



# THE CAMPBELL ACADEMY EDUCATION PROGRAMME 2020



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# WELCOME

## WELCOME TO THE CAMPBELL ACADEMY EDUCATION PROGRAMME 2020.



### COLIN CAMPBELL

Director of The Campbell Academy  
Clinical Director of The Campbell Clinic

A handwritten signature in black ink, appearing to read 'Colin Campbell'.



### ANDREW LEGG

Director of The Campbell Academy

A handwritten signature in black ink, appearing to read 'Andrew Legg'.

## OUR PHILOSOPHY

WATCH THE VIDEO

The Campbell Academy is an implant training company built around a philosophy of educational excellence and ethical evidence-based dentistry that helps delegates achieve outstanding results in their own professional lives.

It is once more that time of year where we are delighted to announce the launch of our latest Education Programme. Not only will 2020 see the launch of a variety of new events, but it will be the first cohort of courses held at the new Campbell Clinic and Campbell Academy. This state-of-the-art facility will provide us with the perfect environment for delivering high quality dental CPD.

Within the Programme you will see that there are several new events for 2020 including three new one-day Master Classes. Colin himself will host the first of these in January looking deeply and carefully at the procedures, skills and techniques required to provide excellent predictable aesthetic dental implant surgery. This will be followed in June by Sebastian Kühn, University of Basel, who will deliver a Master Class titled 'Guided Implant Surgery: A myth or practice reality?'. Finally, in October, Vincent Fehmer (University of Geneva) will look to provide a showcase and possible format for decision making in choosing appropriate implant restorations.

An additional exciting development for 2020 is the launch of the first edition of our Digital Implant Dentistry course. Spread across 2 parts and 6 days in total, this course will provide a solid and secure grounding in the full process and protocol of digital implant dentistry planning for general dental practitioners.

Finally, The Year One Implant and The Year Two Implant Course, arguably our blue-ribbon courses, will run once more across 2020. Ever since The Campbell Academy has been in existence, we were clear that we wanted to provide a pathway for dentists to reach in excess of 50 implants per year and to travel from straight forward to complex implant cases. Both these courses provide a clear pathway for delegates looking to achieve this target of 50 implants.

We look forward to seeing you and joining the ever-expanding faculty here at The Academy and helping us to continue to build a tribe of like-minded dentists who are looking to be the best they can be.



## THE FACULTY

# COLIN CAMPBELL

**Director of The Campbell Academy**  
**Clinical Director of The Campbell Clinic**

BDS FDS RCS Specialist in oral surgery  
GDC reg no: 70058

Colin Campbell is a dentist originally from the West coast of Scotland. He graduated from the University of Glasgow with a degree in Dentistry in 1994 and in 1997 became a fellow of the Royal College of Surgeons of Edinburgh by examination.

Colin entered practice in 1997 as a Vocational Dental Practitioner and began to build up a referral service in Oral surgery and Implant dentistry.

In 1999 Colin became a General Dental Council registered Specialist in Oral surgery, following time as a House Officer and Senior House Officer in Oral surgery in Glasgow, Nottingham and Derby.

In 2005 Colin was elected to fellowship of the International Team of Implantology which is now a network of 16,000 practitioners worldwide with 1,000 fellows. In the UK, there are 1,000 members and approximately 60 fellows. The ITI promotes implant dentistry through research, education and development. Colin has sat on a leadership team as the UK and Ireland ITI Communications Officer and been involved in the organisation of major conferences and many courses on behalf of the ITI.

Currently Colin's main job is the owner and Clinical Director of The Campbell Clinic in Nottingham, which is a multidisciplinary specialist practice, providing treatment in many aspects of dentistry, but overwhelmingly implant dentistry. Colin has placed over 5,000 dental implants and restored thousands of dental implants previously. His work is now limited to implant and oral surgery.

Colin is also the founder and Clinical Director of The Campbell Academy, which is an implant education organisation based in The Campbell Clinic facility in Nottingham. In 2020 The Campbell Clinic will move to a purpose-built facility in Nottingham providing an exceptional clinical and teaching environment.

Colin has lectured in implant dentistry and oral surgery nationally and internationally now for over 20 years, and provided thousands and thousands of hours of education. He has provided expert witnesses in medical legal cases of a criminal, civil and regulatory nature, and is called upon to give expert advice in many areas of oral and implant surgery frequently.

# THE FACULTY

# ANDREW LEGG

Director of The Campbell Academy  
Implant Dentist

BDS MFDS RCS Ed England  
GDC reg no: 79203

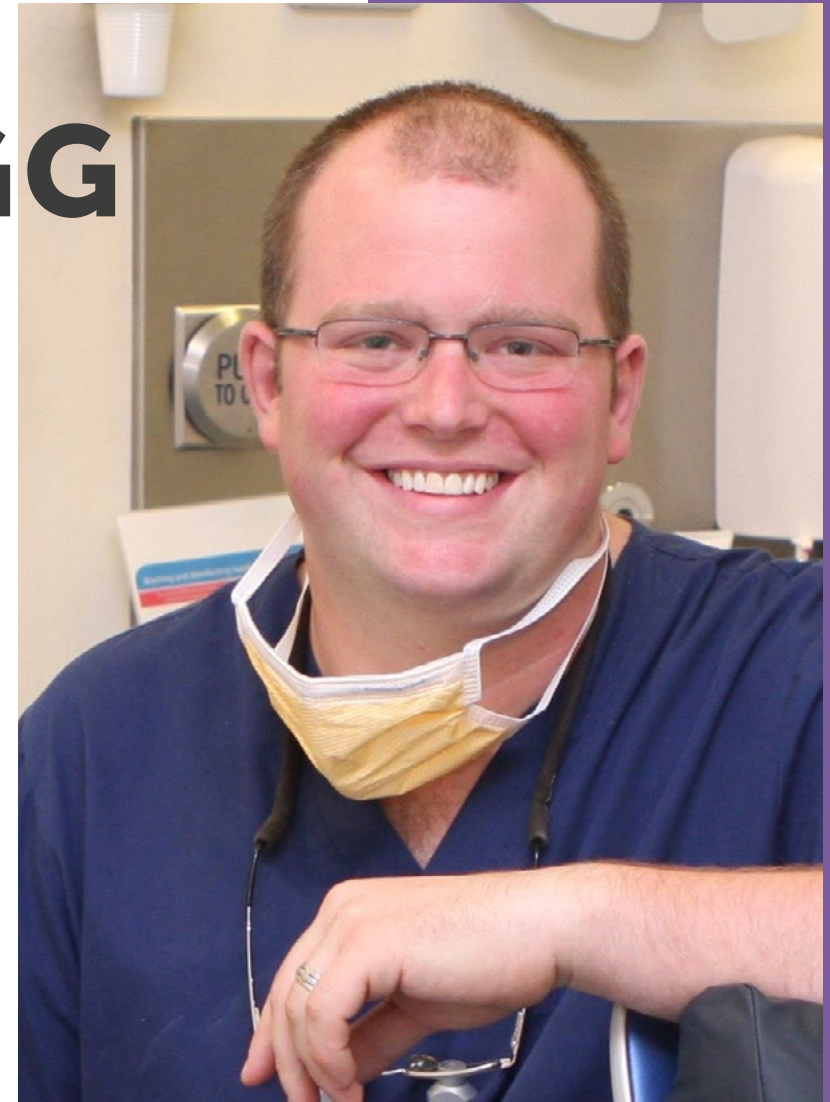
Andrew Legg graduated from the University of Manchester in 2001. He joined a large dental practice in South Manchester the same year becoming an associate in 2002. He then became a partner in August 2003 following the departure of two esteemed colleagues. This extensive experience in general practice has given Andrew grounding in all aspects of dental care allowing a fully comprehensive approach to patient care.

