



**Marc Geissberger,**  
**DDS, MA, CPT**  
San Francisco, CA

## **COURSES OFFERED:**

- The Oral Cavity Under Acid Attack.....Identifying, Understanding and Treating Caries, Erosion, and Other Acid Related Diseases.
- Cutting-edge Techniques & Materials to Maximize Success of Posterior Composite Resin Restorations
- Adhesive Dentistry – Maximizing the Placement of Anterior and Posterior Composites
- Anterior Aesthetics as an Art Form, Treatment Planning for Aesthetic Dentistry
- Treatment Planning, Designing and Delivering Complex Restorative and Multidisciplinary Cases
- Quarterbacking Difficult Restorative Cases in Tumultuous Financial Times
- Wellness – Better Health, Better Care: Promoting Physical Health for the Dental Practitioner, their Team and Patients
- What's New in Esthetic Dentistry
- New Materials in Indirect Restorative Dentistry
- Color In Dentistry, Its Role In the Aesthetic Arena
- Ethical Dilemmas in Aesthetic Dentistry
- Making Sense of the Whitening Craze – Materials and Methods A to Z
- Incorporating Implant Dentistry Into Your General Practice

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**Dr. Marc Geissberger** was born in San Francisco and raised in Marin County. He attended Marin Catholic High School. He earned his Bachelors of Science degree in Biology from Saint Mary's College in Moraga, California. After completing his undergraduate degree he attended the University of the

Pacific, School of Dentistry, earning a Doctor of Dental Surgery degree in 1991. While in dental school he served as class president his first two years and as student body president during his final year. Additionally, he was elected into Omicron Kappa Upsilon and Tau Kappa Omega dental honor societies for scholastic excellence. In 1994 Dr. Geissberger earned a Masters of Arts in Educational Psychology from the University of the Pacific School of Education.

Dr. Geissberger has practiced in Marin since 1991. He splits his time equally between his private practice and educating practicing dentists He is an Adjunct Clinical Professor in the Department of Preventive and Restorative Dentistry and served as the Chair of the Department of Integrated Reconstructive Dental Sciences at the University of the Pacific, School of Dentistry for 15 years. He has maintained a faculty appointment continuously since 1991.

Dr. Geissberger has been awarded fellowship in the International College of Dentists, American College of Dentists, and the Pierre Fauchard Academy. He has won several teaching awards and completed a fellowship with the American Dental Education Association's Leadership Institute. He has served as the President, President-Elect and Vice President of both the Supreme Chapter of Omicron Kappa Upsilon and University of the Pacific's Alumni Association.

Dr Geissberger teaches many continuing education courses and sits on the board of Catapult Education. He has presented 350 lectures and hands-on workshops to colleagues in the United States, Canada, Australia, New Zealand, China, Peru and Taiwan. He has co-authored and published numerous scientific papers and a textbook entitled *Esthetic Dentistry in Clinical Practice* for Wiley-Blackwell. Additionally, he is a Certified Personal Trainer and Fitness Nutrition Specialist through the National Academy of Sports Medicine.

Dr. Geissberger enjoys time spent with his wife, Christine and their three children, Justin, Robbie, and Annika. They enjoy travel, golf, gardening, and working on old cars. Dr. Geissberger also enjoys painting. You can see several of his works hanging in the dental office.

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## **The Oral Cavity Under Acid Attack.....Identifying, Understanding and Treating Caries, Erosion, and Other Acid Related Diseases.**

As a dentist, personal trainer and fitness nutrition specialist, Dr. Geissberger brings a unique perspective to the subjects of caries, diet and the oral environment. Through this enlightening program, Dr. Geissberger will discuss various disease conditions that plaque the entire dental population, and identify several at risk populations. The importance of oral pH will be discussed and strategies for altering an unfavorable oral environment will be outlined. Additionally, the dental team will learn progressive strategies to help their patients achieve oral balance and curb their disease processes.

