



Dentalvation

We bring your ideas to life

September 15, 2017

BUILDING AN ECOSYSTEM OF CREATIVE, ENTREPRENEURIAL DENTAL PROFESSIONALS

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Leading new breakthroughs

by Louise Gill

Building an ecosystem of dental professionals wanting to solve unmet needs in dentistry is the driving force behind Dentalvation, an innovation initiative spearheaded by Microcopy Dental.

Seeking novel, non-obvious, unique ideas that solve problems in dentistry is the objective of this new business venture. Created by Emily Brayman, the Senior Innovation Engineer at Microcopy Dental, with support from Perry L. Parke, President of Microcopy Dental, Dentalvation emerged with the aim of intersecting dental professionals, entrepreneurs and manufacturers to transform dentistry through safe and simple inventions.

"From the day my grandfather sat me down at the age of ten and showed me how to improve the design of his pacemaker, I have known I wanted to work in medical devices," said Brayman. "I saw at a young age the need to create inventions to improve people's quality of life."

As an entrepreneur herself, Brayman has sought to alleviate the fear associated with pitching ideas to established businesses.

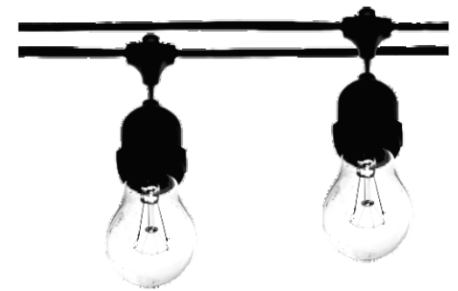
Dentalvation offers a safe haven where aspiring inventors can confidently share their ideas and receive valuable feedback from like-minded professionals.

Microcopy Dental presented Dentalvation in June of 2017 as an effort to design dentistry through their innovation process. The system, known as MIPS (the Microcopy Innovation Process), allows innovators to potentially have their ideas move through a flow of receiving, reviewing, designing, prototyping and patenting.

Microcopy produces dental tools that reduce the risk of cross-contamination. With a team of engineers, marketers and production experts on-hand, Microcopy has been able to focus on being a full-service solution for dental professionals.

FOR MORE INFORMATION

If you have an idea you would like to submit, visit www.dentalvation.com. Further questions, contact Louise Gill at (678) 529-6165 or lgill@dentalvation.com.



Dentist as inventor

The article released in Dental Economics July 2017 edition really kicked off Dentalvation and encouraged dental professionals to submit their ideas.

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The launch: CDA San Francisco

Met with curiosity and intrigue, Dentalvation made its debut at CDA North in San Francisco.

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Dentist as inventor

by Perry L. Parke, President of Microcopy Dental

Getting dental innovations out of the dentist's head and into the marketplace.

THROUGHOUT THE YEARS, I've had the pleasure of many discussions with dental professionals about their ideas for dental product innovations. I've tried to be a good listener in these situations, but I have to insist that we both sign nondisclosure agreements before we get too far into the details.

More often than not, the ideas shared with me have been good ones. I think every dental professional has at least one good idea to improve what is being used in practice now, and many of those ideas are patentable. I think it's a shame that most ideas do not see the light of day. Dental professionals are no doubt like other inventors in that they're afraid someone will steal their ideas.

We live in a time when there is a huge need for value-added work. Lawyers, financiers, distributors, and companies such as Amazon and Ali-Baba are primarily in the business of moving "stuff" around, but are not involved in actually creating the "stuff." There is a real need, especially in the dental marketplace, for dental professionals to come together with manufacturers to improve the field by creating "stuff."

A friend and dentist from Boston recently showed me how he took one of Microcopy's patented products, modified it, and used it for a completely different purpose. He partnered with our Senior Innovation Engineer, Emily Brayman, to develop a new product and jointly file for a patent. Hopefully this will be profitable for both him and Microcopy. The product is called Proxi-Chek, and it's a handy little tool that should make a huge difference in helping dentists successfully seat crowns. This innovative dentist could have used his idea without sharing it with the rest of us, but thankfully he shared. Now we're all happy with the result, and we have a great friend who's looking forward to working with us on future projects.

This is a good example of a dentist working with a manufacturer. Conversely, I have

another friend, Daniel Kim, DDS, from Vancouver, Washington, who has so many ideas that he created his own manufacturing company, ContacEZ, to make and distribute his products. I'm a big fan of his and have seen how his model can work extremely well.



Perry L. Parke, President of Microcopy Dental wants to encourage all dental professionals to get their ideas out of their heads and into the marketplace.

