

KELLS

[KELLS](#) offers AI-driven rapid dental screening service delivered to patients on-demand. It surfaces oral diseases at early stage, recommends necessary treatment options and offers patients personalized information. By combining portable sensors, AI and digital communication, KELLS makes it easy for anyone to access high quality dental care.

The playbook provides a compelling framework for communication across the digital healthcare spectrum.

— **Kevin Duffy**, Co-Founder and COO, KELLS

The Opportunity

- » KELLS wanted to learn how to effectively:
 1. Establish a better understanding of digital health best practices
 2. Become better versed on the common language to use when speaking about digital healthcare tools
 3. Connect with others in the digital health community

The Impact

- » KELLS used the resources from [The Playbook: Digital Healthcare Edition](#)'s micro-playbook on AI/ML, which offered the company the knowledge and guidance to improve its understanding of AI/ML, including:
 1. The case studies, which provided additional context to the opportunities presented in the micro-playbook
 2. The definitions, which helped clarify the language the organization should use to talk internally and externally about AI/ML
 3. The outlined opportunities, which is being used to evaluate strategic partnerships and collaborations
- » Learning more about *The Playbook* also influenced KELLS to get involved with the [DiMe community](#), which offers opportunities for collaborative research, lively discourse, and purposeful networking.