In 2004 Andrew began his postgraduate training in Oral Surgery and Implant Dentistry and has since undertaken over 500 hours of training including Advanced Surgical Training at the Royal College of Surgeons.

Andrew has experience with several of the major implant systems and is experienced in all aspects of surgery including bone and sinus grafting.

He has a particular interest in immediate full arch implant dentistry and has completed several hundred cases using a variety of techniques. Recently, in his role at The Campbell Academy, Andrew has developed the first Straumann Pro Arch course in the UK and is working closely with Straumann to develop this provision across the country.

Andrew is passionate about the use of dental implants in helping restore patients to a more natural form and function and believes they play a pivotal role in improving the quality of life and general health in patients.



# THE FACULTY

# COLIN BURNS

## Implant Dentist

BDS MFDS RCS MSc in Implant Dentistry  
GDC reg no: 65349



Colin Burns is an Implant Dentist and is based at the Scottish Centre for Excellence in Dentistry.

Colin is Chairman of the UK and Ireland Section of the International Team for Implantology (ITI), an ITI mentor, and an ITI speaker.

He is very active in ITI education; he teaches on the Foundation Course, Restorative Course, and Dental Team Course. He mentors in several sites.

Colin places and restores dental implants and provides bone grafting, sinus grafting and all aspects of implant dentistry. His particular area of interest is implant surface technology, bone biology and bone regeneration, in which he achieved his MSc in Implant Dentistry (with Merit) from the University of Warwick.

Colin qualified from Glasgow University in 1990 and received his MFDS MRCS from The Royal College of Surgeons in 2005.

## THE FACULTY

# MICHAEL BORNSTEIN

Clinical Professor in Oral and Maxillofacial Radiology,  
The University of Hong Kong, Prince Philip Dental Hospital

Michael qualified in 1998 before achieving his PhD in 2001 from the University of Basel. He continued his training in Oral Surgery and Stomatology in Basel before becoming a board certified Oral Surgeon in June 2003.

Michael was previously an associate Professor at the University of Bern until he was appointed in 2016 as Clinical Professor in Oral and Maxillofacial Radiology in the Faculty of Dentistry, The University of Hong Kong. Since 2019 he's also serving as Associate Dean of 'Research & Innovation' at the Faculty.

Michael is a board certified Oral Surgeon with extensive experience in dental radiology, Cone Beam CT and Oral Surgery including GBR and bio-resorbable membranes.

He was instrumental in the production of the CBCT guidelines for the AO, EAO and was involved as a group leader in the most recent ITI Consensus Meeting where he reported on the CBCT guidance. Michael is an experienced pioneer in the use of CBCT in implant dentistry and his experience is second to none.



# THE FACULTY

## KAREN WALKER

### Dental Hygienist

CEB Dip Dental Hygiene Scotland  
GDC reg no: 4748



Karen qualified from Edinburgh in 1994 and moved to Nottingham. Having worked in both NHS and Corporate practices over the years, she now works full time in Specialist Practice – The Campbell Clinic.

Her role is to provide NSPT for referred Perio patients, and both Pre-op and Maintenance for Implant patients. Ten years ago Karen developed Protocols based on Oral Hygiene and Risk for all patients undergoing implant treatments. This has resulted in a successful Hygienist led Maintenance programme for all implant patients within the practice. Following on from this Karen has had a paper published on the 'Importance of good oral hygiene to help support and maintain implants'.

Karen has Speaker Status for the International Team for Implantology (ITI) and has spoken at their International Congress and regularly speaks at ITI study clubs. She is also a member of The Association of Dental Implantology (ADI) and spoke at their Members Forum in November 2013 on Implant Complications managed by the Dental Hygienist, and again at Congress in 2015 using case presentations from her own clinical practice. Karen was then elected the DCP rep for the ADI 2014-2016 and organised a highly successful Team Congress.

In 2013 Karen was invited to be an Opinion Leader with Dentsply Sirona, and develops and runs courses for Dentists, Hygienists and Therapists.

Karen is a supporter of Dentaaid and travelled to Uganda in 2008 as a volunteer with a group of Dentists and Hygienists.



## THE FACULTY

# TAIMOOR KAMRAN

### Principal Dentist Westcliff Dental Practice

BDS, MSc (Hons)  
Aesthetic Dentistry (KCL)

Graduating as a dentist in 2003, Taimoor has been practicing in London as a dentist with special interest in aesthetic and implant dentistry. In 2010, he joined the Kings' College London (KCL) MSc in Aesthetic Dentistry programme as a postgraduate student. He graduated with Distinction in December 2012. Taimoor is a postgraduate clinical teacher and examiner at King's College London Dental institute.

He has been a member of the International Team for Implantology (ITI) since 2008 and became a registered speaker for them in 2014 and a Fellow in 2017. He is currently serving as Chair of the Young ITI Committee (UK & Ireland). Taimoor has a keen interest in computer- assisted implant surgery and lectures on various topics relating to implant dentistry, nationally and internationally.



# THE FACULTY

## BEATRIZ SANCHEZ

### Dental Surgeon

PG Cert Dental Implants (Eastman institute, 2011)

MSc Dental implants (UCLAN, 2017)



Beatriz began her studies in Barcelona University (Spain) and soon started developing a special interest in oral surgery. She completed a postgraduate course in the field, focused in the removal of impacted wisdom teeth. After moving to England in 2010, she enrolled in her first formal postgraduate implant course, in the UCL Eastman Dental Institute (PG Dip), London. Once finished, she wanted to continue studying and gaining experience leading to her joining the University of Central Lancashire MSc which she completed in 2017.

At the moment, she has over 6 years of clinical experience in the dental implants field, and she dedicates 2 days a week exclusively to dental implants, placing around 80 implants a year. She feels confident in different scenarios and provides a level of straightforward, advanced and complex implant surgery including extensive grafting cases, multiple implant placement and all aspects of minor oral surgery. She is experienced in digital workflow, as well as the use of CBCT as gold standard to case planning.

Beatriz has been involved in different formative programs as a student meaning she is well aware of the learners necessities and can talk from a very close perspective to the students' views. She has also been involved in teaching and lecturing at different levels both in practical and theoretical fields, from being an assistant teacher at University of Barcelona, to being awarded the best oral presentation in the National Prosthodontics Spanish Congress. She has been part of The Campbell Academy faculty since 2016 and gets involved in different activities organised both lecturing and mentoring.

Apart from dentistry, she likes very much travelling and cooking, and she is always ready to talk about it! She has a young family which keeps her busy out of work.

# THE FACULTY

# CRAIG WALES

Consultant Maxillofacial / Head & Neck Surgeon

MBChB, FRCS, FRCS(OMFS), BDS, FDSRCS(Ed).

