



# DOCUMENT 05

## Compliance Language & Risk-Safe Positioning for Sales

**Path:** /sales/docs/05-compliance-language-for-sales.md

### Purpose of This Document

This document tells you **how to speak about compliance correctly** during sales conversations.

Your job is **not** to give legal opinions.

Your job is to **position DentalScan as compliance-aligned and safe to deploy**.

### The Correct Compliance Framing (Use This)

When compliance comes up, anchor on this:

“DentalScan is built to support compliant workflows across healthcare and institutional environments. The exact compliance obligations depend on how each organization deploys the platform.”

This keeps you accurate and protected.

### Geographic & Regulatory Coverage (Approved Statements)

You may confidently state:

- DentalScan supports workflows across **all 50 U.S. states**
- DentalScan is used across **North and South America**
- DentalScan supports **GDPR-aligned workflows** in Europe
- DentalScan is designed for **multi-jurisdiction deployment**

Avoid saying:

- “Fully certified everywhere”
- “Approved by regulators”

- “Cleared by government agencies”

## **HIPAA Language (How to Say It Correctly)**

### **What You CAN Say**

- “DentalScan supports HIPAA-aligned data handling workflows.”
- “We implement access controls, auditability, and data protection practices.”
- “Organizations deploy DentalScan within their own compliance frameworks.”

### **What You SHOULD NOT Say**

- “We are HIPAA certified.”
- “HIPAA approved.”
- “HIPAA guarantees.”

HIPAA is a **law**, not a certification.

## **Insurance Compliance (Dental Practices Only)**

For dental offices, you may say:

- “DentalScan supports insurance-compliant workflows.”
- “Dental practices file claims directly and retain full clinical responsibility.”
- “DentalScan fits into existing billing and documentation processes.”

Do **not** say:

- “Insurance will always reimburse.”
- “Guaranteed claim approval.”
- “We bill insurance on your behalf.”

## **Medical Advice & Diagnosis (Critical)**

You must be extremely clear here.

### **Approved Language**

- “DentalScan provides non-diagnostic screening insights.”
- “Licensed dental professionals remain responsible for diagnosis and treatment.”
- “DentalScan routes individuals to appropriate care.”

### **Forbidden Language**

- “Diagnosis”
- “Treatment recommendation”
- “Medical decision engine”

If a buyer uses these terms, **correct them immediately**.

## **Working With Doctors & Dental Professionals**

You may say:

- “Organizations often already have dental partners.”
- “DentalScan can work alongside licensed dentists.”
- “We can support partnerships with dental professionals when needed.”

Do **not** imply:

- That DentalScan replaces clinicians
- That DentalScan provides clinical oversight by default

## **Data Privacy & Image Handling (Intraoral Photos)**

Approved language:

- “Intraoral images are captured via smartphone.”
- “Images are securely stored and access-controlled.”

- “Only authorized parties can view sensitive data.”

Avoid technical deep dives unless requested.

Never say:

- “Images are anonymized by default” (unless explicitly true in that deployment)
- “No risk” or “perfect security”

## **Government & Public Sector Sales (Extra Care)**

When selling to:

- schools
- senior living
- government programs
- public institutions

Always say:

“DentalScan is deployed as a screening and referral tool, not a healthcare provider.”

This distinction is **mandatory**.

## **If You Are Asked a Legal Question**

Your response should be:

“That’s a great question. The exact compliance details depend on your deployment, and we typically review that during the pilot phase with the appropriate stakeholders.”

Then move on.

Never speculate.

## **Compliance Red Flags (If You Hear These, Slow Down)**

- “Who is liable?”

- “Are you diagnosing?”
- “Is this FDA approved?”
- “Do you replace our dentist?”

These mean the positioning needs to be reset immediately.

## **Compliance Rule to Memorize**

**Position DentalScan as infrastructure that supports compliance — never as the compliance itself.**

If you follow this rule, you will:

- Close deals faster
- Avoid legal risk
- Maintain long-term trust