

# Be An Agent of Change – Become a “Dentpreneur”

Anthony S. Feck, D.M.D., Chairman,  
General Dentist Committee, Dentcubator



In my seminars I talk often of change. After all, my purpose as an educator is to improve the lives of others. And while not all change means improvement, you can't improve without change. Growth results from positive changes. I remind my audience that they will change today, whether they intend to or not. It's inevitable. Whether they grow is a choice, I encourage them to choose wisely.

If you accept the premise that personal and professional growth is an option, then you accept your role in choosing and controlling your destiny. Many accept that they can shape their future, and most believe they can impact the future of those they personally interact with daily (family, friends, co-workers, and patients). It is much less common for a dental professional to see themselves as an agent of change on a bigger scale. Agents of choice visualize creating products, systems, or strategies that can literally change the way dentistry is delivered. They look beyond their practice. They see opportunities for growth multiplied exponentially by leveraging their ideas through their professional colleagues.

These agents of change are entrepreneurs. They see a need, look for a solution, find the answer and seek to make it available to others. All of us, at one time or another have recognized the need, many of us have sought a solution, still fewer find the solution, and rarely do those who find it exploit it as a business opportunity.

This begs the question, “Why?”. After all, dentists, by their nature, are problem solvers. In addition, their background, which is reinforced by their training, makes them think and act like an engineer. If they are in private practice, they are independent business people. Given all of this, they are naturally inclined to be entrepreneurs (what I call “dentpreneurs”).

Because I've given this some thought, I've come to the conclusion that the difference between the dentist who implements the changes suggested by others and the dentist who creates those changes – the dentpreneur – is a mindset and a little help. The mindset is simply a decision to focus on looking for and taking advantage of opportunities that exist all around us. A good friend urged me once to write on multiple pieces of paper the simple phrase, “Invent Something”, and place them where I will be reminded multiple times a day.

The “little help” I write of is simply the support mechanism to take a great idea and make it the next great innovation. Approximately 5000 organizations exist to provide such help. They are called “Incubators” and they exist to assess the validity and marketability of ideas brought to them. If the idea passes this initial screening, the Incubator helps create a business plan, a marketing plan, applies for patents, obtains funding, and connects the plan with those who can make it a reality. In return for this, the incubator acquires an equity position and/or shares in the profits from the product or service.

It's a process that has a successful track record (87% of inventions and

products that have gone through a business incubator succeed in the marketplace). It's just never been formally done in Dentistry – until now. In November of 2008, some of the brightest minds and most influential agents of change in dentistry (the list is a virtual “Who's Who” of the Dental Profession – Buchanan, Leziy, Fradeani, Malament, McSpadden, Jackson, Massad to name a few) came together to form Dentcubator.

Dentcubator is focused on identifying and acquiring proprietary interest in promising dental products, providing fledgling dental products with management guidance, technical assistance and the resources necessary for product development and company growth. Dentcubator's existence and capabilities is a dream-come-true for dental visionaries and entrepreneurs who previously had no outlet for their creativity and product development and yet have wanted to impact the global dental market.

You now have all you need to become an agent of change in your profession – a dentpreneur, if you will. You have first hand access to the problems, you have a natural inclination to look for solutions. And if you will develop the mindset (Invent Something!), you have a place to take your idea where it can be evaluated and potentially developed into the next great innovation, and you the next great agent of change.

For more information on Dentcubator, email me directly at [tony@sunrisedentalsolutions.com](mailto:tony@sunrisedentalsolutions.com) or submit your idea confidentially and securely to [ideas@dentcubator.com](mailto:ideas@dentcubator.com).

**Anthony Feck** is an internationally recognized clinician, consultant, lecturer and author. He is the Dean of the Faculty of DOCS Education. His company, Sunrise Dental Solutions, provides practice management solutions through monitoring, training, and coaching. To find out more, visit [www.SunriseDentalSolutions.com](http://www.SunriseDentalSolutions.com), or for Dr. Feck's lecture availability contact Dr. Feck at 800.750.0737.