Craig is a Consultant Maxillofacial Head & Neck Surgeon, based at the Regional Maxillofacial Surgery Unit, Southern General Hospital, Glasgow.

Qualifying from Glasgow University in 1994, he completed specialist training in the West of Scotland and Yorkshire. Additionally, he undertook a Head and Neck Reconstructive Fellowship at the prestigious Rechts der Isar hospital, Munich.

Craig has a particular interest in complex implantology for oral rehabilitation following head and neck cancer and trauma. He works regularly with dentists in implant practice and has always had a collaborative working relationship with colleagues in primary and secondary care. He is part of a team of surgeons and restorative dentists providing oral rehabilitation in the West of Scotland.

Craig is dedicated to life-long learning, professional development and patient-centered care.

He says he is fortunate enough to have known Colin Campbell for 25 years and genuinely thrilled to be part of his course.



# THE FACULTY

# CHRIS BARROW

## Extreme Business with Coach Barrow



Chris Barrow has been active as a trainer, consultant, coach and mentor to the UK dental profession for over 20 years. Chris combines long experience and deep expertise with the originality and independence needed to resolve the thorniest problems. Naturally direct, assertive and determined, he can reach conclusions quickly, as well as possessing the sharp reflexes and lightness of touch to innovate, change tack and push boundaries.

As a speaker, he is dynamic, energetic and charismatic.

Chris spent the first 17 years of his working life in the corporate sector and followed this with 30 years of business ownership. The different dynamics of both worlds have given him the valuable gift of knowing how to operate – and communicate – in both.

In 1987 Chris was active in the establishment of the Institute for Financial Planning, an organisation representing the first fee-based Financial Planners in the UK; Chris specialised in working with small businesses. In 1993 Chris decided to make the transition to business coaching and became one of the first UK students at Coach University, from where he graduated as a certified coach. Recognising the opportunity in the dental profession, 1997 saw the creation of The Dental Business School (DBS) and the development of a 12-month business coaching programme for dental practice owners and their teams, delivered to over 1000 UK dental practices in the following 10 years. The first decade of the 21st Century saw Chris in a variety of roles including Non-Executive Directorships as well as continuing his training, consultancy and coaching work for dental corporates, PCTs, dental retailers and, of course, independent practices.

Chris has co-authored Profitable Dental Practice (with Prof. Phil Newsome) and The E-Myth Dentist (with Michael Gerber) and is a prolific contributor to dental journals as well as author of his own e-books and blog since 2004. In 2014 Chris experienced a "brief but enjoyable" summer of celebrity after appearing as one of the first castaways on the TV survival show "The Island with Bear Grylls", abandoned with 12 others on a Pacific desert island and left to fend for themselves for a month.

Chris continues to coach dental businesses under the Extreme Business brand, delivering 1:1 consultancy for owners and workshops in the UK, Ireland, South Africa and Australia and through a unique global online learning portal, The Extreme Business Club.

## THE FACULTY

# JASON SMITHSON

### Dental Surgeon

BDS (Lond), DipRestDentRCS (Eng)

Qualified at the Royal London Hospital in 1995; achieving a number of awards including The Constance Klein Memorial, The Stafford Millar, and The Malcolm Jenkins Scholarships, The American Association of Endodontics Prize and the Overall Award for Clinical Dentistry. After spending 3 years in oral surgery residency in London and a further year practicing restorative dentistry in London's Harley Street Medical District, he relocated to Cornwall in the extreme southwest of England. Jason practices at Pure Dental Health and Wellbeing, Cornwall, UK where his main focus is microscope enhanced adhesive dentistry.

His specific interest is direct composite resin artistry and minimally invasive all ceramic restorations and he has presented to dentists locally, nationally and internationally (USA, Canada, Australia, New Zealand and Europe) on this topic. He is a Post-Graduate Clinical Lecturer in both the Cornwall & Isles of Scilly and Plymouth Foundation Dental Practitioners Schemes.

Jason has achieved Diplomat Status in Restorative Dentistry from the Royal College of Surgeons (England). He is on the Editorial Board of The Russian Journal of Esthetic Dentistry and has published numerous articles on adhesive and aesthetic dentistry in both the UK and abroad. He is joint author of "Vertical Margin Finish Lines In Fixed Prosthodontics" (Elsevier, In print).



## THE FACULTY

# ASHLEY BYRNE

Owner of Byrnes Dental Laboratory

BSc (Hons) CDT



Ashley is the owner of Byrnes Dental Laboratory, a leader in modern dental technology, he qualified with a degree in Dental Technology in 2000 and started his own lab with his Dad in 2006. As early pioneers in the world of scanning and CAD-CAM, the lab has gone from strength to strength and now even has its own training facility.

Ashley lectures on digital dentistry, and building a highly motivated team, and has spoken in countries as far as the USA, India and South Africa. Their training facility is one of the first of its kind, working to take school leavers through their technical education and to become world leading dental technicians.

In his spare time Ashley is a keen cook and has a smallholding for chickens and goats.

# THE FACULTY

# ROB ORETTI

Implant and Cosmetic Dental Surgeon

BDS, MGDS, MFDS  
GDC reg no: 63034



Rob worked in an orthodontic practice in Colchester for 4 years.

He moved to Newbury, Berkshire and spent the next 14 years working in a busy private practice where he built a reputation for treating complex cases involving cosmetic, implant and orthodontic treatments.

At this time, Rob also became involved in teaching and mentoring and has taught many dentists on all aspects of cosmetic and dental implant therapies.

In 2006, Rob moved to Pentangle Dental Transformations and now spends his time between treating patients and teaching.

Rob is currently a post graduate tutor for the Oxford and Berkshire deaneries, a mentor and faculty educator for the ADI (Association of Dental Implantology), a mentor and international speaker for the ITI (International team of Implantologists), a Royal College of Surgeons examiner for the implant diploma (RCS Edin), as well as scientific director and president elect of BAAD (British Academy of Aesthetic Dentistry).

He presents regularly at scientific meetings and has published several articles on implant therapy.

## THE FACULTY

# CHRIS NAVARRO

### General Dentist

BDS MFGDP



Chris graduated from Bristol University in 2003. He remained in Bristol to complete his VT year followed by posts in Maxillofacial Surgery and Paedodontics at Bristol Dental Hospital. In 2005 Chris moved back to his home town of Nottingham to join his father at Beeston Dental Practice and took the reins as Principal of the Practice in 2006. The Practice soon achieved Foundation Trainer status and grew from a 2 surgery to a 5 surgery Practice equipped with CEREC, CBCT and optical scanners.

Chris has a keen interest in dental implants, CAD/CAM technologies and clinical education. He obtained his MFGDP in 2008 and is currently working towards his MSC in Dental Implantology with UCLAN.

He is married with two sons and enjoys coaching his son's football team, riding his bike and playing his guitar.



## THE FACULTY

# MARK MELBOURNE

Clinical Dental Technician

CDT RDT (RCS) England

Since qualifying as a Dental Technician in 1993, Mark has been driven to provide patients with the highest standard of dentures possible.

