Interview: “The feedback we’ve received has been truly eye-opening”

By Brendan Day, DTI

Despite often being overlooked by some dental professionals, dental loupes can provide clinicians with better visibility of the patient’s mouth and reduce the stress placed on their eyes, neck and back. Dental Tribune International spoke with Priyam Patel, co-owner of dental loupemakers Bryant Dental, about where the company began and what kind of feedback they have received from their customers thus far.

Could you tell us a bit about the company’s history and how it all started?
Connor Bryant established Bryant Dental in 2016 with the vision to connect dentists with loupetechnology that would make smart dentistry simpler. I joined him shortly after that as co-owner and together we turned Bryant Dental into one of the most popular loupes brands in the UK. Since then, we’ve innovated a range of different products in-house and now distribute the LumaDent Headlight System across the UK and European markets. Our goal at Bryant Dental is to combine brilliantly engineered products with a next-generation customer experience.

Is there any particular type of dental professional that Bryant Dental’s loupes are designed for, or can they be adapted to the various needs of different clinicians?
Bryant Dental products are suitable for a wide range of clinicians, from students who are at the start of their careers to dentists with many years of experience. The common factor, really, is that the dentist must be looking to achieve the highest standard of dentistry—clinically or otherwise.

What has the response been like from your customers so far?
Overwhelmingly positive. The feedback that we’ve received has been truly eye-opening as to just how antiquated many of the current products and distribution channels in dentistry actually are. We love our customers and they are at the core of everything we do. It’s an industry that is ripe for disruption and we believe that we’re the ones who will achieve mass disruption over the next three to five years.

The Bryant Dental stand was noticeably busy during the recent BDIA Dental Showcase 2018. What was the general feedback that you received there like?
The general feedback we received at the showcase was great. Our customers really enjoyed being able to compare our range of products to others at the show. It also helped to highlight just how incredibly well-designed and engineered Bryant Dental products are.