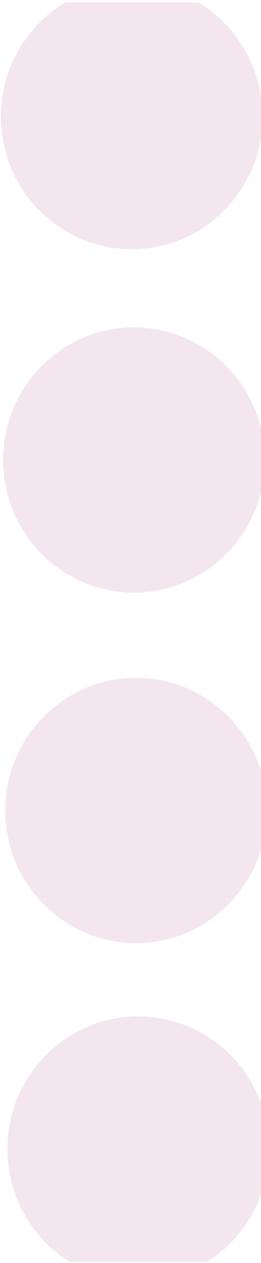


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Your Future
HERE



Vision Statement

Promote effective and timely transfer of dental research findings into educational curricula and to improve oral health care

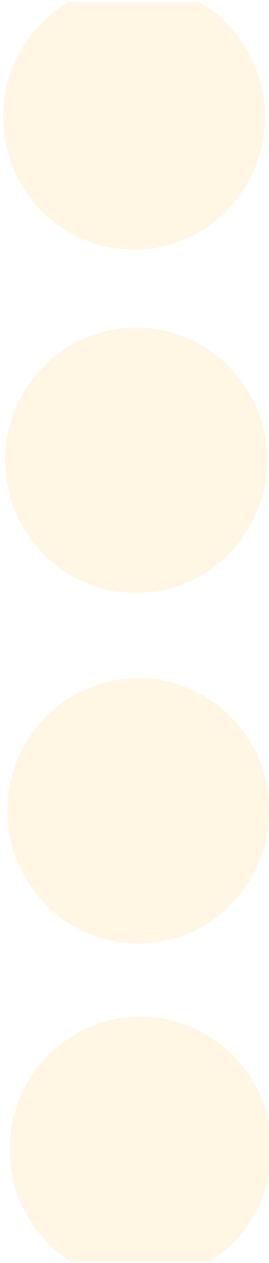
The vision of the Center for Research and Education in Technology Evaluation (CRETE) is to create a model state-of-the-art dental Innovation Center that will bring the most current services, technologies, equipment, and products to dental education. This Innovation Center will be an academic, practice-oriented education and research facility where representatives from academia, industry, and government can gather, discuss and make recommendations for improving dental education, research, and practice to improve the oral health of people worldwide.

At the present time there is no university-based interdisciplinary facility that fuses activities in dental education and technology evaluation into a seamless unit for improving dental practice to enhance the delivery of high quality oral health care. The successful completion of the CRETE Innovation Center will represent the establishment of a first of its kind such facility in the United States. As a university based facility, the CRETE Innovation Center will simultaneously validate and integrate research performed in a clinical setting thus allowing industry, clinicians, and students to benefit.



Your Marketing
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Why Build?



Improve dental practice to enhance the delivery of high quality oral health care

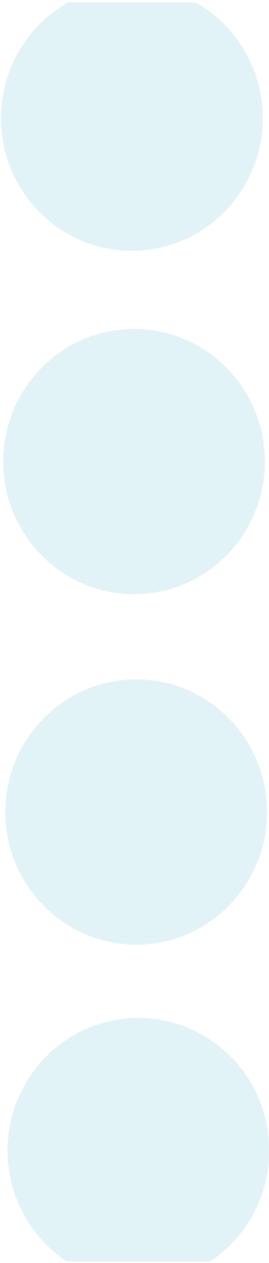
To create an academic, practice-oriented education and research facility such as the Center is essential to integrating dental research into practice. Accordingly, the Center will encourage the following types of activities:

