

# FROM SCAN TO INSTALL IN ONE HOUR

WORDS  
WILL PEAKIN

*Scottish start-up OurCrown has introduced a radically innovative service*

**I**n a first for the UK dental sector, Scottish start-up OurCrown has introduced a service that allows dentists to go from scan to install in under an hour – with no set-up costs and which puts the price of a crown at less than £30.

A dentist can prep and scan the patient in their practice, receive a design back within 30 minutes, print the crown in-house in under 20 minutes, then wash and cure in under ten minutes – ready for install.

The advantages are numerous; the procedure can take place on the same day, with no need for a second appointment, which is better for the patient and reduces carbon emissions resulting from multiple visits and the time taken to perform the procedure. The low cost also makes it more accessible to NHS patients.

OurCrown was co-founded earlier by Robin Prior and Jordan Gilmour. It was formally launched at the Scottish Dental Show in May, and since then Robin and Jordan

have been engaging with practice owners and dental groups in Scotland, the UK and internationally. Robin is an MBA graduate from Glasgow University who has been successfully running his own businesses for more than 20 years, including Abergower Digital – which provides digital filing, document scanning and digitisation services in the UK and globally – for the last eight years. In 2021, he established Abergower Dental, a leading supplier of 3D printing systems, scanners and software which won a Scottish Innovation Award for the launch of its COVID-19 PCR test using 3D manufacturing.

Jordan is an honours graduate in business from Stirling University who began his career in corporate events before establishing an interactive loyalty programme to support the hospitality sector in Edinburgh. After meeting Robin and seeing what technology could do for the dental sector, he knew that they could bring change for dentists, technicians and, most importantly, patients.

“We came up with the idea with two other members of their technical team, heading to a training session with 3Shape,” said Jordan. “We were talking about the pressures





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on the NHS and dentistry. We spoke about the barriers to entry, the costs, quality and realised we could remove them. By offering innovative equipment free of charge, charging very competitive rates on design and offering an hour turn around, we can help change the digital dental market.”

What does it mean for private and NHS dentistry? “For private dentists this gives them a brand-new service to offer their patients,” said Jordan. “A crown in an hour that your patient can walk away happy with. More profit and control for the dentist as well as an improved offering for patients with no up-front costs. We also offer more than 20 products including implants, dentures and nightguards with more on the way. For the NHS this is a game changer – a low-cost crown with no set-up costs. The NHS has always struggled to keep up with new technology because they have been out priced. But with OurCrown, they can not only offer their patients a crown in an hour, but it’s cheaper and has no upfront costs. Also, with the SDR changing to include white crowns this is a great opportunity for dentists to take advantage of our offer and help make NHS dentistry profitable again.”

And for patients? “This depends on how dentists apply the service,” said Jordan. “However, OurCrown offers a cheaper, high-quality option that allows patients to have a crown fitted in just one visit to the dentist. The fact that

this process saves patients time, money and a number of separate visits to the dentist will completely change their experience.”

Since launching the team has demoed to around 30 practices. They have been in discussion with leading dental groups in Scotland and the UK and are exploring routes into international markets and partnerships. Although OurCrown would seem to be a threat to dental labs, Jordan said that there could be advantages to labs in using the service through economies of scale or because they currently lack crowns, or other product, as an offering. This can be due to design and fabrication capacity, capital costs, skills or training. “OurCrown removes these barriers for labs,” he said.

“We do expect competition, but meeting this challenge is all about the best solution to all parts of the puzzle, which are not easy to put together. We can show that it works well, we offer a great service and have a strong brand. Our product is future proofed; as technology changes so will the equipment and services we provide. This will allow us to stay ahead as long as we remain cost-effective and we feel extremely confident that our customers will stay and grow with us as a result.”

## HOW IT WORKS

### Step 1: Intraoral scan

After prepping the patient, scan with your intraoral scanner. Any intraoral scanner that produces STL files can be used. OurCrown can provide intraoral scanners as an extra including Medit, 3shape and UP3D scanners.

### Step 2: Design

OurCrown employ some of the best designers from all over the world including the UK, Mexico, China and Ukraine to design crowns in under thirty minutes, bridges, onlays, inlays and veneers in under two hours and guided surgery, dentures and nightguards next day.

### Step 3: Chairside print

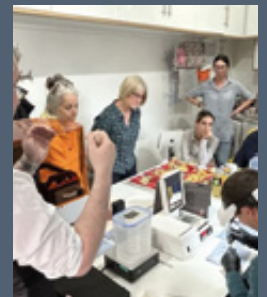
With OurCrown packages, practices do not pay for the printer, wash unit or cure unit – only the designs they need. OurCrown send the design straight to practices for printing and with the latest printing technology the Einstein can print permanent crowns in less than 15 minutes.

### Step 4: Finish

From the printer simply move the product to a wash unit and then cure unit to finish the printing process. After the print process is complete start to polish, stain or glaze the product (training can be provided). After a final minute of curing, the product is ready to be installed.



Robin Prior and Jordan Gilmour launching OurCrown at the Scottish Dental Show



Demoing the service to a Scottish practice