### **Learning Objectives:**

- Understand the difference between a balanced oral environment and one that is susceptible to disease.
- Develop strategies which can be implemented in practice to help patients achieve oral balance.

- Develop a program for caries eradication that can be easily implemented into private practice.
  - Develop strategies to begin to discuss the oral implications of poor eating strategies and provide some tips.
  - Learn which materials should be used how to properly restore dentitions plagued with the effects of erosion, abrasion, GERD and bulimia
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## Cutting Edge Techniques and Materials to Maximize Success of Posterior Composite Resin Restorations

The use of composite resin material as a direct restorative for anterior and posterior restorations has dramatically increased in the market place. With self-etching technology emerging as a viable alternative to traditional techniques and the development of new technology to assist clinicians with bulk fill techniques, it is easy to be get confused and fall behind. What materials will you advocate for use in your practice? What has the literature been revealing on materials in current use? Should practitioners change their current techniques? What preparation design will you utilize?

This lecture/hands-on will attempt to make sense of all of the products and techniques available in today's market place and will focus on materials and their applications as well as a brief review of some of the literature. Emphasis will be placed on new developments in the composite area as well as outline what developments to watch for in the coming years.

### During this program practitioners will understand:

- Self-etching principles and how they are applied to composite resins.
  - What is required of materials to be utilized for bulk-filled and the differences between several current materials.
  - How to successfully and predictably place a bulk-filled restoration.
  - Proper placement techniques that maximize clinical outcomes and esthetics.
  - How to select and place an appropriate matrix system.
  - How to create and maintain correct posterior anatomy and contours.
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## Adhesive Dentistry – Maximizing the Placement of Anterior and Posterior Composites

The use of composite resin material as a direct restorative for anterior and posterior restorations has dramatically increased in the market place. With self-etching technology emerging as a viable alternative to traditional techniques and the development of new technology to assist clinicians with bulk-fill techniques, it is easy to get confused and fall behind. What materials will you advocate for use in your practice? What has the literature been revealing on materials in current use? Should practitioners change their current techniques? What preparation design will you utilize?

This program will attempt to make sense of all of the products and techniques available in today's market place and will focus on materials and their applications as well as a brief review of some of the literature. Emphasis will be placed on new developments in the composite area as well as outline what developments to watch for in the coming years.

**Learning Objectives:**

- Self-etching principles and how they are applied to composite resins.
  - How to reproduce natural tooth characteristics using composite resin.
  - How to improve the appearance and longevity of composite restorations.
  - What is required of materials to be utilized for bulk-fill and how to place them correctly.
  - Proper placement techniques that maximize clinical outcomes and esthetics.
  - How to control post-op sensitivity.
  - The mechanisms of bonding systems and learn to control sensitivity.
  - The differences between the various composites available to clinicians.
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## **Anterior Aesthetics as an Art Form, Treatment Planning for Aesthetic Dentistry**

Involving the whole team in Aesthetic Dentistry can be exciting and rewarding for all involved. A artistic approach to aesthetic dentistry is essential. This presentation will cover new techniques that have been developed to aid patients in visualizing potential aesthetic modifications of their dentition. We outline ways to involve the entire team in the treatment planning and delivery phases of aesthetics restorations.

**During this program clinicians and staff members will:**

- Learn the definition of esthetics in both dentistry and art.
  - Learn the scientific basis of esthetics in art and the world around us.
  - Develop a better understanding of the mathematical principles of esthetics compared to the esoteric esthetic concepts.
  - Understand the cultural differences in esthetic concepts.
  - Be able to evaluate the esthetic disposition of all patients.
  - Learn how to determine the esthetic values of each patient.
  - Learn to provide patients with a better understanding of aesthetic possibilities.
  - Learn how to create an office environment that promotes esthetics.
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## **Treatment Planning, Designing and Delivering Complex Restorative and Multidisciplinary Cases**

Treatment planning, designing and managing complex restorative and esthetic cases can be a daunting task. While each practitioner may have their own treatment preferences, several universal design and treatment principles can be applied to the treatment of all complex cases. These principles will be

introduced through this exciting, interactive presentation using cases that include multidisciplinary needs and diligent management to achieve optimal results. Sequencing treatment with multiple specialties (orthodontics, periodontics, oral surgery, and endodontics) will be discussed. Particular emphasis will be placed on specific techniques and design concepts to aid practitioners in achieving optimal functional and esthetic results.