- the advancement of effective strategies for the dissemination of new models for oral health care that are targeted, sustainable and multifaceted
- the packaging of dental innovations and products to enhance their perception by oral health care providers as being beneficial, adaptable, and easy to use
- the growth of economical and effortless oral health information technology at the point of care
- the development of methods for the safe, secure and standardized sharing of information across sites of care
- capable models of prevention and care that are targeted to the particular uniqueness of the group, resulting in patient activation and adoption

Once assembled, the combined expertise of a diverse faculty will provide the Center with a unique facility with which to tackle a variety of problems related to the improvement of oral health care.

Your Research
HERE





Goal and Purpose

CRETE will be the benchmark by which all other such centers are measured for years to come

The CRETE Innovation Center will be at the University of Connecticut School of Dental Medicine in Farmington, CT just a few miles west of Hartford. Because of its location in central Connecticut, this Innovation Center is ideal for continuing education courses for dentists throughout the greater New York-New England area.

A unique feature of the Innovation Center will be its administration by a Planning Board with representatives from the dental industry, the dental school faculty, and dental students. The Planning Board will have oversight of all operations and management. This arrangement will promote the introduction of the next generation equipment and products into dental schools and facilitate their introduction into dental practice.

The Planning Board will encourage dental companies to outfit dental operatories with the latest in equipment and products and work with them to develop educational programs for their use by dental faculty, students, and area dentists in continuing education courses.

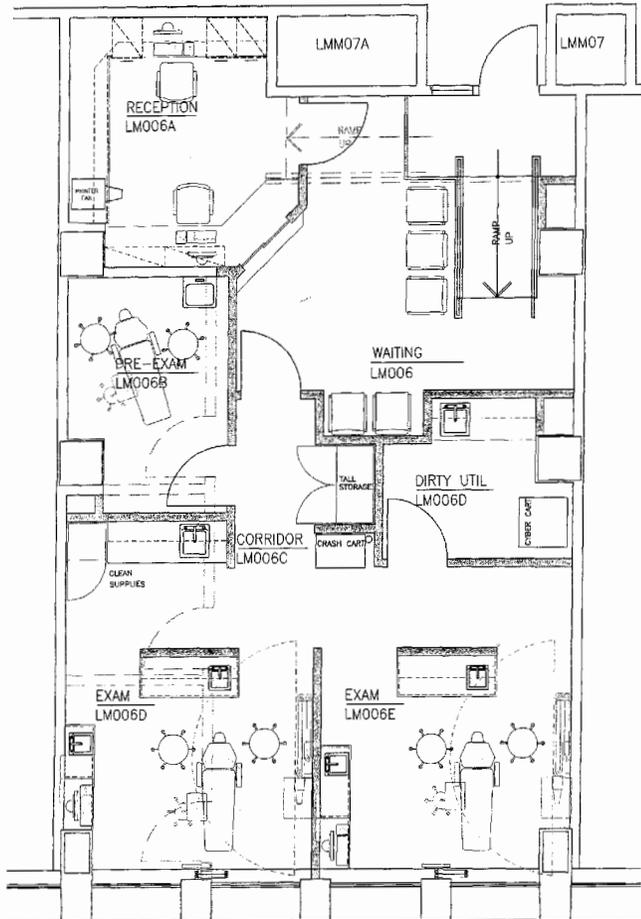
Your Technology

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Floor Plan Design



The University of Connecticut School of Dental Medicine has allocated approximately 1800 square feet for CRETE. This space is sufficient to house several dental treatment rooms, as well as a sterilization area, reception and record storage area. The space will have flexibility to permit demonstration of clinical treatments and procedures at the Center; additionally, audio-visual equipment will be available to broadcast demonstrations to other operatories at the School of Dental Medicine or to external locations.

