Biolase could become the next Intuitive Surgical

An interview with the company’s CEO Federico Pignatelli

Technology that is potentially going to radically transform the way dental surgery is performed and practiced. As a new step in informing the marketplace about WaterLase, we have recently embarked on a social media and press campaign to reach out to millions of patients to educate them about the many advantages of being treated with BIOLASE’s technology.

We are glad to have Mr Fred Moll, the co-founder of Intuitive Surgical, who values our technology such that he joined our board of directors recently. He is a legend in the medical field because with his company he transformed the way surgery is approached through the use of robots. Thanks to a visionary like him, today tens of thousands of patients with cancer can be treated much more precisely than ever before.

We believe BIOLASE has a technology that is so advanced and revolutionary that the company could become the next Intuitive Surgical. That is because with WaterLase technology we can transform surgical dentistry for hundreds of thousands of dental practices around the world, while providing better and safer care for patients.

Why do you think lasers and particularly WaterLase will be the technology of choice in dentistry for the future?

If you think about it, dentistry has not really changed very much since the dental drill was invented by the Egyptians 7,000 years ago. The principle of removing tissue with a drill cannot do. These additional advantages in comparison with conventional dentistry.

In fact, only two and a half years ago, WaterLase technology for the very first time broke the speed barrier, which means that it now cuts as fast as a conventional dental drill, sometimes even faster. Furthermore, it allows impressive return on investment and the system’s extensive clinical advantages in comparison with conventional dentistry.

Where do you see the technology in the next five to ten years?

In contrast with other market-leading systems or technologies, such as Sirona’s CEREC, WaterLase is protected by over 100 patents, which will allow us to protect our competitive advantage. The adoption cycle of new technologies is growing increasingly shorter and more advanced technologies like WaterLase will rapidly find their way into dental practices. Dentists that do not upgrade their practices will likely begin to lose patients, become uncompetitive and lag behind. You cannot fight technology; you cannot fight innovation. If you do, you are doomed to be left out of the market.

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We regularly ask patients whether they would like to be treated by a conventional dentist or high-tech dentist, and almost 100 per cent of patients would like to be treated by a high-tech dentist. Therefore, we believe that WaterLase will be part of most dental practices in the near future.

Thank you very much for the interview.