Claude Bertinon, President and CEO, Dentiverse International

Claude Bertinon grew up in France and graduated from the Toulouse School of Medicine with a pre-med degree. He obtained an MBA equivalent in real estate in France, and holds a BA in international business from the University of Central Florida. He moved to Florida in 1985, and in 1989 founded Dentiverse Inc. In 2003, he founded Dentiverse USA, a member of the Dental Trade Alliance, the National Association of REALTORS, and a representative of the French Consulate in Florida.

Claude Bertinon has been 26 years since you co-founded the introral camera. Can you explain the provenesses from Video Dental Concepts to Dentiverse International?

The past 26 years have been an incredibly enriching for practitioners due to the new video tools they share with their patients. For me, it has been a wonderful ride filled with unique experiences both on the product development and the human sides, and the chance to interact with over 50+ vendors and our 10,000+ customers; many while attending over 250+ trade shows worldwide.

Now, to delve, Video Dental and new Dentiverse have launched over 20 products since OralVision矜 (OV). We've incubated 5 other dental manufactures in North America: Sopris, Owandy, DSI/Occlusal, RYFSTENT/MedRay, MyRay. We have acted as consultants for a driven move. Dentiverse is the holding compa- ny, a manufacturer, sometimes acting as OEM or exclusive importer distributor; Video Dental Concepts remains a wholly owned subsidiary, the flagship of our Reseller Network: 510FDA.com in our regulatory division and it has become a leading FDA Consultancy. Dentiverse is member at the Dental Trade Alliance.

Briefly, can you describe the concepts and products you introduced in an dental imaging field?

It all started with OVS in fall of 1989. This was the very first system combining an introral endoscopic handpiece with a FO light source and a micro camera from Panasonic. Many years later, we will remember both the dental office equipped with floppy disc reader and video printer. At 99.9999 back then compared to the $30,000 Dentiverse OV-R (Patternson) or $25,000 Perspective (DENTISVYX), OVS became an instant success. It was a new standard after we saw the battle of the cameras at the “1991 1st Congress of the International Committee of Dental Endoscopy” organized by Dr. Jack Preston (USC). It is there that I met Dr. Gordon Christiansen the first time, along with Dr. Ron Gobeen, Ken Gobeen and Ed van Winkle. At that show, I also introduced AVS (Audio/Video-System), the first over the patient display system with “sound analysis”. It was comprised of a wall-mounted or post-mounted articulated arm, a TV, a display unit, and a color coded IR headrest to south the patient with sound. Later, we introduced the first “Multi-play” systems using IR and changing angles to capture new images. (Acquasmooth) as well as many other companies like the Imagio, Oralis/View, Lumenis, etc. In need of the 2006 TDH5000 (Endoscope 2000) (1992) and TechPNI, the first monocular IRs using a tiny bulb. These also featured the “thumbs slide” invention, which is still used today by many makers.

Later in 2007, we introduced Sopris to the US as their exclusive importer-distributor, and co-designed QuickScanOoms (Sopris S70), the first camera with a 4.6 deep slot to show portrait, smile, single tooth, and macro images. With Minimac, featured in ORA report of 2001, we introduced the concept of “Patient Care” and the first LED camera (S70). In 2009, we developed the monocaster to fit the famous Einstein wireless camera from RYFSTENT/MedRay to increase its magnification. S70 Iris VR, we launched the first “home-use cam- era” in 2006. “Mipers” was revolutionary both in concept and cost in the thousands. It is a camera that inspires the dozens of knickknacks I bought from China today and sold off on the Internet.

What do you think of these “cheapums,” and why should doctors still pay $4,000 for an introral camera?

The cheapeums use tiny antenncs, poor design in millions and millions, only cost a couple dollars. These are emnored on a minute PCB and surrounded by tiny LED’s then the assembly is inserted into the original produc- tion started in China around 2007 when modles were made from the stick Sopris S55 handpiece. These knocked $200 off S55 or even less from many Chinese resellers.

