

# WILLIAM 'BO' BRUCE II

WILLIAM 'BO' BRUCE II, DMD



## B I O G R A P H I C A L   S K E T C H

Dr. William "Bo" Bruce received his D.M.D. degree from the Medical University of South Carolina in 1998. Subsequently, he completed residency training in St. Petersburg, Florida. After completing his training, Dr. Bruce opened a practice in Simpsonville, South Carolina. His practice is geared towards solving complex restorative and aesthetic problems. Dr. Bruce is an Affiliate Professor in prosthodontics at the Medical University of South Carolina College of Dental Medicine.

Dr. Bruce is an internationally recognized speaker on occlusion and esthetics with predictability. He has been a featured lecturer for The Chicago Mid Winter, American Equilibration Society, American Dental Association, and AACD just to name a few. He has authored and published numerous articles and is a consultant for several dental manufacturers.



Dr. Bruce is cofounder of Upward Dental, an educational company focused on implementing dental excellence. In 2007, Dr. Bruce became an Accredited Member of the American Academy of Cosmetic Dentistry.

Dr. Bruce and his wife Lisa have 3 children, Preston (14), Zachary (12), and Megan (10). His favorite hobbies are teaching dentistry and camping with the family.

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**672 FAIRVIEW ROAD • SIMPSONVILLE, SOUTH CAROLINA**  
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# WILLIAM 'BO' BRUCE II

WILLIAM 'BO' BRUCE II, DMD



- ▶ 1992 Bachelors of Science degree- Clemson University
- ▶ 1998 Doctor of Medical Dentistry degree -  
Medical University of South Carolina
- ▶ 1999 Residency Training -  
University of Florida
- ▶ 2011 Inducted for Fellowship in American College of Dentists
- ▶ Affiliate Professor -  
Medical University of South Carolina College of Dental Medicine
- ▶ Former Faculty Member -  
The Dawson Academy
- ▶ Solo private practice -  
Simpsonville, South Carolina
- ▶ Accredited Member of the American Academy of Cosmetic Dentistry
- ▶ Co-Editor Contemporary Product Solutions

## M A N U F A C T U R E R C O N S U L T I N G

- ▶ Ivoclar Vivadent
- ▶ 3M
- ▶ Ultradent
- ▶ Komet
- ▶ VOCO
- ▶ Heraeus

## A W A R D S R E C E I V E D

- ▶ 1997-98 American Student Dental Association (ASDA) president
- ▶ 2004 Certificate of Appreciation - Seattle Study Club
- ▶ 2004 Appreciation plaque from American Equilibration Society  
For significant contribution to the advancement of knowledge in the field of occlusion  
and the temporomandibular joint.
- ▶ 2007 certificate of appreciation from Greater New York Dental Society
- ▶ 2008 Certificate of appreciation for invaluable contribution to the Academy of Restorative  
Dentistry

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- ▶ 2008,2010 Plaque of appreciation for outstanding contribution to the Hinman Dental Meeting

## **P R O F E S S I O N A L   P R E S E N T A T I O N S**

- ▶ American Academy of Cosmetic Dentistry: Vancouver, Canada; May 2004  
“The Missing Link: On the Edge of Esthetics and Function”. Lecture centered on how to deliver balance and harmony in incisal edges
- ▶ Independent Seminars: London, United Kingdom; June 2006  
“Function Esthetic Connection”. Hands-on and lecture.
- ▶ American Dental Association: Chicago, IL; October 2005.  
“Function Can Be Beautiful” . Based on the importance of understanding fundamental occlusion and how to organize the restorative case for predictability.
- ▶ Dawson Center: Lecturer, as well as give hands-on programs.
- ▶ Chicago Mid-Winter Meeting: February 2002, 2003, 2005; Hands-on programs.
- ▶ American Equilibration Society: Chicago, IL; February 2003.  
“The Missing Link: On the Edge of Esthetics and Function”. Lecture centered on how to deliver balance and harmony in incisal edges.
- ▶ Seattle Study Club: Greenville, SC.; June 2004. “Start to Acceptance”. How to organize the new patient exam and educate your patients to desire complete dentistry.
- ▶ Mid-Atlantic Dental Center: January and March 2006. “Functional Esthetic Excellence”. Hands-on course.
- ▶ Tri County Dental Society: Anderson, SC.; February 2003. “Cosmetic Dentistry: Myth or Reality”. This program was based on the lack of ethics in cosmetic dentistry. How to speak with integrity to your patients about treatment that is needed vs. optional.
- ▶ Tri County Dental Society: Easley, SC.; March 2002. “Composites: Simple and Predictable”. This program was about how to consistently deliver composite restorations.
- ▶ Tri County Dental Society: Clemson, SC.; February 2004. “The Complete Exam”. This program was on how to efficiently organize the complete exam and the benefit of doing so.
- ▶ Palmetto Medical, Dental, and Pharmaceutical Association: Myrtle Beach, SC.; April 2004. “Bonding and Composite with Predictability”. This program was about when you should and should not place a composite restoration using predictable bonding techniques. How a gold inlay or onlay can be the best restoration.
- ▶ Spartanburg Dental Society: Spartanburg, SC.; October 2003. “Composites: Simple and Predictable”. This program was about how to consistently deliver composite restorations.
- ▶ Upstate Study Club: Greenville, SC.; December 2005. “Predictable Bonded Restoration”. This was a hands-on program on how to place bonded restorations with constant results.
- ▶ Florida National Dental Convention: Orlando, FL.; June 2006. “The Missing Links of Esthetics” lecture, and “Advanced Techniques in Esthetics and Function” hands-on course.

