



Friday, October 3, 2025 at the Delta Hotels
by Marriott

**“Occlusion “SIMPLIFIED”: Making Everyday Occlusion Easy and Predictable” and “Treatment Planning “SIMPLIFIED”: 3 Easy Steps to Success”
- 6 CE Credits**

William “Bo” Bruce, DMD

(Dental Hygienists, Dental Assistants & Administrative Personnel of registered dentists for this course are invited to attend if space permits. See tuition charge on registration form.)

First Course Description

Why are second molars the most challenging teeth to treat in dentistry? Why do crowns on these teeth often end up with poor contacts and pack food? We will answer these questions and many others. The must know principles of occlusion will be laid out in a simple and understandable way. You will also be able to distinguish between healthy and dangerous TMD conditions.

Learning Objectives:

1. Know how to avoid the #1 failure in their practices.
2. Understand the “must know” principles of occlusion.
3. Know which patients are safe to work on and which ones are dangerous.

Second Course Description

Why are some cases easy to treatment plan and others complex? Is there a system to make esthetic treatment planning simple? The answer is ‘YES’. It is imperative that we provide beautiful esthetics with predictability for all our patients. Discover a simple and complete way of designing any case that combines great function with beauty. Utilizing a functional smile design checklist, you will find yourself much better equipped to plan your next case easily.

Learning Objectives:

1. Implement the 3 steps to delivering exceptional esthetics with any case.
2. Understand the functional smile design checklist.
3. Organize complex functional and esthetic case.

About the Speaker

Dr. William “Bo” Bruce received his D.M.D. degree from the Medical University of South Carolina in 1998. Subsequently, he completed a one-year residency training in St. Petersburg, Florida where he studied with The Dawson Center for Advanced Dental Studies. After completing his training, Dr. Bruce opened a private practice in Simpsonville, South Carolina. His practice is geared towards solving complex restorative and aesthetic problems. He was encouraged by Dr. Dawson to practice in a way that would not compromise excellence, thereby rendering success.

Recently, Excellence in Dentistry honored Dr. Bruce as the recipient of the Woody Oakes Award. From all the applicants, this award gave Dr. Bruce the title of The Most Outstanding Young Dentist in North America. Dr. Bruce is a nationally recognized speaker on aesthetics with predictability. He has been a featured lecturer for The Chicago Mid-Winter, American Equilibration Society, American Dental Association, and AAC just to name a few.

He has authored and published numerous articles and is a consultant for several dental manufacturers. Dr. Bruce is also co-founder of Upstate Smiles Seminars.

Dr. and his wife, Lisa, have 3 children, Preston, Zachary, and Megan. His favorite hobbies are teaching other dentists and spending time with his family.