While buying these may make sense for the novices, the pros prefer true production tools that directly capture clear crystal images in their software, offer muhple FOV settings (including macro mode), and are sold by US-based companies who provide service and support along with warranty and replacement plans. All this results in more diagnostics and production for them, and they have no time to deal with integration problems, capture button that will not work most of the time, or dealing with down time when they fail. The “real cameras” cost only a couple more crows and the dif- ference in price is paid for in a matter of days. So, to use analog, “Why drive a stinker when you can easily own the Mercedes?” In my opinion, those using the “cheapums” are creating themselves if they don’t switch to a bet- ter built, more diagnostic DVC because the enhanced revenue stream of a performing camera far outweighs its cost, and then you enjoy a nice instru- ment like our QuickScanOoms for years to come.

One of your most popular products these days is QuickRay. When did you first get involved with QuickRay?

That was 1991 when we imported “Sema-Kerr” from Regius led by Dr. Per Neling in Sweden. Claiming the invention, he was however second by Dr. Francis Moppen (Trophy Radiology), the true inventors of the legendary RAYS in 1986. Unfortunately, many systems were expensive, broke and went to com- puters. As a result, the sensor technology did not take in North America for many years and Trophy (now part of Carestream) lost millions of dollars. Meanwhile, orders in Europe where they only set at $50K, Trophy sold $50K, and Trophy bought Video Dental France as our Paris office had become a strong a competi- tor for them. In 1999, Scolka and DENTISVYX came to market in the US and struggled as well. In 1997, part of Trophy’s Management executed, and 2 direc- tors created a new company known today as Owandy. It is with them that I intro- duced QuickRay in the US in 1998. We made the OWA Newsletter in September of 1998, which featured both dental systems of dental systems from only those 1 factors at that time. Over the last 15 years they also launched the RYFSTYX in 2003 and in 2007, the WDS and IOPAX. The current QuickRay389 is in 2015. UPDATED USE THE SAME LEADERSHIP: Owandy’s Trophy to the same company that made Mourey-Trophy’s first sensor in 1986. We pair the hardware with software, and we offer dental professionals the only dental system that is fully compatible with all types of software.

What other products do you carry and what does your company do in the aesthetic atelier?

We have extensive experience at our dental office market, to make dental office less complicated with an even more friendly design and better features than our most recent one. With its “camera” lens, specs as DC unit with 3 m, and IR with 4 m, we have a rapid development of a QuickRay software package. In 2002, we introduced the monocaster to fit the famous Einstein wireless camera from RYFSTENT/MedRay to increase its magnification. S70 Iris VR, we launched the first “home-use cam- era” in 2006. “Mipers” was revolutionary both in concept and cost in the thousands. It is a camera that inspires the dozens of knickknacks I bought from China today and sold off on the Internet.

What do you see as the top new imaging product doctors must have?

Without hesitation, digital imaging systems and digital panoramic x-rays are now the must-have. No one would argue that this is coming to market under $150K. 3D imaging printers are coming down in price as well and many labs accept the STL image format and sell the Sirona Labcenter where they have only set at $20K. Trophy sold $50K, and Trophy bought Video Dental France as our Paris office had become a strong a competi- tor for them. In 1999, Scolka and DENTISVYX came to market in the US and struggled as well. In 1997, part of Trophy’s Management executed, and 2 direc- tors created a new company known today as Owandy. It is with them that I intro- duced QuickRay in the US in 1998. We made the OWA Newsletter in September of 1998, which featured both dental systems of dental systems from only those 1 factors at that time. Over the last 15 years they also launched the RYFSTYX in 2003 and in 2007, the WDS and IOPAX. The current QuickRay389 is in 2015.

What makes Dentiverse so unique, and how do you see the future of dental imaging?

Our business foundation is strong, diversified, and internationalation with either QuickRay389 and Owandy or Sopris showing the way to the world and many affiliations both in the United States and overseas. As our customer’s success, we stand behind our employment of high-level designers in Europe, Korea, China, and Latin America; also, our “widenet” dealer channel model, our networking with key opinion leaders, and product development in our headquarters. Most unique is our care expertise in the regulation of medical devices with the FDA. That is what we use to inoculate other dental companies, start new partnerships and representation in Mexico, China, Brazil, and India. The future is bright and Dentiverse will service a constant flow of new products to market in years to come.