

Introducing the CIRC – Building Stronger Referral Relationships Through Education (Part 1)

In today's competitive implant dentistry landscape, practice growth hinges on more than surgical expertise alone. It relies on building genuine partnerships with referring general dentists, or GPs. The Comprehensive Implant Restorative Continuum (CIRC), created through Martel Academy, stands out as a practical, structured educational program. It sharpens GPs' abilities in implant restorative work while forging stronger ties with specialists.

CIRC consists of a multi-session series, usually five full-day programs. It delivers far more than typical continuing education credits. Participants gain the confidence to spot implant candidates, develop thorough treatment plans, and achieve consistent success. The result benefits everyone: superior patient care and increased collaborative cases for specialists.

Why Education Drives Referral Growth

Specialists often master advanced techniques yet see uneven referral patterns. Many GPs hold back on complex cases due to limited restorative training. CIRC closes that gap by creating real interdisciplinary teamwork. Dentists learn comprehensive care—occlusion, esthetics, patient communication, and case selection—equipping them to refer more confidently.

Past participants have reported clear gains:

- Significant rise in implant procedures in their offices.
- Shift to whole-mouth planning revealing more opportunities.
- Improved referral volume, quality, and patient acceptance.
- Greater profitability from smoother workflows.

What Sets CIRC Apart

CIRC offers a progressive journey with hands-on application rather than single-day lectures. Session 1 covers foundations: rationale for implants, patient identification, communication, fees, medical factors, and case workups. Later sessions dive into treatment planning with participants' own cases for group discussion and peer feedback.

This format builds lasting skills and networks.

The Specialist's Role as Educator:

Supporting CIRC shows commitment to referrers' success. It fosters loyalty, joint planning, and positions the practice as the trusted partner—creating a referral culture of shared knowledge and growth.

Part 2 will examine session structures, key skills like occlusion mastery and anterior esthetics, and implementation steps.

Interested? Contact Martel Academy at MartelAcademy@gmail.com, Cell: 561-602-7222, or visit Martelacademy.com