Here are several key points I want to share:

- Don't give up on your ideas. Get them out there. There is someone who can help.
- Don't let the fear that someone will steal your idea stop you from sharing it. There are many reputable companies looking for good ideas. Find one and move forward.
- You are not too old. The New York Times recently reported on a study by Georgia Tech and Hitotsubashi University in Japan that showed the highest value patents often

come from inventors over the age of 55.¹

- Insist on signing nondisclosure documents. Don't work with anyone who won't sign one.
- Present your idea in a professional manner. Mentioning that you have "an idea" to a busy manufacturer working the booth at a dental convention, and then not following up, is not a professional approach. (Yes, this actually happens.)
- Make sure you can clearly explain what problem the product solves, or better, what job it performs.
- If your first idea doesn't get very far, don't be discouraged. Learn from it and move on to the next idea.
- If you choose to go it alone, don't. Make sure to enlist the services of a good patent attorney.
- If you find the right company, all you need to provide is a strong description of what the product does, and the company will do the rest. Perhaps you don't need a product idea at all. Maybe you can just share your frustration or pain point with a manufacturer, and they can do the rest.
- Finally, remember that a logical and linear mind capable of a technical invention is often not the same mind needed to emotionally connect with would-be customers. Good marketing and branding people can make a colossal difference in your success.



Dentist as inventor cont.

Microcopy has a well-developed innovation process called MIPS that allows people to receive, review, design, prototype, and patent ideas. These are then quickly evaluated using the company's key opinion leaders in a way that is financially rewarding for both the company and the person with the idea. Microcopy's system is highly focused, and it weeds out products that are not able to be sampled or that don't match up with the company's core business.

The MIPS process was developed internally to specifically address the issue that small companies have when developing their ideas into sellable products. Over the years,

Microcopy has launched a number of products, and dentists often respond with, "Why didn't I think of that?" That's about the best compliment there is. Microcopy's MIPS process has been very successful and useful in terms of bringing new products to market. Other dental companies may have similar capabilities.

Clayton Christensen, a prominent Harvard Business School professor and expert on disruptive innovation, describes "jobs theory" in his latest book, *Competing Against Luck: "When we buy a product, we essentially 'hire' something to get a job done."*² I ask one question of all you dental professionals, "Who better than you knows

how to design a product that does a necessary job?"

REFERENCES

1. Walsh JP, Nagaoka S. <http://www.prism.gatech.edu/~jwalsh6/inventors/WhoWalshNagaoka090707FinalUS.pdf>. RIETI Discussion Paper Series 09-E-034. Published July 5, 2009.
2. Christensen CM, Hall T, Dillon K, Duncan DS. *Competing Against Luck: The Story of Innovation and Customer Choice*. New York: Harper Business; 2016:xii.

The Launch: CDA San Francisco

by Louise Gill

Met with curiosity and intrigue, Dentalvation made its debut at CDA North in San Francisco. Emily Brayman, Senior Innovation Engineer, and Louise Gill, Marketing Analyst, spoke with several professionals during the three-day convention to collaborate on taking new dental ideas from concept to market.



Being one of 400 exhibitors, the Dentalvation booth piqued interest from passersby after reading the "We bring your dental ideas to life" tagline on the 10-foot backdrop (the molar vase décor and giveaways did not hurt either). Guests were then asked to identify a pain point or area of frustration in the dental field that is not being addressed and if they believe they have a way to solve that problem. Brayman and Gill then explained the innovation process used by Dentalvation which includes receiving, reviewing, designing, prototyping and patenting ideas.

"I am very pleased with the response we received and excited to begin working with these dental professionals," said Brayman.

Exchanging concepts with strangers can be a worrisome feat. There is likely a fear of those ideas being rejected, ignored or stolen. As our President, Perry Parke, mentioned in his article, "I think it's a shame that most ideas do not see the light of day. Dental professionals are no doubt like other inventors in that they're afraid someone will steal their ideas."



Understanding the sensitivity of intellectual property is exactly why Dentalvation wanted to get face-to-face with potential innovators. Having the opportunity to put a face to the

business was key to introducing the start-up to the public. A clean, thoughtful and intimate setting was the ideal environment to connect with the attendees. "You ladies are like a friendlier version of Shark Tank for dentists," was one of the many quotable comments from the weekend.

If you missed the CDA launch, Dentalvation will be present at the ADA Annual Session, October 19-21. Attendees are welcome to visit the Microcopy booth and speak with a representative to get more information or start the process of submitting an idea. If you would like to be involved but do not have an invention in mind, Dentalvation, together with Microcopy, is also looking for feedback on product extensions and evaluators for new products coming through the pipeline.

FOR MORE INFORMATION

Visit www.dentalvation.com to find out about upcoming events.

CONTACT

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WHO WE LOOK FOR AS AN EVALUATOR



Give and take

The purpose of Dentalvation is to create a community of people submitting ideas and evaluating those ideas. It is a give and take process.



Be honest

We want honest evaluators. Dentalvation is different. Unlike other evaluation groups, we are sending out half-baked ideas before we launch the product to get feedback early on. Our first prototype feedback was very honest. The good and the bad. Now we know where exactly we can improve.

FAST FACTS

45%

Dentists selected as evaluators for first round.

63%

Would recommend the first iteration prototype to a fellow dentist.