**Learning Objectives:**

- Diagnose a variety of complex clinical situations.
  - Design a case with the final product in mind.
  - Select appropriate materials based on functional needs and esthetics.
  - Manage and quarterback all members of the treating team, including specialists.
  - Work effectively with laboratory support team to achieve lasting, esthetic results.
  - Optimize case acceptance through an increased understanding various patient types.
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## **Quarterbacking Difficult Restorative Cases in Tumultuous Financial Times**

Has your practice seen a decline with our downturn in economic growth? Most practices have experienced between 10-25% decrease in revenue over the last two years. Now more than ever, excellent communication, dazzling case presentations and a complete understanding of patients is essential for survival. Through an exciting, fun and entertaining program, Dr. Geissberger will teach you the necessary skills in patient communication, treatment plan development and delivery that will propel you and your team to new levels of productivity and ultimately improved patient care.

**During this program practitioners will learn:**

- How to assess patient desires and how to customize their case presentations to maximize case acceptance.
  - How to fully diagnose loss of vertical dimension, compensatory eruption, altered passive eruption, wear, gerd, bulimia and other non-caries related dental diseases.
  - How to manage and restore these disease processes.
  - How to incorporate the latest technology into practice to maximize clinical productivity and outcomes.
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## **Wellness – Better Health, Better Care: Promoting Physical Health for the Dental Practitioner, their Team and Patients**

Wellness is an active process of becoming aware of and making choices toward a more successful existence. Establishing a wellness program for yourself and your practice can have lasting, profound results. A healthy, fit and engaged dental team brimming with energy and enthusiasm can provide great care for their patients and act as role models for healthy behavior. This program will examine the health and wellness trends of Americans and explore possible corrective strategies designed to enhance the

well-being of all. Particular emphasis will be placed on a step-by-step approach to set, modify, monitor and achieve reasonable changes to one's current level of overall wellness and physical activity. Additionally, all participants will learn ways to promote wellness and physical health of all they encounter on a daily basis.

**During this program practitioners will learn:**

- Learn how to build and retain a thriving team.
  - Assess their own personal wellness.
  - Expand their understanding of the link between systemic health and oral health.
  - Develop personal strategies to modify current behaviors towards a healthier existence.
  - Understand the key components of living well.
  - Learn how to motivate others to initiate changes designed to create wellness.
  - Develop strategies to promote systemic health by emphasizing know likes to oral health.
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## What's New in Esthetic Dentistry

New materials, technology and techniques are developing at such a rapid pace that practitioners can become overwhelmed. Add to this the increased expectations of esthetic patients and the clinical performance of materials and the entire experience can be challenging. This program will describe changes that have occurred over the last several years in the esthetic area and discuss patient factors that can significantly impact clinical success. New developments in technology and techniques will be outlined and demonstrated. Strategies and future trends that can keep you on the "cutting edge" will be presented. Additionally, my top ten list of things to have or do in order to be competitive in the esthetic arena will be shared.

**During this program practitioners will learn:**

- Gain a working knowledge of the new advances in materials in the esthetic area.
  - Understand the trends and developments that lay ahead and develop strategies to adapt to these changes.
  - Gain better insight into what motivates the esthetic patient and how to deal with difficult clinical situations.
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## New Materials in Indirect Restorative Dentistry

This fast paced, informative session will introduce the participants to several new materials in the arena of indirect restorative dentistry. Tips and techniques for these materials will be discussed during this presentation. Pros and cons of each material will be discussed. This course will cover the latest development in all porcelains, cements, impression materials and CAD/CAM technology and elucidate their influences on the modern practice of dentistry.

