

Global dominance: an inside look at AMD LASERS

Author_Matthew Bowen

Dental lasers have been called many things – “game changer,” “the standard of care,” “a miracle product” – and they are the hottest products in dentistry. It seems you can’t open a magazine or listen to a lecture without hearing about lasers. The guy who is seems to be behind all the buzz is Alan Miller president and CEO of AMD LASERS. I caught up with Miller for a rare inside look at his company’s success – and the future of laser technology.

Mr. Miller, you came on the scene it seems like only two years ago. Nobody had ever heard of AMD LASERS, and now you have become a household name in the dental community. How did you accomplish this task?

I guess you can say a lot of planning and a little luck. Launching a product in an economy that just had a meltdown can be a blessing or a curse. I have spent a decade in the promotion of laser technology and knew through the success of National Laser Technology, my aftermarket laser reselling and servicing company, that AMD LASERS would be an instant hit. There was a definite need in the market for affordable laser technology, and AMD LASERS filled that market gap by creating a high-quality dental laser at an affordable price point.

At the time, most every other soft-tissue laser was selling between \$12,000 and \$20,000. How is possible



Alan Miller,
president and CEO
of AMD Lasers.

for you to sell a quality product at \$2,500?

I applied several successful business practices into an innovative product design – Picasso. High quantity parts purchasing drives down pricing and unique internal designs reduced the labor load. Quite frankly, I priced the lasers to make a profit but not to gouge the dentists. Gouging is still the standard practice by most companies, and it really became apparent when they started reducing their prices by more than 50 percent.

Two years have passed, and the Picasso line of dental lasers are No. 1 in the world. So where do you go from here?



Clockwise from top_
 AMD Lasers President and CEO Alan Miller in front of the company's headquarters; the Picasso dental laser; the creation of the lasers in the laboratory; and the Picasso Lite, soft-tissue laser.

We have been busy working on the next generation of soft tissue lasers, which are absolutely mind boggling in their design. We have been focusing all of our efforts into "Experience AMD," which simply means, the experience across every touch point that a potential or current client has with our brand. We strive to provide a memorable and engaging experience to anyone, whether it's over the phone, at a tradeshow, or through our traditional and digital marketing efforts. It is our hope that these clinicians share their experiences with colleagues, family and friends. Our commitment to this level of service will play a huge role for us in the future.

Our iPad® laser app has been a huge success, and we have also started multi-city, hands-on laser educational workshops. We are also launching our new, all-tissue laser this year and have a number (no I am not going to tell you how many) of new hygiene, perio and surgical lasers with multiple wavelengths also

launching this year.

Well there you have it everyone, some great exciting new products and services will be coming your way from AMD LASERS. Thank you, Mr. Miller, for your time.

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