In Mark's opinion, the impact that a comfortable, individually crafted set of dentures can have on someone's life is immeasurable; it was for that reason in 2011 he qualified as one of the first group of UK trained Clinical Dental Technicians at the Royal College of Surgeons, allowing him to work directly with patients who require dentures. Mark has extensive experience working with oral surgeons and dentists with denture stabilisation and is Straumann registered.

As a General Dental Council registered Clinical Dental Technician, Mark is able to offer patients consultations to discuss their denture requirements taking into account their needs and wants, which he then turns into a reality by utilising his many years of working with dentures. At The Campbell Clinic, we specialise in creating beautiful, natural dentures that are tailored to the patients' individual needs.

Mark is married with two daughters and lives in Nottingham.



## THE FACULTY

# SHAUN SELLARS

### General Dentist

BDS Lond 2002

GDC number: 81598

Shaun qualified from Guy's hospital in 2002 and works in general practice in Norfolk.

He is currently studying towards a Masters' degree in Dental Law & Ethics with the University of Bedfordshire and has a special interest in the ethics of evidence based dentistry.

He is also the ethics columnist for the British Dental Journal and co-host of the 'Incisive Decisive' dental ethics podcast with Colin Campbell.



# THE FACULTY

# PROFESSOR

# SEBASTIAN KÜHL

Dentist and specialist in oral surgery

Sebastian is the Vice medical director of the department of oral surgery at the University Centre for Dental Medicine Basel, Switzerland.

He is the Medical director of the competence centre for implantology at the University Centre for Dental Medicine Basel, Switzerland.

Sebastian is also a Board Member of the Swiss Society of Oral Surgery.



## THE FACULTY

# VINCENT FEHMER

Master Dental Technician (MDT), at the Clinic for Fixed Prosthodontics and Biomaterials, Center for Dental and Medicine, University of Geneva, Switzerland (Head: Prof. Dr. I. Sailer)



Vincent Fehmer received his dental technical education and degree in Stuttgart, Germany in 2002. From 2002 to 2003 he performed fellowships in Great Britain and the US in Oral Design certified dental technical laboratories. From 2003 to 2009 he worked at an Oral Design certified laboratory in Berlin, Germany - The Dental Manufaktur Mehrhof. In 2009 he received the degree as an MDT in Germany. From 2009 to 2014 he was the chief dental technician at the Clinic for Fixed and Removable Prosthodontics in Zurich, Switzerland.

Since 2015 he has held the position of Dental Technician at the Clinic for Fixed Prosthodontics and Biomaterials in Geneva, Switzerland and runs his own laboratory in Lausanne Switzerland.

MDT Fehmer is a Fellow of the International Team for Implantology, an Active member of the European Academy of Esthetic Dentistry (EAED), and a member of the Oral Design group, the European Association of Dental Technology (EADT) and German Society of Esthetic Dentistry (Deutsche Gesellschaft für Ästhetische Zahnheilkunde, DGÄZ). He is active as speaker on a national and international level.

Mr. Fehmer has received honors like the prize for the Best Master Program of the Year (Berlin, Germany). He has published numerous articles within the field of fixed prosthodontics and digital dental technology.

Moreover, he serves as reviewer for several international journals and is a section editor for the International Journal of Prosthodontics.

# COURSES

# THE YEAR IMPLANT COURSE

We have a philosophy in implant dentistry where we feel that people beginning to train in the discipline must undertake a five-year project to become capable, competent and ethical practitioners, leading to a situation where they are able to place a minimum of fifty implants a year. Below this number we feel that it is difficult for people to remain competent and we are committed to assisting our delegates and friends who attend our courses to achieve this goal. The Campbell Academy – The Year Implant Course has been designed entirely with this in mind, with an education faculty of

exceptional quality together with hands-on, practical and delegate surgery on patients that they have selected and planned themselves. Following on from this, delegates will be introduced to The Straumann Clinical Mentoring Scheme in association with The Campbell Academy in order to be able to continue to facilitate their development in implant dentistry. The Campbell Academy also offers a host of more advanced courses for practitioners as they develop their implant career.

## KEY FEATURES OF THE COURSE

- 12 days of teaching consisting of 9 didactic and 3 clinical days
- A course heaped full of hands on and practical experience to improve your basic surgical skills
- An exceptional faculty and state-of-the-art training facilities
- A clear path into mentoring following the course with The Straumann Clinical Mentoring Scheme
- Online collaboration and discussion between delegates and faculty in between course modules

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Colin Burns  
Implant Dentist



Michael Bornstein  
Consultant



Chris Barrow  
Business Coach



Beatriz Sanchez  
Dental Surgeon

 **January**  
- October 2020

 **Starts at**  
9:00am

 **CPD:**  
72 hours

 **The Campbell**  
Academy

 **Food**  
Provided

 **£9,900**  
inc. VAT

**WATCH THE VIDEO** 

[www.campbellacademy.co.uk](http://www.campbellacademy.co.uk) | CALL: 01159 823 919

# COURSES

# THE YEAR TWO IMPLANT COURSE

Ever since The Campbell Academy has been in existence we were clear that we wanted to provide a pathway for dentists to reach in excess of 50 implants per year and to travel from straight forward to complex implant cases. The Year Two Implant Course is the next step in providing this pathway.

The course has been designed to give dentists who have a foundation of straightforward implant dentistry, a launchpad into more advanced and complex treatments. As a delegate

you will have attended our Year One course or equivalent and will have some experience placing implants in your own practice.

You will work towards our philosophy of a 5 year pathway to implant excellence, aiming to place a minimum of 50 implants per year. For the more experienced delegate there will be the opportunity to take on advanced and complex cases under the supervision of our experienced faculty of implant dentists.

## KEY FEATURES OF THE COURSE

- 15 days of teaching including 3 clinical mentoring days
- A course which is heaped full of hands on and practical elements
- An interactive, fluid, movable programme which responds to the needs of individuals.
- An exception faculty and state-of-the-art training facilities
- Online collaboration and discussion between delegates and faculty in between course module

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Colin Burns  
Implant Dentist



Michael Bornstein  
Consultant



Beatriz Sanchez  
Dental Surgeon

 February  
- October 2020

 Starts at  
9:00am

 CPD:  
90 hours

 The Campbell  
Academy

 Food  
Provided

 £12,000  
inc. VAT

# COURSES

## BUILDING THE MODERN, INDEPENDENT DENTAL PRACTICE BUSINESS IN ASSOCIATION WITH STRAUMANN

Dentistry and dental practice in the UK has changed out of all recognition in the last five to ten years. The skills and attributes required to successfully run an independent dental practice in the UK are now varied and diverse and few individuals will ever possess all of the skills available. This course attempts to put into perspective and to clarify much of the skill and information required for success in the coming years.

Over six two-day modules, The Campbell Academy will present topics, speakers, practical exercises and material

### KEY FEATURES OF THE COURSE

- Module 1: Introduction
- Module 2: Financial Management and Monitoring
- Module 3: Marketing, branding, 'prethics', and selling
- Module 4: Strategic thinking, team building and brand execution
- Module 5: Personal Leadership
- Module 6: Close

to assist Principals and Practice Managers to improve their business surroundings, business thinking and teams to be prepared to grow their practices further in the future.

The course includes access to an online discussion forum and four detailed online exercises to be carried out in between course modules. It is anticipated that Practice Principals will attend with their Practice Mangers with the course fee covering the attendance of both.

