The Center for Research and Education in Technology Evaluation

CRETE Today

Industry Advisory Council (IAC)

CRETE has set a milestone in the establishment of a first-of-its kind association with key members of the dental industry. The first organizational meeting on January 29, 2004 in Boston, MA, was a success. We welcome the following IAC members:

Carl Bretko - Chair
President and COO
DentalEZ Group

William P. Dragan
Vice President & General Manager
Centrix Inc

Grant Gerke
Vice-President, Sales
A-dec, Inc

Mildred M. Goldstein
President
Henry J. Bosworth Company

Ralph Green
Executive Vice President
Reachout Healthcare America

Gordon Hagler
Vice President & General Manager
Trophy Dental

Alan Kegerise
Sales Manager
Premier Dental Products

Paul Montador
CEO, SciCan

Gary Johnson
Vice President, Sales
Patterson Dental

Brian Watson
Sr. Vice President
Sullivan Schein

Successful Workshop to Promote and Develop Dental Technology at UCONN

The Workshop to Promote and Develop Dental Technology, supported by a two-year NIDCR educational research grant (DE0144686), was presented on November 8 and 9, 2003 at UCONN to a selected group of dental students, dental residents, postdoctoral fellows, and dental school faculty.

This unique and enthusiastically received Workshop presented by a nationally recognized faculty, presented lectures in Entrepreneurship, Technology Transfer, the FDA, Regulatory Issues and Clinical Trials, Patents for Protecting Inventions, New Company Startups, Growth Strategies, and the fundamentals of bringing a new product to market. The 2-day Workshop was organized into separate sessions for lectures, for case study by attendee groups and for presentations by the case study teams.

"I wanted to thank you for the wonderful experience…I did not realize how much depth there is in the field. I think the idea of the case study was brilliant as it got us involved in a deeper way…the thoughtful and meticulous organization of the workshop [made] it an absolute success." – Ritu Bahl, Class 2006

For detailed information on the workshop faculty and lectures, please visit
http://www.biodontics.org/

This success will be followed by presentations at five dental schools (Penn, Harvard, NYU, UCSF, and USC). If you think that your organization would be interested in hosting this workshop, please contact Edward Rossomando, DDS, PhD, MS at
erossoma@nso2.uchc.edu

Centrix Inc. and Premier Dental Sponsor Dental Student Entrepreneurs

Centrix Inc. (Shelton, CT) and Premier Dental Products (Plymouth Meeting, PA) have agreed to sponsor CRETE's unique Entrepreneurial Externship Program for dental students.

Each sponsoring company, in consultation with CRETE and extern candidate, will develop an individualized program to meet the needs of the company and the student. As a minimum, each student will be exposed to aspects of new product development and business management.

The program's goal is to introduce dental students to new product and technology development by placing them in a dental company to: a) Experience day-to-day operations; b) Learn how market opportunities are targeted; c) Understand customer needs; d) Learn how to integrate marketing and engineering; e) Experience the R&D, production and design process, f)Evaluate the purchase of a new product, and g) Design a marketing mix.

Dr. Rossomando, CRETE's director noted: *"This is a unique opportunity for interaction with dental students, to learn their perspective on dental products first-hand and their expectations for the future"*

If your company is interested in participating in CRETE's externship program, please contact Hubert Benitez, DDS, MHA at
 hbenitez@uchc.edu