**During this program practitioners will learn:**

- Gain knowledge of modern ceramic materials and understand limitations and strengths of each type of material.
  - Develop a better understanding of the indications and contraindications of each material.
  - Improve their understanding of the plethora of modern cements and which clinical situations are indicated for their use.
  - Navigate the technological advances in CAD/CAM Dentistry and figure out which systems may be most appropriate for their practices.
  - Learn predictable techniques designed to capture flawless impressions the first time they are attempted.
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## **Color In Dentistry, Its Role in the Aesthetic Arena**

Life without color would be drab and virtually intolerable. This presentation outlines the basic principles of color and applies them to the everyday practice of dentistry. Color perception and acuity will be discussed in detail. Clinicians will better understand how important color is in the successful practice of dentistry. The presentation will give useful tips to ensure that the esthetics of each restoration is maximized. Clinicians will have a greater understanding of the importance of balancing translucency, transparency and opacity in achieving good color matching. The importance of color in office design will be discussed. Additionally, digital technology created to increase the quality of the shade selection process will be discussed.

**During this program practitioners will learn:**

- Understand the basic principles of color.
  - Learn the skills required to achieve exception color matches.
  - Understand the limitations of current restorative materials in achieving acceptable color results.
  - Navigate the technological advances in shade selection utilizing digital equipment.
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## **Ethical Dilemmas in Aesthetic Dentistry**

This presentation will review the ethical principles that guide us as practitioners. Each of us will confront potential ethical situations centered on aesthetic dentistry. We will develop some central concepts and suggest ways of incorporating them into our daily practice. Practitioners should leave with a better understanding of today's ethical issues.

**During this program practitioners will learn:**

- Review the code of ethics governing the practice of dentistry.
- Discuss ethical dilemmas they face on a regular basis.
- Learn communication skills designed to assist practitioners when confronting ethical situations.

- Learn how to create a win-win situation with all parties involved in ethical situations.
  - Review some potential ethical situations each practitioner will encounter.
  - Develop strategies for each participant to raise the level of ethical dentistry within our field.
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## **Making Sense of the Whitening Craze – Materials and Methods A to Z**

The Whitening Craze continues. What materials will you advocate for your patients? Should practitioners offer a variety of options to their patients? This program will attempt to make sense of all of the products and techniques available in today's marketplace. The lecture will focus on materials and their applications as well as cost analysis of various systems. Laser bleaching, light assisted bleaching, power bleaching, over the counter bleaching, take-home bleaching and other systems will be discussed at length. Strategies on how to increase the whitening component of private practice will be discussed.

### **During this program practitioners will learn:**

- Understand the differences between over the counter bleaching products and dentist dispensed products.
  - Be able to weigh the pros and cons of in office whitening vs. home whitening.
  - Garner a better understanding of the effectiveness of all whitening techniques.
  - Learn how to control postoperative sensitivity for their whitening patients.
  - Develop enhance this component of their practices.
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## **Incorporating Implant Dentistry Into Your General Practice**

This course is designed to assist practitioners in creating and maintaining a successful implant program within their general dental practice. A discussion of the choices between conventional dentistry and implant dentistry to replace missing teeth will be explored. Particular attention will be given to learning how to build treatment plans based on patient evaluation, bone quality, prosthetic and material options and economics. This course will cover esthetic considerations in the anterior zone with single-tooth and multiple implant restorations. Additionally, options for short span fixed prostheses and removable prostheses will be discussed. Both cement and screw retained options will be discussed.

### **During this program practitioners will learn:**

- Which cases are better suited for conventional or implant dentistry.
- The sequence for treatment planning and delivering predictable implant results.
- How to maximize the working relationship with periodontics, oral surgeons and orthodontists.
- Abutment design and selection.
- Prosthetic design and material selection.
- When to splint multiple units.
- When to use a screw-retained design versus a cement-retained design