### THE SPEAKERS



Colin Campbell  
Academy Director



Chris Barrow  
Business Coach



Brendan MacDonald  
Managing Director at Yello Veedub



Adam Hampson  
Creative Director of Cosmetic Digital



Stephen Booth  
Straumann UK Managing Director

 February  
- October 2020

 Starts at  
9:00am

 CPD:  
72 hours

 The Campbell  
Academy

 Food  
Provided

 £8,400  
inc. VAT

# COURSES

# AESTHETIC IMPLANT LIVE SKILLS (ADVANCED)

Following the success of our Implant Live Skills course, we are keen to help delegates explore more complex implant procedures while maintaining a safe, mentored environment. Aesthetic implant surgery allows delegates to tackle more demanding cases in the aesthetic zone as well as introducing Guided Bone Regeneration and contour grafting as part of the treatment protocol.

Following the ITI (International Team for Implantology) protocols, patients will be pre-selected and assessed according to the complex surgery criteria. Delegates will be given two days of intensive didactic teaching in these advanced techniques

before observing live surgery on patients at The Campbell Clinic carried out by one of our faculty members. If delegates are able to provide their own patient for the surgical day then they too will have the opportunity to work on a patient alongside one of our faculty mentors. Delegates will be expected to have experience placing implants prior to attending this course or have attended the Implant Live Skills Course or equivalent.

Following completion of this course, delegates will have gained knowledge in how to assess complex implant cases and will be in a position to start providing that treatment with a mentor in their own practices.

## COURSE OUTLINE

### Day 1

AM - Course meet up  
Sharing of previous experiences  
Intensive case selection  
Education session  
Basic surgical skills  
PM - Intensive implant placement practical and associated learning

### Day 2

AM - Aesthetic considerations in implant placement  
Discussion of treatment with patients  
PM - Introduction to delegates' individual cases  
Case planning for surgical sessions

### Day 3

AM - Placing dental implants or observing live surgery via our audiovisual link up and full surgical debrief

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Colin Burns  
Implant Dentist



Beatriz Sanchez  
Dental Surgeon

 19th - 21st  
November 2020

 Starts at  
9:00am

 CPD:  
18 hours

 The Campbell  
Academy

 Food  
Provided

 £3,150  
inc. VAT

WATCH THE VIDEO 

[www.campbellacademy.co.uk](http://www.campbellacademy.co.uk) | CALL: 01159 823 919



# COURSES

# SINUS GRAFTING LIVE SKILLS

The aim of The Campbell Academy Sinus Grafting Live Skills course is to give all delegates the greatest exposure to sinus grafting procedures possible in a course environment. Using a combination of model surgery, cadaver surgery (with the latest cadaver technology) and live surgical sessions, delegates will be exposed to the maximum amount of sinus grafting procedures to give them the best possible grounding to provide this procedure for their own patients.

Comprising of two days in Nottingham, including didactic teaching and observation of live surgery at The Campbell

Clinic, and a day of cadaver surgery at The West Midlands Surgical Training Centre, this promises to be the best possible introduction for clinicians to provide sinus grafts on their own patients. The sinus graft procedure will expand individual delegates' practices enormously, allowing them to place and restore implants in sites which would otherwise be inaccessible. The course is designed to be weighted towards hands-on procedures with short theoretical lectures and demonstrations to give the maximum amount of academic input but without compromising surgical procedure experience.

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Craig Wales  
Consultant Surgeon

## COURSE OUTLINE

### Day 1

Teaching and practical hands-on at The Campbell Academy in Nottingham

### Day 2

Hands-on cadaver training - Live Skills Centre Coventry

### Day 3

Live sinus surgery with Colin Campbell at The Campbell Clinic

 4th - 6th  
June 2020

 Starts at  
9:00am

 CPD:  
18 hours

 The Campbell  
Academy

 Food  
Provided

 £3,150  
inc. VAT

WATCH THE VIDEO 

[www.campbellacademy.co.uk](http://www.campbellacademy.co.uk) | CALL: 01159 823 919

# COURSES

## FULL ARCH IMPLANT LIVE SKILLS IN ASSOCIATION WITH STRAUMANN PRO ARCH

Immediate Full Arch Loading is one of the most sought after treatments in the UK. Unfortunately some companies and clinics have used this treatment as a one-size-fits-all straightforward treatment. This has led to problems and complications. Make no mistake, full arch implant reconstruction is difficult but if carefully executed can be extremely rewarding.

Running in the same style as our other live skills courses, our Full Arch Implant Live Skills course will give experienced implant surgeons training in all aspects of immediate full arch loading. From planning to surgery, the provisional restoration and through to the final reconstruction, we will look at how this treatment can be carried out carefully and predictably on the RIGHT patients.

### THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director

### COURSE OUTLINE

#### Day 1

- Module 1: Intro
- Patient assessment and selection
- Surgical planning
- Surgical treatment
- All on 4 or all on more?
- Surgical Complications

#### Day 2

- Restorative planning
- Immediate reconstruction
- Final prosthesis construction
- Fixed v removable
- Laboratory stages of full arch reconstruction

#### Day 3

- Live surgery and immediate full arch restoration

 9th - 11th  
July 2020

 Starts at  
9:00am

 CPD:  
18 hours

 The Campbell  
Academy

 Food  
Provided

 £3,150  
inc. VAT

WATCH THE VIDEO 

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# COURSES

# IMPLANT RESTORATIVE COURSE

Following many enquiries from dentists as to which is the best implant restorative course to attend and having few answers, we thought 'what better way to fulfill this need than to provide a course ourselves?'

Our comprehensive two-day Restorative Course will give General Practitioners the tools they need to restore implants that have been placed on their patients.

Topics to be covered include: fundamentals of implant treatment planning, considerations when restoring dental implants, implant impression taking and fitting of the final restoration.

Delegates will have the opportunity to see implants being restored via our live video link together with gaining hands-on experience with demonstration models.

## THE SPEAKERS



Colin Campbell  
Academy Director




Andrew Legg  
Academy Director



Karen Walker  
Dental Hygienist

 16th - 17th  
July 2020

 Starts at  
9:00am

 CPD:  
12 hours

 The Campbell  
Academy

 Food  
Provided

 £1,500  
inc. VAT

WATCH THE VIDEO 

[www.campbellacademy.co.uk](http://www.campbellacademy.co.uk) | CALL: 01159 823 919

# COURSES

# DIGITAL IMPLANT DENTISTRY LIVE SKILLS

A new course for 2020, our Digital Implant Dentistry Course aims to provide a solid and secure grounding in the full process and protocol of digital implant dentistry planning for general dental practitioners. We were motivated to construct and build this course largely based on the fact that digital implant dentistry is a complete minefield and sometimes an overwhelming battering ram for people who find themselves feeling isolated in practice.

The course will take place across 2 parts. Part one is three days, covering the surgical aspects of digital implant dentistry and diagnosis and part two also 3 days and is based on restorative aspects of digital implant dentistry.

Taimoor Kamran and Ashley Byrne will drop into the clinical faculty to assist Colin and Andy in the delivery of this course.

