

Smileyscope Expands Evidence-Based XR Platform into Women's Health

Smileyscope™ Expands Evidence-Based XR Platform into Women's Health with New Clinical Milestones and Industry Recognition

AUSTIN, TX, UNITED STATES, December 2, 2025 /EINPresswire.com/ --

Smileyscope™, the global leader in XR for procedural healthcare, today announced new clinical milestones and independent recognition that underscore its commitment to its evidence-based, patient-centred suite into women's health.



Lume: Smileyscope's new women's health product

Smileyscope's new women's health product, "Lume" builds on Smileyscope's suite of 50+ immersive journeys, 30+ awards and international partnerships including Chelsea & Westminster Hospital and West Middlesex University Hospital in the UK.

Project Eirene, a program designed for women undergoing manual-vacuum aspiration after early pregnancy loss had strong early results at Chelsea & Westminster Hospital. Through Smileyscope™, women can select calming natural landscapes or guided breathing sessions transforming procedures into supportive, holistic experiences.

At the 2025 British Association for Sexual Health and HIV (BASHH) Annual Conference in Edinburgh, UK, Dr Sara Day, Jessica Collins and colleagues received a Highly Commended award for their study of 100 women offered Smileyscope VR, finding lower levels of anxiety in women's health procedures. The meeting brought together global leaders in sexual and reproductive health to showcase cutting-edge science and innovation.

"From sexual-health innovation for contraception to compassionate miscarriage support and invasive biopsies, our teams are pushing boundaries so every woman receives dignified, data-driven care in these intensely personal moments," said President & Co-Founder Dr Evelyn Chan, MD.

“These arms-length data reinforce our confidence in our product development and contribute to the body of international world-leading evidence on Smileyscope’s product portfolio. Our published studies span three continents and these robust data give our customers, worldwide, the certainty they need to implement our solutions into their care,” said Chief Medical Officer & Co-Founder Dr Paul Leong, MD.

“Women’s Health is a USD 50 billion market” said Noah Rolland, CEO. “Looking ahead, we see a convergence of demand for scalable digital health, patient-centric care models, and validated clinical tools. Smileyscope is uniquely positioned to lead in this next phase of market evolution.”

Evelyn Chan

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