OVERALL FEEDBACK

Based on this feedback, the polisher prototypes need improvement and tweaks before launch. We honor and use the recommendations provided by our Evaluators, and we will look at ways to optimize the products before selling them to the public. Thank you for your feedback!

Evaluator's Circle

by **Simmons Ellis**

Dentalvation has acquired many responses since our launch. We are currently evaluating many new innovative products as well as expanding our current portfolio. Right now, we currently have many Evaluators providing feedback to our growing polisher line. Our list of interested Evaluators continues to grow. We will have another sampling session by the end of the year.

Testimonies

Dr. Carl Mentasana from Dallas, TX sent an email regarding his expressed interest, "If your product is really good, it will take the market share in this arena". And another email, Dr. Jean Bainbridge from Dallas, TX sent,

"Thank you for considering me (as an Evaluator). I've always enjoyed your products as they are well designed and highly functional. They are the best in their category and become an important part of my armamentarium."

Dental Innovation is the novel, non-obvious, unique idea that solves a problem in dentistry. We typically focus on simple tools for restorative dentistry that solve an unmet need. Our products are simple and create safer dentistry. Are you at the pain point stage of any invention? All you have is a napkin drawing of an idea for a solution. Or maybe, you have a patent, offered for sale, or published that idea? What were the results?

Networking opportunities to come together to share ideas and collaborate is the true spirit of Dentalvation. Provide your feedback on ground-breaking products that truly solve an unmet need in the dental field. Keep in mind these four provisions: Safe, Simple, Sample-able, Single-patient-use.

Developing a product takes a lot of time. There are multiple rounds of prototyping and feedback from dentists around the world to create the perfect product.



Thank You Evaluators

A special thank you to our Evaluators. Without their collaboration, none of this would be possible. We look forward to working with others who have an interest in partnering with us for future projects. Remember, by becoming an Evaluator you have the opportunity to evaluate the ideas of other dental professionals to continue this momentum. We are excited and awaiting your ideas to improve dentistry from all dental professionals.

In the words of Catapult Elite Dentist Dr. Ron Kaminer, "Dentalvation is an awesome think tank for dentistry. They are so easy to work with and a must for any entrepreneurial dentist to be part of." The more the involvement, the better alignment for stable teamwork. Our associations will be more equipped to broaden and improve dentistry. Please take the opportunity to join with us on this great mission.

BECOME AN EVALUATOR

To sign up to be an Evaluator, please fill out our [Evaluators form](#).

CONTACT US

Email sellis@dentalvation.com for more information on becoming an Evaluator.

Inventors Stories

by Emily Brayman

1 week 25 ideas from dentists and assistants who submitted safe, simple solutions to everyday dental problems. That's where we stood a week after the Dental Economics article, "The Dentist as Inventor", page 2, was released in July of 2017. Just before the article's release I remember Perry, President of Microcopy Dental, and myself joking we'll never get an idea. And there we were a week later flooded with new innovations for dentistry.

Determined to get to work right away, we set up a team to start compiling prior art searches and business cases. Was there a business behind the idea? What were the chances of patentability? What risk was associated with the concept? For the ideas that did not work for Microcopy, a company that focuses on Single Patient Use products, we turned to manufacturing connections. Right now, we are in talks with various companies to partner with Dentalvation to serve as a manufacturing partner.

Some of my favorite stories include a dentist who pitched his idea to Dr. Gordon Christensen. Dr. Christensen loved this dentist's idea but warned him of the dangers of presenting the idea to an untrustworthy company. This dentist came to us after reading the Dental Economics article, and as an inventor myself I can ensure we can create a safe environment to share his ideas.

Another story is of semi-retired dentist who approached us with his idea. And let me tell you, he sure did do his research. He nailed the need statement, or the sentence that describes exactly what is missing in the field. The statement that says the overall unmet need that is not being addressed. Ironically, this idea came to us 3 years earlier from a dentist that had a good solution but did not effectively communicate the need statement. It just goes to show how it's more important to communicate the problem than the solution. Now the three of us are partnering to create a stronger product together. We have a lot of resources to come up with a solution, but you're the dental professional that is an expert on the problem.

It just goes to show how it's more important to communicate the problem than the solution.

My goal with Dentalvation is to completely transform how innovations are made in the dental industry and build an ecosystem of creative, entrepreneurial dental professionals.

I thank all of you dental professionals that have submitted ideas and trusted this process so far. We have a lot of work ahead of us, but with patience I look forward to transforming dentistry together.

IN THE ATLANTA AREA?



Come visit Dentalvation

Feel free to stop by our offices like Dr. Rader did. Just located 30 minutes north of Atlanta, we would love to welcome you. During our visit, Dr. Rader prepared a pitch for great ideas. I really look forward to partnering with him.



Let us host your study club

We are looking forward to hosting study clubs in 2018. Meet at our offices, have innovative discussions, and collaborate on new products. Sign up now on www.dentalvation.com.

Dentalvation
We bring your
ideas to life

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If you have an idea you would like to submit, please visit www.dentalvation.com.

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