



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