



DOCUMENT 01

Product Positioning, Value, and Sales Guardrails

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What You Are Selling (Clear Definition)

DentalScan is a **preventive oral health screening and monitoring platform** that uses smartphone-captured intraoral images and AI-assisted analysis to:

- Identify oral health risk early
- Monitor changes over time
- Escalate individuals to licensed dental professionals
- Support insurance-compliant workflows where applicable

You are selling **screening, monitoring, and escalation**, not treatment.

How DentalScan Is Used in the Real World

DentalScan is deployed in **two primary ways**:

1) With Dental Professionals (Insurance-Compliant Use)

- Dental practices use DentalScan to:
 - Perform remote preventive check-ins
 - Monitor orthodontic movement
 - Track implants, crowns, and cosmetic cases
- Fully insurance-compliant workflows
- Claims are filed by the dental office
- Typical ROI for dental practices: **~4x return**

This is where DentalScan drives **revenue efficiency**.

2) With Institutions & Organizations (Screening Use)

- Schools, charities, senior living, employers, and government programs use DentalScan to:
 - Screen populations at scale
 - Identify risk early
 - Route individuals to dentists when needed
- These organizations **do not diagnose**
- They either:
 - Already have a dentist partner, or
 - Work with DentalScan to connect one

This is where DentalScan drives **access and scale**.

What DentalScan Is NOT

When you are selling DentalScan, **do not frame it as**:

- A diagnostic or treatment system
- A replacement for dentists or hygienists
- A medical device making clinical decisions
- A tool that removes liability from providers

If the conversation moves there, reset immediately.

Correct Framing You Should Always Use

Use this sentence when in doubt:

“DentalScan provides preventive screening and monitoring, then escalates individuals to licensed dental professionals when needed.”

This framing protects:

- The buyer

- The company
- The contract
- Your commission

Monitoring Is a Major Selling Point (Don't Miss This)

DentalScan is not just for one-time scans.

You can sell **ongoing monitoring** for:

- Orthodontic treatment progress
- Implant and crown health
- Cosmetic and whitening follow-ups
- Senior oral health decline
- Employee wellness programs

Monitoring = **recurring usage** = **higher contract value**.

Compliance & Geographic Coverage (Use This Confidently)

DentalScan supports compliant workflows across:

- All **50 U.S. states**
- **North and South America**
- **GDPR-aligned workflows** for Europe

You can confidently sell into:

- Public schools
- Government programs
- Senior and assisted living
- Enterprise employers
- Multi-state dental groups

If compliance is questioned, anchor on **workflow alignment**, not certification buzzwords.

Pricing Reality (Important for Commission)

DentalScan **does not need to be sold cheaply** to win.

Typical pricing logic:

- **\$25–\$50 per scan per person** for:
 - Schools
 - Senior living
 - Government programs
 - Corporate benefits
- Dental offices price via:
 - SaaS + per-scan
 - Or ROI-based workflows tied to insurance

Higher pricing:

- Signals seriousness
- Matches institutional budgets
- Increases your commission
- Reduces low-quality buyers

You are not selling volume software.

You are selling **preventive infrastructure**.

Where DentalScan Fits in the Care Journey

When explaining flow, keep it simple:

1. Person captures intraoral photos via phone
2. AI flags risk or changes

3. Results are summarized or reviewed
4. Person is routed to:
 - A dental practice
 - A partner dentist
 - An employer or school referral pathway

DentalScan **routes to care**.

It does not deliver care.

Positioning Rule (Memorize This)

DentalScan helps organizations screen earlier, monitor smarter, and escalate responsibly — without becoming healthcare providers.

Stick to this and deals move forward.

Drift from it and deals slow down.