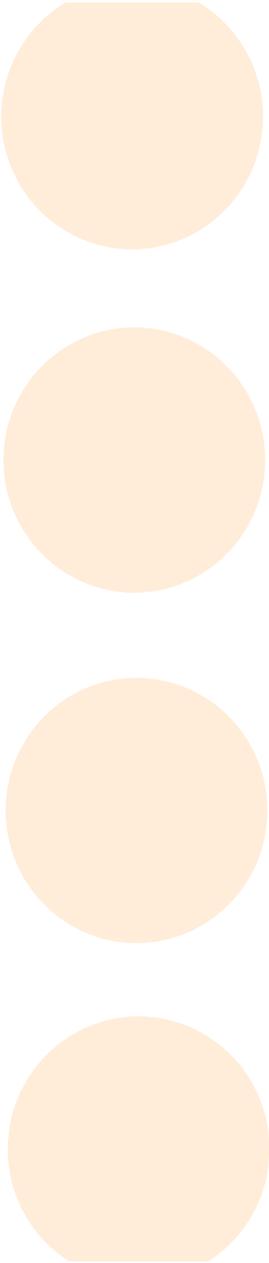
The CRETE Innovation Center will be constructed to allow equipment and products to be easily changed as new technologies are developed and readied for evaluation in a practice setting.

The CRETE Innovation Center will contain a reception area, and dental operatories for demonstrating new procedures, teaching novel technologies, and showcasing new products, to ensure that dental students have experience with next generation dentistry

1 PRELIMINARY PLAN / PHASE-1
1/4"=1'-0" 8/8/07



••••• Your Product
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Equipment List

Will allow dental companies to outfit dental operatories with the latest in equipment and products

- Reception area furniture and furnishing
- Sterilization Area
- Digital X-ray and Patient Management System
- Intraoral camera and imaging system
- Dental Office Practice Management System
- 2 Dental Assistant Delivery Units
- Computerized system and network
- 3 Desktop computers
- Flat screen computer monitors for operatories
- Office video camera system
- Digital Video Imaging printer
- Computer projector
- Optical motions capture dual actor system for data recording or real time performance animation

CRETE is pleased to recognize Mr. Scott Parrish, President of A-dec Corp, who has agreed to donate equipment for up to four dental treatment operatories. This donation includes dental chairs, delivery systems, lights, stools, and hand pieces.

A person wearing a white suit jacket and a blue and yellow striped tie is shown from the chest up. Their right hand is extended forward, palm up, in a gesture of offering or presenting. The background is a solid light blue color.

