

GNA Consulting & Clinicians Implant Academy Announce Strategic Partnership to Connect Implant Education With Full-Arch

This brings together advanced clinical implant training, case selection, patient communication & case acceptance systems to help create better patient outcomes.

SCOTTSDALE, AZ, UNITED STATES,
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[GNA Consulting](#), a full-arch growth consultancy focused on case acceptance, lead conversion, team performance and practice implementation, and [Clinicians Implant Academy](#) (CIA), an advanced dental implant education organization led by oral and maxillofacial

surgeon Dr. Rick Kapitan, today announced a strategic partnership designed to help implant clinicians bridge the gap between advanced clinical training and successful implementation inside the dental practice.

The collaboration brings together two complementary areas of expertise: CIA's advanced surgical and implant education and GNA Consulting's focus on the systems surrounding the patient journey—from lead conversion and treatment coordination to case acceptance, team alignment and practice growth.

At the center of the partnership is a shared belief that expanding a clinician's surgical capability is only one component of successfully delivering advanced implant therapy.

Practices must also be prepared to appropriately select cases, educate patients, coordinate financial options, communicate consistently across the team and recognize when collaboration with a specialist creates a better clinical pathway.

"One of the biggest mistakes we can make in Full-Arch is allowing what a patient believes they can afford today to become the treatment plan," said Greg Essenmacher, CEO and Founder of GNA Consulting. "Sometimes the right answer is to stage treatment. Sometimes it's to bring a



specialist into the case. Sometimes it's to refer. The responsibility is helping the patient understand the appropriate options and building a team capable of guiding that decision without pressure. Rick and CIA bring tremendous clinical depth, and together we can give clinicians a much more complete framework."

Through the partnership, GNA Consulting and Clinicians Implant Academy plan to collaborate on educational programming, case-based learning, webinars, podcasts and selected CIA training experiences that connect clinical decision-making with the business and patient-experience systems required to successfully implement advanced implant treatment.

The organizations will also explore broader programming for 2027 designed to support clinicians, dental groups and industry partners seeking an integrated approach to clinical education and Full-Arch practice growth.

"We can teach a clinician the surgical principles and techniques required to manage increasingly complex implant cases, but clinical knowledge doesn't exist in a vacuum," said Dr. Rick Kapitan, Founder and Surgical Director of Clinicians Implant Academy. "The practice still needs to identify the appropriate patient, communicate treatment effectively, create trust and have a team capable of guiding that patient through a significant healthcare decision. GNA brings a level of expertise in that part of the process that complements what we do clinically."

The partnership will also emphasize responsible case selection and collaboration between general dentists and specialists.

Rather than encouraging clinicians to perform every procedure themselves, both organizations advocate for a model in which doctors understand the limits of their current experience, build trusted specialist relationships and continue advancing their skills through structured education and mentorship.

"Growing Full-Arch shouldn't mean simply doing more surgery," Essenmacher added. "It should mean making better decisions, developing better teams and helping the right patients receive the right treatment at the right time. That's where this partnership gets exciting."

About GNA Consulting:

GNA Consulting is a full-arch dental practice growth consultancy focused on helping implant practices improve lead conversion, case acceptance, treatment coordinator performance, team alignment and sustainable profitability. Founded by dental industry strategist Greg Essenmacher, GNA Consulting works with clinicians, practices, dental groups and industry partners to build scalable Full-Arch systems that improve both patient experience and practice performance.

For more information, visit gnaconsultingllc.com.

About Clinicians Implant Academy:

Clinicians Implant Academy provides personalized advanced dental implant education through lecture, video, case-based education and hands-on clinical training. Led by Founder and Surgical Director Dr. Rick Kapitan and a multidisciplinary faculty of experienced implant clinicians, CIA provides progressive education designed to help dental professionals expand their knowledge and proficiency across increasingly complex implant procedures and treatment scenarios.

For more information, visit cia-implants.com.

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