iDental CEO Vivek Vasudeva Reaches Amazon Bestseller Status

Engineered to Care turns iDental's growth story into practical lessons for dental leaders, healthcare operators, and entrepreneurs.



Engineered to Care by bestselling author Vivek Vasudeva

iDental, the company founded by bestselling author Vivek Vasudeva

RACINE, WI, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- Vivek Vasudeva, CEO and Founder of iDental Orthodontics and General Dentistry, is celebrating the Amazon bestseller success (https://youtu.be/y1Uv0k-7EiE) of his new book, 'Engineered to Care: How iDental Used Product Thinking to Build and Scale a Dental Practice and Expand Preventive Care Across Racine', (https://www.amazon.com/dp/B0HJK9T6VX) which has also been featured in New York Times Square (https://youtu.be/veNUj3YshK0).

The book captures Vasudeva's unconventional journey from engineering and software operations into dental entrepreneurship, and the lessons he learned while helping build iDental into a growing dental organization serving the Racine community.

Vivek Vasudeva brings a rare combination of engineering, software operations, quality management, and healthcare entrepreneurship to the challenge of improving dental access and practice performance. His book draws directly from that multidisciplinary background, examining how systems thinking can be applied to the operating environment surrounding patient care.

“Engineered to Care is really the story of solving problems,” said Vasudeva. “We had to listen, learn, build the right systems, recognize talented people, and keep improving.”

Through Engineered to Care, Vasudeva translates product thinking and systems discipline into practical lessons for dental-practice owners, healthcare operators, and business leaders. The book defines product thinking as understanding the problem and the people affected before becoming attached to a particular solution, then making requirements and constraints visible, considering alternatives, measuring results, and learning from what happens.



iDental's Office in Racine, Wisconsin



iDental thanks the Racine community for your trust

Vasudeva’s leadership philosophy centers on understanding the real problem before choosing a solution, then testing, measuring, learning, and improving over time. Vasudeva's philosophy appears throughout the book, from affordability programs and patient-access challenges to technology decisions, staffing, administration, and growth.

One of the book’s central themes is that operational improvement should support the people receiving and delivering care rather than treating healthcare like an assembly line.

Vasudeva's work at iDental demonstrates how operational discipline, technology, financial sustainability, and strong people development can work together in support of greater access to preventive care. The book repeatedly distinguishes between the operating systems surrounding care and the clinical

decisions that remain with licensed professionals.

Technology also plays an important role in Vasudeva's management philosophy.

Rather than treating technology as an end in itself, Vasudeva advocates using it only when it solves a meaningful problem for patients, clinicians, or the practice. The book explores technologies ranging from practice-management software and imaging to 3D printing and other tools, while emphasizing that technology must earn its place within the larger operating system.

People development is equally central to Vasudeva's story.



iDental has been named to the Top 3 by BusinessRate

Vasudeva has built his approach around the belief that scalable organizations depend on developing capable people, distributing responsibility, and giving contributors real ownership of their work. Engineered to Care gives substantial attention to the clinicians, administrators, technical specialists, and other team members whose expertise helped iDental grow.

The book particularly highlights the contributions of women who developed important financial, administrative, patient-service, leadership, and operational capabilities within the practice. Vasudeva has emphasized that iDental's growth should be presented as a team accomplishment rather than a founder-centered story.

Vasudeva's experience applying selected Six Sigma, reliability, and engineering principles to real operating challenges gives him a distinctive perspective on how healthcare organizations can improve without losing their humanity. Vasudeva's approach is deliberately practical: use a methodology when it fits the problem rather than forcing every challenge into a predefined framework.

Vasudeva's story offers a practical model for leaders seeking to grow an organization while preserving quality, professional judgment, community purpose, and financial discipline.

That balance becomes especially important as organizations scale.

A recurring theme in Vasudeva's work is that sustainable growth requires more than adding capacity; it requires dependable systems, strong leadership, clear handoffs, and the right

expertise throughout the organization. Engineered to Care examines growth as an interconnected challenge involving people, facilities, administrative capability, technology, finances, and licensed clinical leadership.

With Engineered to Care, Vasudeva positions his experience at iDental as a case study in how leaders can combine product thinking, operational rigor, and community-focused entrepreneurship to solve complex real-world problems. The book is intended not only for dental professionals, but also for healthcare operators, entrepreneurs, executives, and product-minded leaders interested in building organizations that can grow without losing sight of the people they serve.

