



UNLOCKING POTENTIAL IN FULL-ARCH IMPLANT CARE

HOW CLINICAL WORKFLOW, LAB PARTNERSHIPS, & PATIENT MARKETING DRIVE SUCCESSFUL FULL-ARCH IMPLANT PROGRAMS

COURSE SUMMARY

Full-arch implant dentistry represents one of the most significant growth opportunities available in modern dental practices. Yet many clinicians struggle to implement full-arch treatment consistently. Practices invest in clinical education, complete a few cases, & then see case volume stall. Why? Because full-arch success requires more than surgical skill. It requires alignment between clinical workflow, laboratory partnership, & patient acquisition strategy. In this engaging CE webinar, industry experts will explore the real-world decisions that determine whether full-arch treatment becomes an occasional procedure—or a predictable, high-growth service line. Using an interactive point-counterpoint discussion format, the presenters will debate key topics shaping full-arch dentistry today, including:

- Guided vs. freehand surgery
- Photogrammetry vs. alternative digital workflows
- When technology investments make sense
- Why specialized laboratory partnerships improve outcomes
- The role of patient-focused marketing in attracting full-arch candidates

Participants will also learn how full-arch therapy can dramatically impact practice growth. Adding just one full-arch case per week can generate approximately \$1 million in annual production. This program will provide practical insight into the systems, partnerships, & strategies required to successfully implement full-arch treatment in today's dental practice.

LEARNING OBJECTIVES

- Identify the clinical & operational components required to implement a successful full-arch implant program
- Evaluate the advantages & limitations of guided vs. freehand surgery
- Compare photogrammetry workflows with alternative digital solutions
- Understand when advanced technology investments make sense
- Recognize the importance of specialized laboratory partnerships in complex implant workflows
- Identify marketing strategies that attract qualified full-arch patients

Greg Essenmacher
CEO/Founder
GnA Consulting



Greg Essenmacher is the Founder & CEO of GnA Consulting, helping dental practices—especially those focused on Full Arch implant solutions—grow, scale, & thrive. A sought-after speaker & strategist, Greg is known for his work in patient experience, case acceptance, & operational excellence. His straightforward, no-fluff approach equips dental teams with the mindset & methods to convert more cases & lead with authenticity.

Ryan Napolitano
New Product Development & Innovation - Simply Arch Studio



Ryan, a University of Connecticut graduate in Communication Sciences, has extensive experience in both analog & digital dental technology. At Precision Craft Dental Lab, he specializes in integrating new technologies & maintaining quality control. Pankey trained with hundreds of CE hours, he is an active member of several Seattle Study Clubs & has mentored for major implant companies. An Allied member of the American College of Prosthodontists, he also serves on the board of Dental Lifeline. Outside of work, Ryan is a licensed Merchant Marine captain who enjoys time on the water with his family, fishing along the New England coast.



Date: Tuesday, April 14, 2026
Time: 7:30 p.m. ET
CE: Attendees will earn 1 CE Credit
Tuition: Complimentary
Registration Link:
<https://tinyurl.com/4suu8dru>



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