

INTRODUCING THE CIRC – BUILDING STRONGER REFERRAL RELATIONSHIPS THROUGH EDUCATION (PART 2)

Dentists stepping into the Comprehensive Implant Restorative Continuum quickly discover that Session 1 lays a rock-solid foundation. This opening full-day program, offered through Martel Academy, focuses on the essentials every general practitioner needs to integrate implants successfully into everyday practice.

The session kicks off with a clear introduction to the entire CIRC series. Participants explore the fundamental rationale for dental implants as a superior option for replacing missing teeth, restoring function, and improving quality of life. Instructors emphasize why implants often outperform traditional bridges or dentures in long-term outcomes when planned properly. A major highlight involves learning how to discover implant patients already sitting in the chair. Many practices overlook opportunities simply because teams lack systematic ways to identify candidates during routine exams. Session 1 equips attendees with practical screening tools and conversation starters to uncover these cases naturally.

Communication takes center stage next. The art of discussing implant options with patients goes beyond listing benefits. Dentists practice framing conversations around patient goals, addressing concerns, and building trust that leads to higher case acceptance.

Proper fee setting follows as a key business skill. Participants learn strategies to price implant services profitably while remaining competitive and ethical. This segment helps practices avoid common pitfalls that erode margins on implant cases.

Medical considerations and patient selection receive careful attention. Not every patient makes an ideal candidate. The program covers health factors, contraindications, and risk assessment to ensure safe, predictable treatment.

Finally, proper case workup rounds out the day. Attendees gain hands-on guidance for gathering records, taking impressions, using diagnostic tools, and organizing information for effective treatment planning.

By the end of Session 1, participants leave with renewed confidence and immediate tools they can apply Monday morning. The interactive format encourages questions and real-world examples, making the concepts stick.

This foundational day sets the stage for deeper dives in later sessions. Specialists who bring CIRC to their referring networks see stronger partnerships and more consistent referrals as GPs gain skill and assurance.

Part 3 will cover advanced treatment planning and hands-on applications from subsequent sessions.

Specialists or GPs interested in the program can reach out to Martel Academy at MartelAcademy@gmail.com, call 561-602-7222,