Your Business

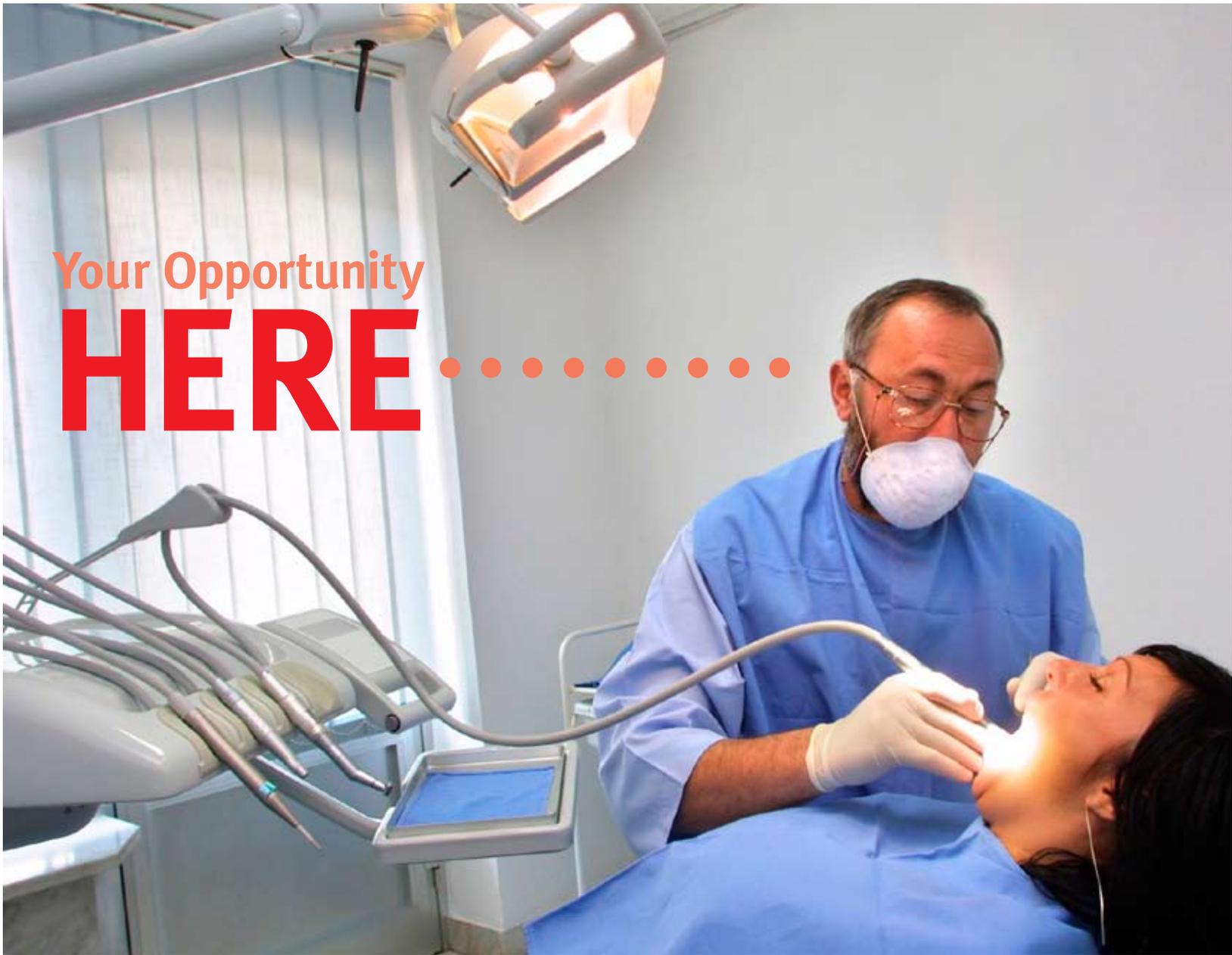


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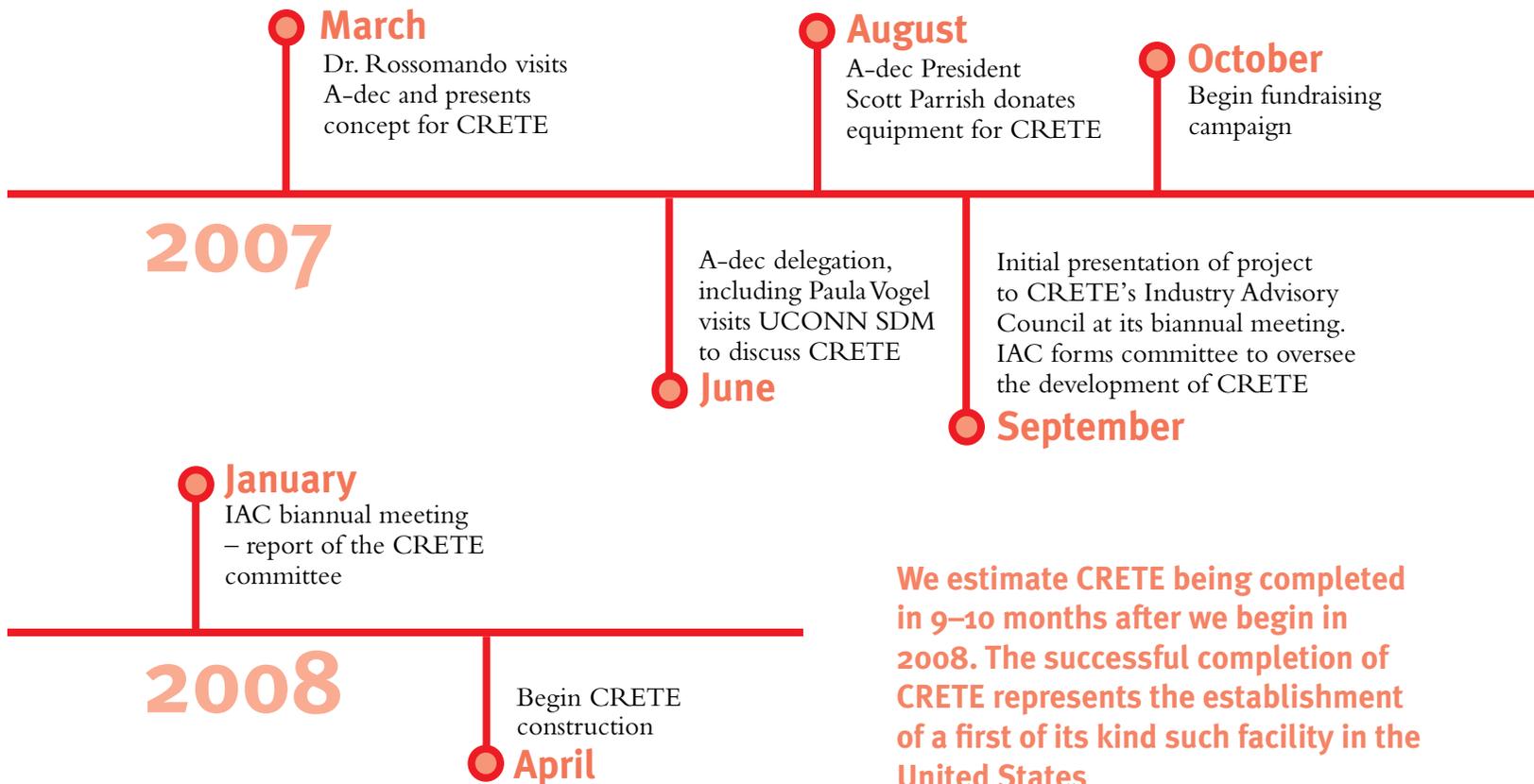
Estimated Budget