To develop and launch the book, Vasudeva partnered with Nitin Kartik, CEO of Caribou Strategic, which provides a done-for-you bestseller book service for CEOs.

“Nitin Kartik turned my experience in engineering, leadership, and dentistry into a clear, engaging book that genuinely sounds like me,” Vasudeva said.

The process involved extensive story mining and interviews designed to turn decades of experience into a cohesive narrative while maintaining Vasudeva’s voice and perspective.

“Caribou Strategic helped me uncover the right stories, sharpen my message, and create a book I’m proud to put my name on,” Vasudeva said.

Caribou Strategic supported the project across manuscript development, editing, positioning, publishing preparation, launch promotion, and bestseller tracking. The scope of Vasudeva’s book project also included promotional components such as a Times Square digital billboard feature and press release support.

“Nitin Kartik handled the heavy lifting from interviews and writing through publishing, promotion, bestseller achievement, and New York Times Square,” Vasudeva said.

For Vasudeva, maintaining authenticity throughout the process was especially important. The book combines deeply personal experiences with lessons from engineering, business, leadership, and dentistry, while also giving credit to the people whose expertise helped shape iDental.

“Caribou Strategic listened carefully and kept refining the book until it reflected my experiences, values, voice, and message,” Vasudeva said.

The collaboration also appealed to Vasudeva’s engineering mindset.

“Nitin Kartik brought a disciplined, thoughtful process to the book and was responsive throughout every stage of the project,” he said.

As the manuscript developed, Vasudeva found that experiences he initially viewed as separate episodes could be connected into a larger leadership narrative.

“Nitin Kartik helped me realize I had a bigger story and turned my experiences into a cohesive thought-leadership book,” Vasudeva said.

The result is a book that reaches beyond the mechanics of running a dental office. Engineered to Care explores problem definition, requirements, prioritization, measurement, experimentation, technology, economics, leadership development, partnerships, and responsible growth.

“Caribou Strategic understands how to turn real executive experience into a book that strengthens authority and thought leadership,” Vasudeva said.

Story discovery became one of the most important parts of that process.

“Nitin Kartik asks the right questions. Some of the strongest parts of my book came from the stories he helped uncover,” Vasudeva said.

The launch then transformed the project from a private manuscript into a visible public platform.

“Seeing my book become an Amazon bestseller and appear in New York Times Square was incredibly rewarding,” Vasudeva said.

For Vasudeva, the milestone represents an opportunity to share lessons learned over decades with other leaders confronting complex systems, people challenges, resource constraints, and growth decisions.

For Caribou Strategic, the project illustrates how an executive’s accumulated experience can be transformed into a durable thought-leadership asset rather than remaining scattered across meetings, presentations, conversations, and personal memories.

“For CEOs who have a book inside them but lack the time to write it, Nitin Kartik is a great partner,” Vasudeva said.

With Engineered to Care, Vasudeva now has a platform for sharing the philosophy that has shaped his career: start with the real problem, respect the expertise of the people closest to it, build systems that can support the mission, measure what matters, and continue learning.

The Amazon bestseller milestone and Times Square feature provide a high-profile beginning for that next chapter, while the ideas inside the book are intended to carry far beyond the launch itself.

ABOUT IDENTAL:
iDental Orthodontics and General Dentistry is a Racine, Wisconsin-area dental practice focused on expanding access to high-quality dental care through strong clinical leadership, efficient operations, technology, and community-centered service. Founded in 2016, iDental has grown from a small startup practice into a multi-specialty organization offering general dentistry, pediatric dentistry, orthodontics, endodontics, oral surgery, implants, dentures, and other services. The practice emphasizes preventive care, affordability, patient access, and building local talent to serve the community. For more, visit https://identalwi.com

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Caribou Strategic transforms CEOs into bestselling authors (a status which less than 2% of books achieve according to Forbes: https://cstrg.cc/forbes2pct) with a 100% pay-for-performance model (pay ZERO upfront and only pay per week your book achieves Amazon bestseller status) while handling all the heavy lifting including ghostwriting, cover design, launch, promotion, publicity in New York Times Square, ABC News, CBS News, NBC News affiliates, and more. For more, visit https://caribouStrategic.com/p

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