



Dentistry Gets Tech Upgrade, Boston Gets Tech Company

New Startup, 1HourTooth, gets you a crown in one visit

BY MARISSA LOWMAN



Jay Sun

IDON'T KNOW MANY PEOPLE who enjoy going to the dentist. It's often time-consuming, painful, and costly. Boston-based startup 1HourTooth promises patients a crown in under one hour. Patients are able to get a crown in one visit, which saves them both time and money, and dentists benefit from more flexibility in their schedules and being able to see more patients. Dr. David Jin, DDS founded the company in May 2010 to provide a better patient experience and change the dental industry in a big way. Jin's dental background includes a stint as a lieutenant commander dental surgeon in the U.S. Navy. He brought

on childhood friend Jay Sun, who has a background in finance and entrepreneurship, to be COO. Jin and Sun have collaborated on startups before, but this is the first one that has really taken off. Although Jin owns a dental practice in New Jersey, they decided to launch 1HourTooth in Boston because "the medical industry, technology, the innovation is all there," said Sun, who moved to Boston 16 years ago. Although Sun grew up in New York City, he now considers himself a Bostonian. Sun was one of the first Boston World Partnerships connectors and likes promoting both Boston and general economic development.

While the technology has been around for awhile (Jin has been using it at his practice for more than seven years), the process hasn't been streamlined until now. The biggest challenge was to integrate all the existing technologies and be able to scale the crown-making process to serve many dentists. Jin's solution was to create a mobile lab in a van that utilizes the latest wireless technology. Dentists prepay for blocks of crowns, and the vans can move around on an as-needed basis. 1HourTooth currently has two mobile lab units and hopes to have 7 to 10 in Boston by the end of the year.

The company began to serve three dentists in January and has at least two more ready to sign up. So far, all dentists have renewed their accounts. Sun said they are very selective about their clients and will train dentists until they are ready to use their services. While Sun and Jin attend trade shows such as the Yankee Dental Congress and introduce themselves to dentists in Back Bay and Brookline, many of their clients come from referrals and word of mouth. Sun said they get lots of inquiries from patients who

see a van.

In addition to mobile lab units, 1HourTooth is developing a training center to bring dentists and dental students together for workshops and a speaker series on the latest innovations in dental technology. 1HourTooth will be certified to offer classes by the end of the year. They also plan to offer seminars on business management, which Sun believes many dentists could improve upon. Trainings will help bring in revenue, but the co-founders are committed to making them accessible to students who can't afford to pay.

One of 1HourTooth's biggest challenges is scalability, and they are currently looking for funding to grow and eventually expand to other states such as New York City and New Jersey. Sun cautioned that they don't want to expand too quickly because "we want to make sure we have our process down first and refine it as much as possible. It's a medical service and almost like an exact science – we don't want to grow too fast." Another challenge is hiring the right people. In addition to the co-founders, 1HourTooth has four part-time employees and two trainees who run the mobile lab units.

While 1HourTooth has competitors that offer the same service, no other company currently offers such a quick turnaround time. Sun is not worried about competition, especially since they have a patented technology process. He is excited that Boston, likely due to its reputation for being on the forefront of medical advancements, is becoming better known for dental innovation. Other companies to watch in the Boston dental tech scene include Mouthwatchers, which has developed a toothbrush with nano-silver particles in it that inhibit bacteria growth, a problem people often overlook when they put toothbrushes in the same cup. Sun said he hopes 1HourTooth can partner with them in the future.

1HourTooth plans to launch a blog called Blog About Teeth in the next three months that will provide information on new technologies for patients and include content written by local dentists. Jin said they also hope to launch an informational mobile app as part of their marketing strategy since there aren't any apps out there right now that he believes cover both health and education. It's an exciting time for the dental industry. Hopefully someone will develop a silent drill next.



1 HourTooth helps to control the COST of your crowns

- ▣ 1HourTooth crown is made in less than 53 minutes
- ▣ Our mobile units will come to your office on the day of your crown appointment
- ▣ Our technician will help you scan, then design & polish
- ▣ We eliminate that costly 2nd appointment
- ▣ We help each office save \$50,000 to \$150,000 annually
- ▣ We help to increase office's collection
- ▣ We help to increase patient referrals

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