Following the course, attendees will have:

1. Discussed in detail, the importance of high quality CBCT capture and interpretation for digital implant dentistry.
2. Familiarised themselves with a full planning system including diagnostic wax up, implant positioning and surgical guide construction.
3. Become familiar with utilisation of a fully guided digital protocol for implant placement and its advantages and disadvantages.
4. Planned fully from start to finish a Digital Implant Dentistry case.
5. Executed surgery on one of their own patients in a fully guided protocol, having planned this throughout the practice (subject to patient availability from delegate).
6. Discussed the manufacture of implant restorations.
7. Have had hands on experience of taking digital impressions (subject to patient availability from delegate).
8. Discussed restorative complications and how to avoid them.
9. Reviewed digital implant planning related to the proposed restoration.

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Mark Melbourne  
Clinical Dental Technician



Taimoor Kamran  
Principle Dentist Westcliff Dental Practice



Ashley Byrne  
Owner of Byrnes Dental Laboratory

 March to  
October 2020

 Starts at  
9:00am

 CPD:  
36 hours

 The Campbell  
Academy

 Food  
Provided

 £7,200  
inc. VAT

# COURSES

# CHALLENGES IN THE AESTHETIC ZONE - ADVANCED IMPLANT THERAPY

We are delighted to welcome Rob Oretti back to The Campbell Academy for the third time in 2020. After delivering a successful one day Master Class Rob will be presenting a 2-day Live Skills course on Challenges in the Aesthetic Zone.

Rob is hugely well known throughout implant dentistry and has a vast experience in teaching and mentoring. He is currently a post graduate tutor for the Oxford and Berkshire deaneries, a mentor and faculty educator for the ADI, a mentor and international speaker for the ITI, a Royal College of Surgeons examiner for the implant diploma (RCS Edin), as well as scientific director and president elect of BAAD.

Topics will include:

- Challenging cases in the anterior region and treatment options
- Adverse outcomes in the aesthetic zone and re-treatment options
- GBR and Bone Block grafting
- Soft tissue grafting
- Fixed full arch cases

There will be a hands-on element on both days including the open wound concept on pig jaws, and the second day will include advanced content relating to Full Arch procedures.

## THE SPEAKERS



Rob Oretti  
Implant and Cosmetic Dental Surgeon

 11th - 12th  
September 2020

 Starts at  
9:00am

 CPD:  
12 hours

 The Campbell  
Academy

 Food  
Provided

 £1,500  
inc. VAT

# COURSES

# ADVANCED COMPOSITE COURSE WITH JASON SMITHSON

We are delighted to announce that in September 2020 Jason Smithson will provide a 2 day Hands on Composite Course with The Campbell Academy in Nottingham.

Jason's specific interest is direct composite resin artistry and minimally invasive all ceramic restorations and he has presented to dentists locally, nationally and internationally on this topic. He is a Post-Graduate Clinical Lecturer in both the Cornwall & Isles of Scilly and Plymouth Foundation Dental Practitioners Schemes and has provided hands on course across the world.

With this being a new and only recently confirmed course more information concerning the two days will very soon be available.

If you would be interested in attending this course or would like some further information when it is available please do contact us at [info@campbellacademy.co.uk](mailto:info@campbellacademy.co.uk).

## THE SPEAKERS



Jason Smithson  
Dental Surgeon

 25th - 26th  
September 2020

 Starts at  
9:00am

 CPD:  
12 hours

 The Campbell  
Academy

 Food  
Provided

 £960  
inc. VAT

# COURSES

# UNIQUE CERAMIC PREP COURSE WITH JASON SMITHSON

Historically, the vertical margin was the first to be used in fixed prosthodontics; however, with the advent of the turbine it was widely abandoned in favour of the horizontal shoulder or chamfer. The vertical margin is not widely taught in UK dental schools since it is incorrectly considered to result in over contoured restorations and periodontal issues. Today, with the advent of new materials, a broader understanding of tissue biology and proven evidence-based protocols the vertical margin can produce an elegant minimally invasive solution for patients with periodontally involved and discoloured teeth and may offer more

simplified, cost-effective protocols for patients undergoing grafting procedures and soft-tissue surgery.

A full emersion comprehensive class, which is 75% hands-on, encompassing everything you need to know about vertical margins in fixed prosthodontics. The course includes close support coaching by Dr. Smithson and an extensive course manual.

The course will be limited to 25 places.

## THE SPEAKERS



Jason Smithson  
Dental Surgeon

 19th - 20th  
June 2020

 Starts at  
9:00am

 CPD:  
12 hours

 The Campbell  
Academy

 Food  
Provided

 £1,200  
inc. VAT

# COURSES

# CBCT ESSENTIALS – IMAGING, INTERPRETATION & REPORTING

Michael Bornstein (University of Hong Kong) is one of the worlds' leading experts on cone beam computerised tomography and The Campbell Academy are delighted to be able to welcome him again providing a three-day course in CBCT Essentials.

As Michael is now based in Hong Kong we have developed and innovative and highly technological way of connecting with him live to lecture to the course and provide interactive discussion on the opening 2 days. It was essential to have Michael represented and his expertise in this area is invaluable to complement the input from Colin, Andy and Taimoor.

CBCT is becoming commonplace in the provision of implant surgery in the UK but, unfortunately, there is a shortage of comprehensive training for practitioners. CBCT

Essentials will give delegates a foundation in prescribing and interpreting CBCT radiography in general practice.

We will discuss detailed anatomy on CBCT, adequate reporting of CBCT, dosage and dosimetry of CBCT and complication diagnosis using CBCT. With our other speakers discussing guided surgery and many other relevant areas. Delegates will also be introduced to third party software available to plan implant surgery.

The course will follow and exceed the most up-to-date CPD requirements for CBCT in the UK and Europe.

Please note that this is a split course. Delegates will be required to attend both parts in order to complete the course.

## THE SPEAKERS



Colin Campbell  
Academy Director



Andrew Legg  
Academy Director



Michael Bornstein  
Consultant



Taimoor Kamran  
Principle Dentist Westcliff Dental Practice

 23rd, 24th April  
1st October 2020

 Starts at  
9:00am

 CPD:  
18 hours

 The Campbell  
Academy

 Food  
Provided

 £3,150  
inc. VAT



# COURSES

# BEYOND AESTHETIC IMPLANT SURGERY

The aim of this Masterclass is to look deeply and carefully at the procedures, skills and techniques required to provide excellent predictable aesthetic dental implant surgery.

In this Masterclass delegates will have the opportunity to dig deeply into the techniques and skills required to provide excellent anterior implant surgery. Various techniques will be investigated, including discussions around modern techniques such as immediate implant dentistry and "socket shield". Planning, imaging, surgical procedure design and pre and post-operative routines will be discussed in considerable detail.

There will be ample room for full and frank discussion related to all of the above together with materials and instrumentation.

It is anticipated that this Masterclass will go beyond The Campbell academy aesthetic lives skills course, to provide delegates with a much deeper understanding of aesthetic implant surgery.


