An interview with Dr Michael Ryan, Ingenuity Dental

Q: You’ve developed a dental numbing gel. Why did this come about?
Dr Ryan: It’s rare to find a product that a dental practice uses every day on nearly every patient. We all use topical numbing gel a lot in our dental practices, or at least we all wish we had a great gel that worked fast so we could get on with our treatment, the gel stayed in place and enhanced the patient experience of taste and numbing sensation.

Q: You operate and run this business from your family practice. So it’s direct from your practice to other dental practices and cuts out the agent and extra costs?
Dr Ryan: Well, we developed such a gel in our practice and now some 14 years on we have improved it. We operate the Topical Gel and dispensing product supplies from our family practice. We called the topical gel YUM!

Q: How fast does YUM work?
Dr Ryan: the numbing gel works fast and is safe for the patient because it is delivered in a water base. This allows the active ingredient to penetrate the gum quickly and numb right where you want it. The new improved gel has a whopping 15% lignocaine – 50% more than any other product.

Q: What about the taste? I’m guessing you called it YUM for a reason?
Dr Ryan: We have tried many flavours over the years and bubblegum always wins. It’s rare to find a product that a dental patients and practices absolutely love YUM gel – the sensation of the taste and smell of bubblegum for kids and adult alike takes their mind off the treatment and often is associated with fun times. As the gel works fast it means the dental team can act quickly, a win for both the patient and the practice – the more work you can get done the better.

Q: Why is it packaged in a tube?
Dr Ryan: The storage and use of the gel is critical in ensuring it works well right to the last bit and that you have as little waste as possible. Over the years we have tried jars, syringes and pump packs and all are inferior to the double walled tube we use.

Jars allow too much oxygen causing discoloration and separation, syringes let in too much light and in large quantities they were hard to handle and led to waste. Pump pack were the worst – we often used too much on the cotton bud and they left close to 15% of the gel in the bottom of the plastic cylinder – so we never got it all out [this was great as a supplier, but not for our practice]- fancy but wasteful. The tube is the best solution.

The tube of YUM gel keeps out the light and air, you can get all the gel out, in fact we cut the ends and scrape out the last bit be with a cotton bud. The 60ml tube is just right for one surgery per month and makes it easier to re-order.

Q: How long does YUM gel last?
Dr Ryan: Because YUM gel is tailor made in a compounding pharmacy the regulations indicate it only has a 6-month sell-life. As the 60ml tube often only lasts a month in most practices this has never been an issue. Also, being water based, as the product ages and the base evaporates it does tend to work faster. We can provide an MSDS sheet to a practice if they request one.

Q: How do you actually boost real productivity?
Dr Ryan: Definitely. If you can save even 3-5 minutes a patient each day that can give you, either an extra appointment or you can do more in the time you have.

Q: So you mean a bubblegum gel actually boosts real productivity?
Dr Ryan: Not for our practice – fancy but wasteful. Pump pack were the worst – we often used too much on the cotton bud and they left close to 15% of the gel in the bottom of the plastic cylinder – so we never got it all out (this was great as a supplier, but not for our practice]- fancy but wasteful. The tube is the best solution.

The tube of YUM gel keeps out the light and air, you can get all the gel out, in fact we cut the ends and scrape out the last bit be with a cotton bud. The 60ml tube is just right for one surgery per month and makes it easier to re-order.

Dr Michael Ryan
B.Ec, LLB, MBA, DBA.
Founder of SmartPractice, Quality Practice International, DentalCare Management Group, Ingenuity Institute and is part of Ingenuity Dental.
Innovative products and management services. He is the author of Dental Solution Guidebooks and numerous articles on practice management and Practice Valuations.

Michael is part of a family enterprise that has been assisting dental practices since the early 1990’s. Michael’s doctorate is in Business Strategy specialising in optimising service business in particular dental practices.

Q: What’s the best way to use it?
Dr Ryan: We suggest you use a cotton bud. Dry the area for the gel with one end and pop some gel on the other end and place it where you need it. We find asking the patient to hold it in place (if they can) for a second allows us to get the injection ready and prepare for the treatment.

It is Australian developed and made right here – we’d love to share this with your practice.

Give YUM gel a try, order by: fax 03 9568 2885 or email info@ingenuitydental.com