

# The Impact of Supervised Brushing

- ✓ 146 children
- ✓ 6 schools
- ✓ Verified by NHS dentists



## Plaque Reduction

Before: 2.39 | After: 1.32  
**45% improvement** in 21 days



## 100% Teacher Approval

**5/5 rating** across all measures  
"Will definitely recommend"



## 97.8% Children Loved It

**91% still brushing more**  
3 weeks later

## Without MDB

**19,381** children hospitalized for tooth decay annually

**£40M+** NHS costs per year

**67%** experience pain while waiting for treatment

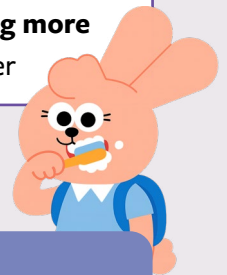
**26%** miss school due to dental problems

**79%** of dental practices can't accept new child patients



## With MDB

- ✓ Supervised brushing made simple for teachers
- ✓ 5-minute daily routine, fully automated
- ✓ Children engaged through gamification
- ✓ Measurable health improvements
- ✓ EYFS 3.51 compliance guaranteed



## What Teachers Actually Say

"Children enjoyed the visit from an actual dentist and liked it was in the classroom and not the dental practice."

**Reception Teacher,  
Broadbottom Primary**

"All children were excited to have a dentist at the school."

**Year 1 Teacher,  
Gorsehall Primary**

"Really good, children really engaged. Will definitely be recommending."

**Teacher, Dane  
Bank Primary**

# The Real Cost of Inaction



## Dental-Related School Disruption

vs

## Prevention Investment



Average hospital extraction cost: £1,500-£3,000



Average 2-3 days of school missed per child



Teacher time managing dental emergencies



Parent communication about dental issues



School nurse visits for dental pain



Dashboard: FREE for participating schools



Setup time: 30 minutes (one-time)



Daily time: 5 minutes automated session



Resources: Provided by programme

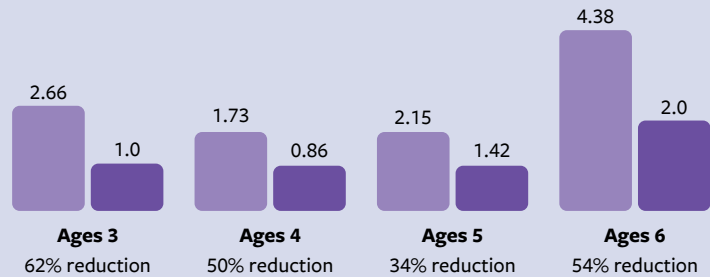


Training: Included with full support

**ROI:** Every £1 spent saves £3+ in treatment costs



### Age-Specific Insights: Three-Year-Olds Show Greatest Improvement



Y Plaque Score    Before    After

## Measured Benefits Beyond Dental Health

### Attendance

Fewer dental-related absences reported

### Behaviour

Improved morning routine consistency

### Learning

Better focus due to reduced dental pain

### Parent Engagement

Positive feedback from families

### School Reputation

Inovate UK backed Programme

### Cost Savings

Reduced Imergency dental interventions

“The return visit to follow up the initial session was a nice touch - it was welcomed by the children.”

**Teacher, Silver Springs Primary**