the present innovation over the others?

**Presentation of the idea**

A general explanation of the innovation  
How the innovation will solve the unmet needs?  
Feasibility for applicability.  
A prototype or a scientific paper, if possible.

**Business plan**

From idea to reality – the process to bring the innovation to the market.  
Cost for production  
Cost for the customer