Following attendance at this masterclass delegates will:

1. **Have a deeper understanding of the planning process for Aesthetic implant dentistry and how to identify problems before they exist.**
2. **Look deeper into CBCT imaging for anterior aesthetic cases and what to look for and how to use this to translate to better surgical procedures.**
3. **A full discussion around pre-operative and post-operative procedures to improve the outcomes for patients in aesthetic implant dentistry.**
4. **A detailed look at the current materials recommended for anterior aesthetic cases and detailed work in this area.**
5. **A discussion of flap design and incision technique.**
6. **A discussion of suturing techniques.**
7. **A review of multiple cases to provide the maximum level of learning for delegates attending.**
8. **Significant room for group discussion to cement the learning process.**

## THE SPEAKERS



Colin Campbell  
Academy Director

 31st January  
2020

 Starts at  
9:00am

 CPD:  
6 hours

 The Campbell  
Academy

 Food  
Provided

 £499  
inc. VAT

# COURSES

# GUIDED IMPLANT SURGERY: A MYTH OR PRACTICE REALITY?

The Campbell Academy are delighted to welcome Professor Sebastian Kühn from the University of Basel to run this insightful Masterclass on the topic of Guided Implant Surgery.

Professor Kühn has extensive experience in designing and setting up a guided implant surgery service with multiple Clinicians and several departments at the University of Basel.

His insight will be invaluable for practitioners who are keen to adopt this technology in a safe and productive environment within General Dental Practice.

Following this Masterclass, attendees will have gained the following:

1. **An expert insight into the use of fully guided static dental implant surgery.**
2. **Insights into the development of a system of guided surgery, for multiple practitioners in a hospital environment.**
3. **Case examples of successful guided implant surgery.**
4. **Case examples of challenging guided implant surgery.**
5. **Full and open discussions of the benefits and disadvantages of implant surgery for practitioners and patients.**


Sebastian's Masterclass will be immediately followed by an evening ITI Study Club. This Study Club will inform you on all you need to know on the new two-piece zirconia implant from Straumann.

## THE SPEAKERS



Professor Sebastian Kühn  
Dentist and specialist in oral surgery

 3rd June  
2020

 Starts at  
9:00am

 CPD:  
6 hours

 The Campbell  
Academy

 Food  
Provided

 £499  
inc. VAT

# COURSES

# DIGITAL IMPLANT DENTISTRY – THE DECISION TREE

The Campbell Academy are excited to invite Vincent Fehmer along to provide a Masterclass in 2020. The aim of this Masterclass will be to provide a showcase and possible format for decision making in choosing appropriate implant restorations.

Following this Masterclass, attendees will have gained the following:

- Have a structured decision-making process which is evidence based, to select dental implant restoration types.
- To have confidence to select implant restorative solutions during planning processes.
- To have specific options for single tooth restorations.
- To have specific options for short multiple tooth restorations.
- To have undertaken a discussion on fixed full arch reconstruction.

## THE SPEAKERS



Vincent Fehmer  
Master Dental Technician

 7th October  
2020

 Starts at  
9:00am

 CPD:  
6 hours

 The Campbell  
Academy

 Food  
Provided

 £499  
inc. VAT

# COURSES

# SENSE AND NON-SENSE OF SHORT AND CIRCONIA IMPLANTS

This ITI Study Club will inform you on all you need to know on the new two-piece zirconia implant from Straumann.

With at least one year of data including 40 patients with this implant, the lecture will be based on the topic of zirconia implants (including all the discussions on allergies against titanium - which don't exist) and general recent trends and development such as short implants and possible developments in the future. I

Sebastian highlights sense and non-sense and talk about the evidence and non-evidence. The discussion will be honest, pure and direct, with an open discussion at the end of the lecture.

## THE SPEAKERS



Professor Sebastian Kühl  
Dentist and specialist in oral surgery

 3rd June  
2020

 Starts at  
6:30pm

 CPD:  
2.5 hours

 The Campbell  
Academy

 Food  
Provided

 FREE

# COURSES

# TREATING COMPLEX IMPLANT CASES- A MULTI-DISCIPLINARY TEAM APPROACH

In this interactive evening Andy will look at how we have integrated regular MDT meetings (both face to face and digitally) into daily practice to deconstruct complex cases into manageable stages, allowing the team to tackle the most difficult treatments with the confidence of peer backing and blame sharing.

## THE SPEAKERS



Andrew Legg  
Academy Director

 25th March  
2020

 Starts at  
6:30pm

 CPD:  
2.5 hours

 The Campbell  
Academy

 Food  
Provided

 FREE

# COURSES

# CASE DISCUSSION AND PEER REVIEW

One of the most important aspects of being a dentist is self audit. Without this we cannot measure how successful our treatments are and essentially end up flying blind.

In our final study club of the year we will sit down and look at some of our own cases, both successes and failures. We would also invite you to bring along cases which we can look at.


These sessions are often the most informative of any we do over the year and provide a good sounding board for any implant or restorative based queries you may have.

Please email [info@campbellacademy.co.uk](mailto:info@campbellacademy.co.uk) to register.

## THE SPEAKERS



Colin Campbell  
Academy Director

 11th November  
2020

 Starts at  
6:30pm

 CPD:  
2.5 hours

 The Campbell  
Academy

 Food  
Provided

 FREE

# VIDEOS

## ACADEMY COURSE VIDEOS



Our Philosophy



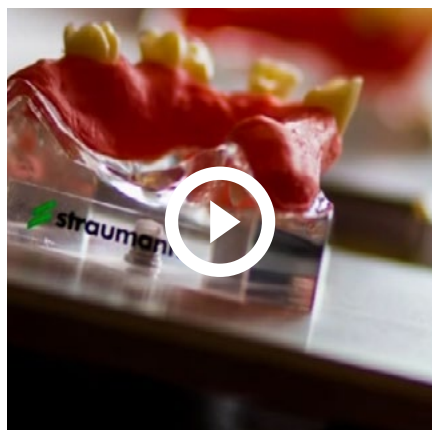
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Part 1



Alas Legg and Campbell:  
Part 2



The Year Implant Course



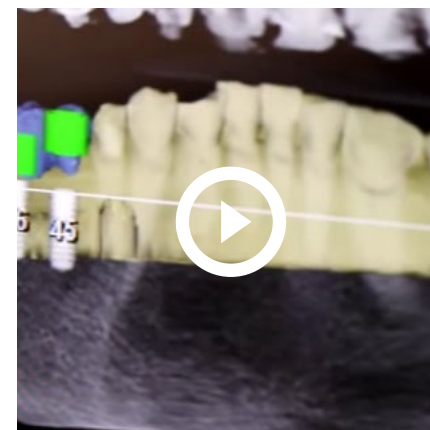
Aesthetic Implant Live Skills



Sinus Grafting Live Skills



Full Arch Implant Live Skills



CBCT Essentials – Imaging,  
Interpretation and Reporting

# TESTIMONIALS



Tremendous two days packed with lots of information, tips for clinical practice, backed up by reference papers and tonnes of opportunities for hands on practice, while still having time to ask questions."

**- Finbar Bryson, Hands on Composite Live Skills**



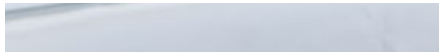
This course offers everything needed to formalise training and provide consistent reporting based on a sound framework. As an added bonus a great opportunity to discuss cases with some of the best implant surgeons in the UK."

**- Alex Jones, CBCT Master Class**



I haven't felt so inspired and motivated by a course, as I have after this course for a very long time."

