

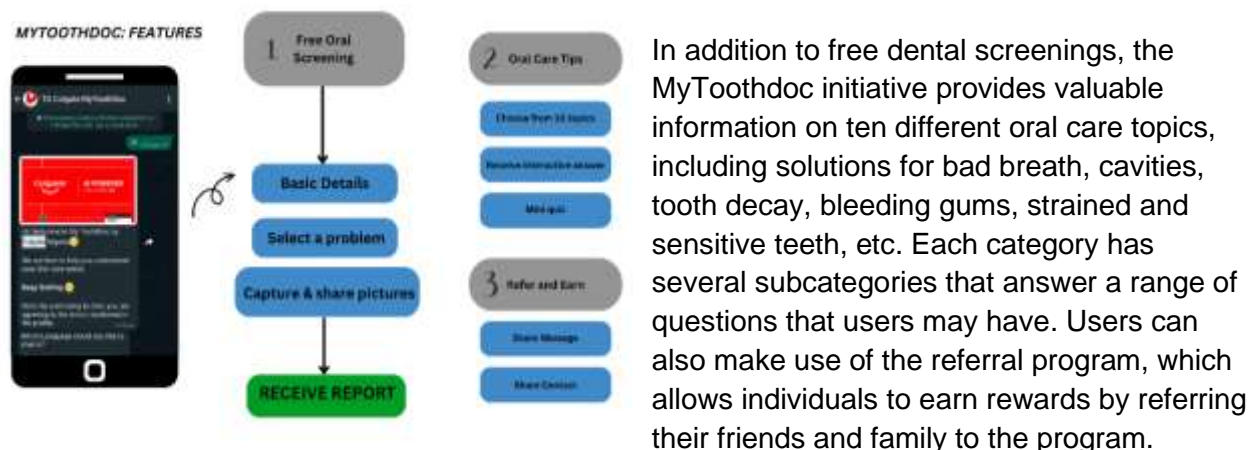
# Case Study: Logy.AI's Collaboration with Colgate Nigeria

## Overview

MyToothDoc is a novel service presented by Colgate, powered by Logy.AI, and supported by WhatsApp, that allows users to assess their oral health. This AI dentist is a comprehensive solution that enables users to not only go through an oral screening but also receive oral care tips. It provides invaluable advice for maintaining the best oral hygiene habits. The Nigeria Dental Association gladly backs the solution, promising that it upholds the nation's highest standards for dental treatment.

## The Solution

Logy.AI is the engine behind Colgate's MyToothdoc initiative and is an excellent program that offers free dental screenings and oral care tips in five different languages, including regional languages such as Hausa, Pidgin, Yoruba, and Igbo.



Overall, the MyToothdoc initiative is an excellent resource for anyone who wants to improve their oral health and learn more about proper dental care.

## Impact

Since its inception in June 2022, Colgate's Mytoothdoc initiative has transformed the way dental care is delivered in Nigeria. The data offers strong proof of the impressive advancements made by this cutting-edge technology, which makes use of artificial intelligence, in a very short period.

### **Screenings and Reports**

MyToothDoc has completed an astounding total of **23,919 dental screenings**. It is even more commendable given the large number of **rapid reports created, which stands at 19,989**. In addition, **357 advanced reports** have offered users in-depth information about their dental health.

### **Referrals to Doctors**

The AI Dentist has made **24,814 doctor referrals**, suggesting a strong desire to link users with expert dental treatment. An astounding **18,339 recommendations were fulfilled**, resulting in a **73.8% completion rate**.

### ***Oral Care Tips***

So far, **4,535 users** have received dental care recommendations, establishing a preventative care culture.

### ***Active Users***

The overall **active user base has increased to 33,166**, indicating a high level of engagement with the site. MyToothDoc had **4,475 active users in July** alone, with monthly average users continuously falling between 4,000 and 5,000.

### **User story**

Nenadi was a middle-aged man who lived with his daughter in Nigeria. He had experienced some discomfort while chewing, and his daughter, Ada, was becoming concerned about him. In Nigeria, access to quality dental care was scarce, and thus, Ada decided to explore a new solution backed by cutting-edge AI technology powered by Logy.Ai to help her father smile: Colgate's MyToothDoc AI Dentist

Nenadi began entering his name, age, and gender into the MyToothDoc app after Ada began the screening process by sending a message to the AI Dentist on WhatsApp. The app then requested photos of his teeth, and Ada assisted him in capturing the required pictures. They uploaded the photos, and within moments, the AI-powered system went to work. They uploaded the pictures, and the AI-powered system started working immediately. Nenadi's oral health was the subject of an in-depth assessment from MyToothDoc in less than 60 seconds.

Three categories—poor, fair, and good—were used to classify the verdict. Fortunately for Nenadi, the report stated that his oral health fell into the category of "fair." Additionally, MyToothDoc provided several pieces of information. It forecasted Nenadi's dental health for the upcoming year and flagged probable problems, including tooth sensitivity, foul breath, and bleeding gums. For Nenadi's unique requirements, it suggested a selection of Colgate products.

### **Conclusion**

Logy.Ai represents a big step forward in the effort to overcome the difficulty of delivering accessible medical care to a large population. Not only are they convenient, but they are also an invaluable resource for people who want to take responsibility for the state of their oral health. These AI-powered products are invaluable in promoting better dental hygiene practices among the populace. Furthermore, they build relationships between individuals and their healthcare providers, making preventative oral care more accessible and less daunting.