Renovation	<ul style="list-style-type: none"> • Approximate area to be utilized: 24' x 20" 	Based on estimate of 480 sq. ft. for renovation, at base price of \$215 per sq. ft., including contingencies: \$103,200
Dental Equipment	<ul style="list-style-type: none"> • Digital X-ray and Patient Management System • Intraoral camera and imaging system • Dental Office Practice Management System 	\$18,000 \$9,000 \$12,000
Hardware Equipment	<ul style="list-style-type: none"> • Computerized system and network • Desktop computers (3) • Flat screen computer monitors for operatories • Office video camera system • Digital Video Imaging printer • Computer projector 	\$12,000 \$2,850 \$5,000 \$4,500 \$3,500 \$5,000
Ergonomics Equipment	<ul style="list-style-type: none"> • Optical motions capture dual actor system for data recording or real time performance animation 	\$80,000
Operations/Administrative	<ul style="list-style-type: none"> • Administrative and support staff 	\$150,000 per year
Total Projected Cost		\$406,050

Your Opportunity
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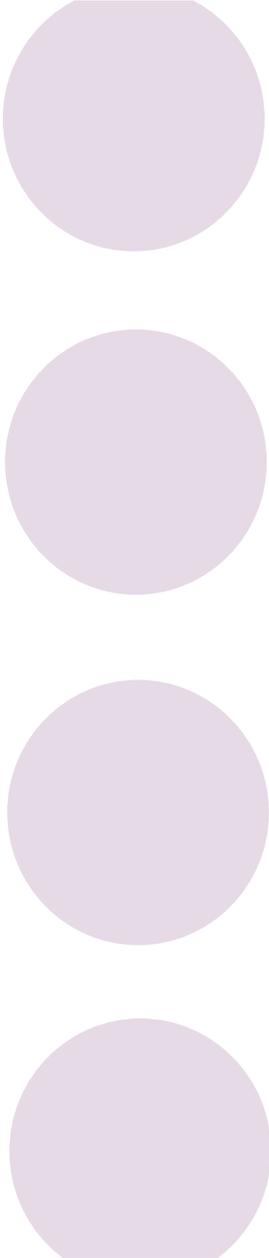


Time Table



You Are
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IAC

Industry Advisory Council

Chair **Mr. Carl Bretko**, Senior VP JEP Management

Members **Mr. Wayne Aho**, VP, Sales, A-dec
Mr. John Bettencourt, VP, Marketing, Patterson Dental
Mr. Charles Cohen, Benco Dental Company
Mr. Dell Dine, VP Research and Development, National Dentex Corp
Mr. William P. Dragan, President, Centrix Incorporated
Ms. Mildred Goldstein, President, Henry J. Bosworth Company
Dr. Ralph Green, President and CEO, Ralph Green, DDS PC
Mr. Gordon Hagler, President DentaleZ Group
Dr. Jeffery Hillman, CSO, Oragenics, Inc
Mr. Alan Kegerise, Sales Manager, Premier Dental Products
Mr. Richard Miranda, Sr.VP, Sulliven-Schein
Ms. Nancy Sakaduski, President, Sakaduski Marketing Group
Dr. George Tysowsky, VP of Technology, Ivoclar North America

