

HOW TO GROW AN IMPLANT PRACTICE THROUGH EDUCATING REFERRING DOCTORS

Growing an implant practice depends on strong relationships with referring general dentists. When those dentists feel confident and supported, referrals increase steadily and cases proceed more smoothly.

A recent discussion explored how focused education of referring doctors creates sustainable growth. Here are the core insights.

Practical Education Delivers Results:

Effective continuing education equips general dentists with techniques they can apply immediately. Programs that boost case acceptance and improve daily operations outperform generic content. The key is quality that translates directly into better patient care and stronger partnerships.

Structured Training Builds Competence:

Hands-on formats such as mini-residency programs combine foundational knowledge, observation, prosthetic planning, and guidance. Emphasis on patient selection, imaging, prosthetic-driven approaches, and communication reduces complications and builds trust across teams.

Effective Referral Workflows

Clear communication, shared planning, and consistent updates turn referrals into collaborative relationships.

When the process supports referring doctors, loyalty grows and care coordination improves.

Avoiding Common Escalations:

Many issues arise from incomplete planning or case selection. Education that stresses comprehensive evaluation and early prosthetic consideration prevents simple procedures from becoming complex. This approach improves predictability and outcomes for everyone.

Long-Term Benefits:

Educating the referral network raises care standards community-wide. General dentists identify cases more effectively, patients receive seamless treatment, and practices grow through trusted partnerships rather than constant acquisition.

These principles remain highly relevant for building resilient implant practices. The full conversation is available on the podcast for deeper exploration.

Martel Academy can help this process: Its targeted programs and resources deliver practical, hands-on education that strengthens referring relationships, improves case coordination, and supports sustainable implant practice growth.

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