



BEE QUEEN 33
HEALTHCAREVOLUTION



Bee Queen 33 manages three brands: Bioperio®, Periocampus and Bee Queen 33.

Bee Queen 33 with its brand Bioperio® has been accredited as spinoff of University of Pisa.

Bioperio® is an integrated system of clinical and extra-clinical services, developed for a network of dental clinics for the care of patients with gum disease.

Bioperio®'s cutting-edge clinical protocols, in addition to diagnosing and managing Periodontitis (a disease that leads to a progressive loss of the dentition), are able to improve the state of health total person and the patient's quality of life. The treatment methods - regenerative and non-invasive - are the result of the studies and research of its founder, Professor Graziani. The beneficiaries of Bioperio® are the large dental clinics in Europe.



AZIENDA SPINOFF
DELL'UNIVERSITÀ DI PISA

Company name: BEE QUEEN 33 S.R.L.

Location: PISA, OSPEDALETTO, Via Gaetano Malasoma 14/16, 56121

Fiscal and VAT code: 02355120508

Established: Dicembre 2019

Legal form: LIMITED LIABILITY COMPANY (LLC, SRL)

Internet site: <http://bioperio.it/>

NACE Code: 86.23

Sector: HEALTHCARE

Spinoff: Università di Pisa

Turnover
Value
500 K – 1M

Subscribe
Capital
10 K

NO
Female, young
or Foreign
Predominance

Defined Team & Qualified Team



Filippo Graziani
Founder

Founder and inventor of clinical protocol "Bioperio". He is full professor of odontostomatological Diseases at the University of Pisa and honorary professor at the University College of London and at the University of Hong Kong. President of the European Federation of Periodontology Societies and founder of Parocentro Pisa, he was the first to propose and adopt the "Bioperio" protocol.



Roberto Rosso
**Marketing and Business
Development Manager**



Francesco Luperini
CEO



Roberto Rosso
**Marketing and Business
Development Manager**



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THE BUSINESS IDEA:

NEED

The growing need for aggregation and managerialization of dental practices, combined with a context that is increasingly attentive to the offer of highly professional and at the same time innovative services, represents the ideal scenario for Bioperio. The combination of high specialization and constant innovation, necessary for an efficient and effective treatment and prevention of gum disease, today represents the main need to be met and the primary objective of Bioperio.

SERVICE

Creation of an international network specialized in gum health care through the adoption of the Bioperio protocol. Membership in a certified network of highly specialized professionals together with clinical and extra-clinical support from the Bioperio team are the main services offered to associated practices.

CONSUMER

Medium-large generalist dental practices with a strong entrepreneurial orientation, attentive to the issue of well-being and the protection of the gums and interested in adopting the Bioperio clinical protocol to offer highly innovative services for the treatment and prevention of gum disorders

BENEFIT

The associated firms will benefit from a highly specialized network that will take care of training, support and constant updating on the use of the Bioperio protocol. Associated firms will also be able to count on numerous advantages of an economic nature such as the contribution of new customers by Bioperio and the ability to purchase medical equipment from partner manufacturers at advantageous prices compared to market prices

THE IDEA:

Integrated clinical and extraclinical system, developed at the client's office for the treatment of the periodontal patient with a minimally invasive approach (non-surgical therapies of periodontitis); supplemented by extra-clinical training activities, patient recruiting, appointment management, presentation of the treatment plan, etc.

CLINICAL SERVICE

1. Diagnosis of gum disease and correlations with systemic diseases (screening for diabetes, cardiovascular disease and systemic inflammation)
2. Prevention of gum disease and chronic systemic diseases
3. Control of Periodontitis and Peri-implantitis
4. Supportive therapies and health maintenance

Through:






- A unique and innovative protocol
- State-of-the-art diagnostic analysis
- Teleconsultation and presence of the periodontist for diagnosis
- Detailed reports
- Intranet area for data transmission, historical archiving and statistics
- Mentoring in video conference with lead clinicians
- Specialist for surgical cases or complex treatments
- Selection and use of cutting-edge materials and tools
- Use of new technologies for patients (APP) with questionnaires for medical-dental evaluation

EXTRA-CLINICAL BENEFIT

- Utilizzo del brand e sviluppo di attività di immagine
- Programmi di formazione e coaching in ambito extra-clinico per la corretta gestione del paziente
- Sistema di marketing e di comunicazione corporate e promozione sul pubblico in logica di pull verso gli studi affiliati
- Sistema strutturale di recruiting, gestione appuntamenti e relazione diretta attraverso app dedicata
- Attività di supporto nelle analisi di customer experience e programmi di miglioramento continuo
- Supporto in attività di comunicazione del singolo centro verso i pazienti, inclusa l'organizzazione di eventi in studio
- Sistema di incentivazione e premi/scontistica sulla base del tasso di sviluppo sulla propria clientela, tassi di conversione e indicatori di customer retention
- Sconti su acquisti di materiale da aziende partner
- Possibilità di commercializzazione esclusiva di prodotti e dispositivi connessi all'igiene orale e alla salute delle gengive

INTERESTS AND MARKET GEOGRAPHIC AREA OF INTEREST

INTERESTS

Customers	Lender / Investor	Partner university	Business partners	Technical support figures
				

MARKET GEOGRAPHIC AREA OF INTEREST



Abroad
European Union

- Italy**
EMILIA-ROMAGNA
FRIULI-VENEZIA GIULIA
LAZIO
LIGURIA
LOMBARDIA
MARCHE
PIEMONTE
TOSCANA
TRENTINO-ALTO ADIGE
VALLE D'AOSTA
VENETO

The qualitative survey (market analysis) conducted shows a high interest on the part of the owners / managers of joint stock companies (both independent and belonging to brands) who are strongly interested not only by business opportunities but also by tax advantages (linked to the deductibility of 'VAT from the costs of the hypothesized service) as well as the possibility of diversifying the services offered to meet a growing market of requests, and the competitive differentiation in a scenario that requires more and more specialization and distinctive image.