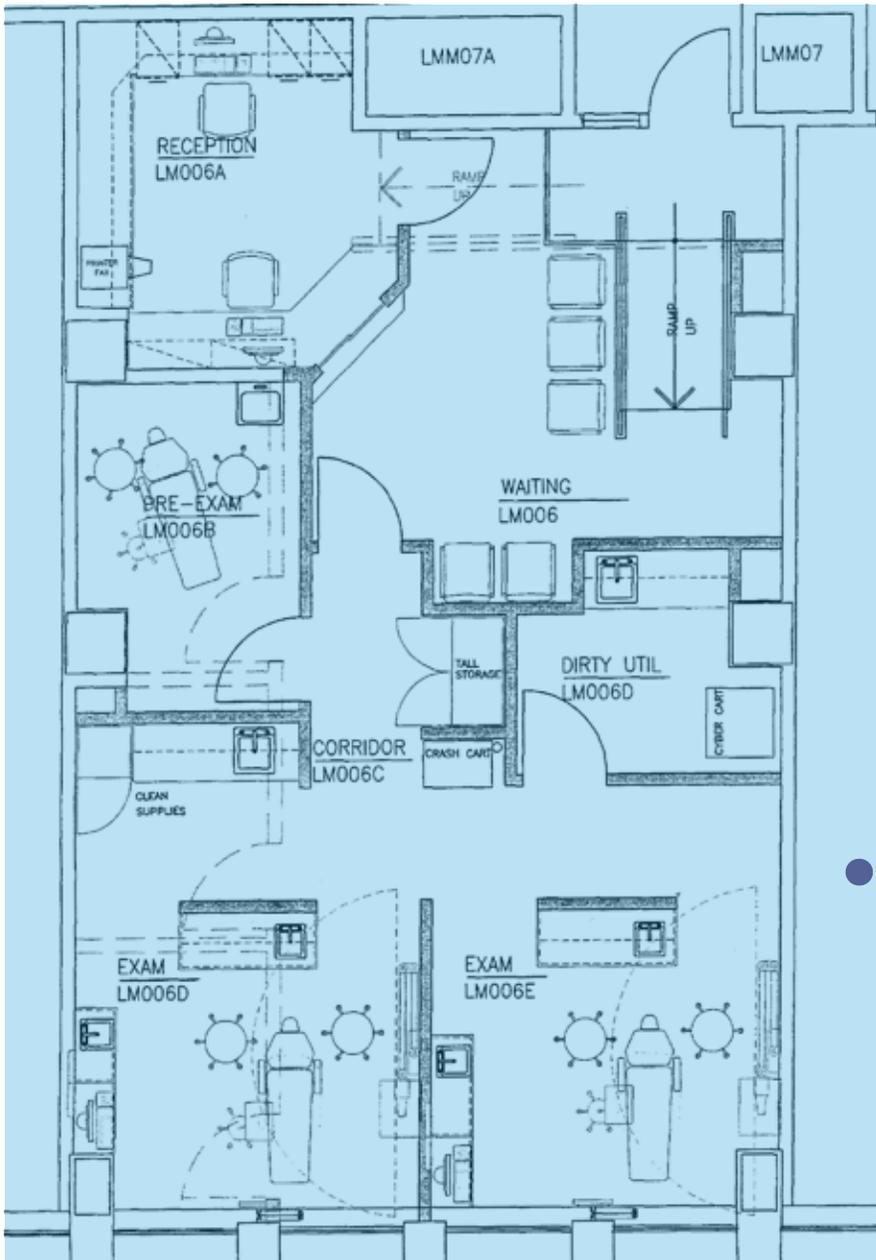
Members at Large **Mr. Scott Anderson**, President, Patterson Dental Supply, Inc
Mr. Grant Gerke, VP, Sales, Patterson Dental Supply, Inc
Mr. Gary Johnson, Patterson Dental Supply, Inc

Administration **Dr. Edward Rossomando**, Director
Dr. Bernard W. Janicki, Assistant for Strategic Planning
Mr. William Balanoff, Special Assistant to Clinical Affairs, Southeast Region
Dr. Michael McKay, Special Assistant to Clinical Affairs, Northeast Region
Mr. Mathew Moura, Assistant for Educational and Special Programs
Ms. Jean Lombardo, Administration Assistant

CRETE is actively seeking partners to assist in the creation of the Innovation Center by donating products, funding, or expertise through participation on the Planning Board. To learn more and find out how to participate, please contact Dr. Edward Rossomando at (860) 679-2622 or by e-mail at erossomando@uchc.edu.

For periodic updates on the progress of the CRETE Clinic, please visit us on the web at www.biodontics.org or read our blog at blog.biodontics.org.

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Your Influence **HERE**

The CRETE Innovation Center