**- Chris Navarro, Sinus Grafting Course**



This course has really helped me progress quickly in placing implants. Since the course began I had placed none, and now I have placed 9 within 10 months. Could not recommend this course enough."

**- Harmeet Sehmi, Year Implant Course**



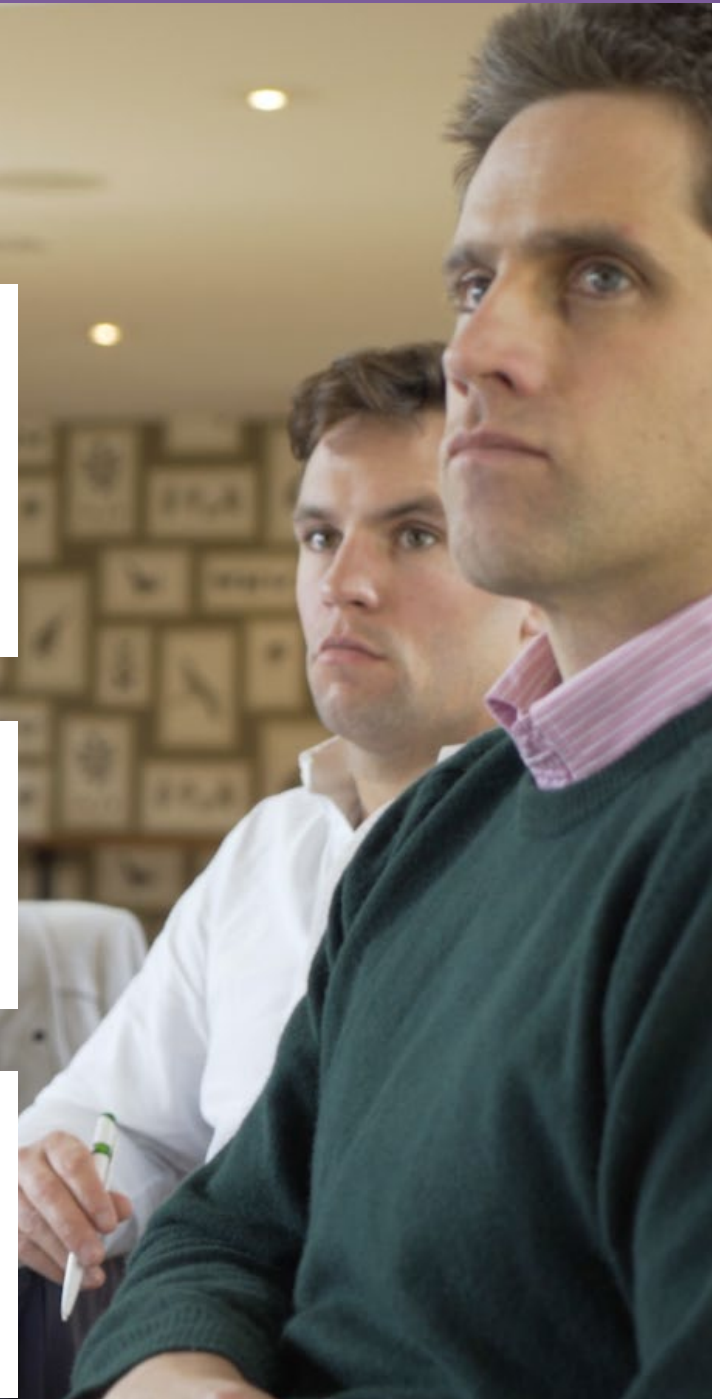
An exceptional course that more than lived up to expectations. Thank you!"

**- Adam Glassford, Full Arch Live Skills**



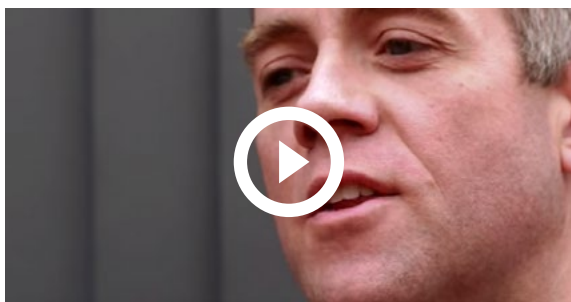
Attending the Live Skills course at the Campbell Academy in Nottingham was one of the best decisions I have ever made professionally."

**- Dr Jameel Gardee, Implant Live Skills**





# VIDEO TESTIMONIALS



Gregor McGlashan  
Testimonial  
[Play Video](#)



Morag & Ross Anderson's  
Testimonial  
[Play Video](#)



Amit & Mumta Jilka  
Testimonial  
[Play Video](#)



# VENUES

## THE CAMPBELL ACADEMY

Edwalton Business Park,  
Landmere Lane,  
West Bridgford,  
Nottingham  
NG12 4DE  
Tel: 0115 9823 919



## THE WEST MIDLANDS SURGICAL TRAINING CENTRE (WMSTC)

University Hospitals Coventry and Warwickshire  
Clifford Bridge Road  
Coventry  
CV2 2DX  
Tel: 024 7696 8973

# SPONSORS

## PLATINUM SPONSORS



The Campbell Academy is proud to announce that Straumann is one of our Platinum sponsors. Colin has been associated with the Straumann Dental Implant System and the Straumann company since 1998 and has an unbroken history of exceptional service from them. The Straumann Dental Implant System boasts one of the most researched implant surfaces in the world and we believe it is the best system to be used for the benefit of our patients. We are delighted that Straumann are supporting The Campbell Academy project and look forward to working with them for a long time to come.

## PLANMECA

Planmeca is a global leader in many fields of health care technology, with products distributed in over 120 countries worldwide. Their product range covers digital dental units, world-class 2D and 3D imaging devices, and comprehensive CAD/CAM and software solutions. Colin has recently developed a strong relationship with Planmeca when it came to investing in a new CBCT machine at The Campbell Clinic and Academy. Their aim is to create functional, durable and beautifully designed products that stand the test of time. They do this by always keeping their four design principles in mind: ergonomic workflow for professionals, patient and staff safety, patient comfort and long lasting aesthetics. Principles that The Campbell Academy strongly support and can relate to.

## GOLD SPONSORS



## SILVER SPONSORS



# OUR PRICING PHILOSOPHY

At The Campbell Academy our philosophy is to form a tribe of like-minded individuals who strive to become competent, caring and ethical implant practitioners.

We would like to encourage you to bring people who you know and who you think would fit into our community.

With this in mind we can offer the following incentives to bringing along some friends:-

## 10% OFF

If you bring **a friend** we would be delighted to offer you BOTH a **10% discount off** the price of one of our courses.

## 20% OFF

If you bring **three friends** then we can give you ALL a **20% discount.**

We have a number of friends of the Academy who have been advocates of our courses for the past few years and we are happy to offer these friends even greater discounts off courses and masterclasses.

Bring a friend, join our tribe and benefit both educationally and financially.



# CONTACT

Call us: 0115 9823 919

Email: [info@campbellacademy.co.uk](mailto:info@campbellacademy.co.uk)

Edwalton Business Park,  
Landmere Lane,  
West Bridgford,  
Nottingham  
NG12 4DE  
Tel: 0115 9823 919