- ▶ Mid Atlantic Dental Center: Chesapeake, VA.; November 2006. “Digital Dental Practice”

## **P R O F E S S I O N A L   P R E S E N T A T I O N S   ( C O N T )**

- ▶ Center: Palm Beach, FL.; November 2006. “How to Put Your Practice in the Top 10%”
- ▶ Missouri Dental Association: January 2007.
- ▶ American Academy of Cosmetic Dentistry: April 2007.
  
- ▶ Dawson Center: Palm Beach, FL.; April 2007. “How to Put Your Practice in the Top 10%”
- ▶ Holiday Dental Conference, Charlotte NC: November 10, 2008. “Treatment planning with digital photography”
- ▶ n Greater New York Dental Conference, New York City, NY: November 25-26 2008. “Dawson Functional Esthetics”, “Smiles by Design” (hands-on)
- ▶ American Academy of Restorative Dentistry, Chicago IL: Feb 24 2008. “Analysis and Management of the Gummy Smile”
- ▶ Hinman, Atlanta GA: March 14 &15 2008. “Dawson Functional Esthetics” & “The Concept of Complete Dentistry”
- ▶ The Star of the South Dental Meeting, Houston TX: March 28-29, 2008. “Ultimate Esthetic and Function Connection with Digital Photography” & “Digital Photography” (Hands-on)
- ▶ Columbus Dental Society, Columbus Ohio: April 18, 2008. “Esthetic and Function Connection”
- ▶ AACD, New Orleans, Louisiana: May 8, 2008 “Smiles by Design” (Hands-on)
- ▶ CD Seminars, Australia and New Zealand “Esthetic Function Connection” July 2008
- ▶ Esthetica World Conference, Brazil “Facial and Functional Esthetics” August 2008
- ▶ Dawson Academy, Virginia “Restoring Anterior Teeth” October 2008 (hands-on)
- ▶ Progressive Seminars: Chicago “Functional Esthetics” October, 10 2008
- ▶ Columbus Ohio Dental Group: “Functional Esthetics” October, 17 2008
- ▶ British Academy of Cosmetic Dentistry, London, UK: November 14-15, 2008 “Functional Esthetic Blend” (Lecture and Hands-on)
- ▶ Dawson Academy, November 2008
- ▶ Wisconsin Study Group: “Functional Esthetics” December 5, 2008
- ▶ Nobel Biocare Southeast
- ▶ British Dental Society, London, UK: Feb 6-7, 2009 “Smiles by Design”
- ▶ San Diego Advanced Study Club , Feb 11, 2009
- ▶ Chicago Mid-winter, Feb 27-28, 2009
- ▶ Delta Study Club, San Francisco California: March 11, 2009
- ▶ Greater Long Island Conference: New York: April 22, 2009
- ▶ Upward Dental, London, UK: April 23-26, 2009
- ▶ Florida National Dental Convention, Orlando Florida: June 18-20 2009

- ▶ Washington State Dental Conference, Seattle Washington: July 23, 2009
- ▶ American Dental Association , Hawaii: October 1-2, 2009
- ▶ Hinman Dental Conference, Atlanta Georgia: March 2010
- ▶ American Academy of Cosmetic Dentistry, Texas: May 2010
- ▶ Ontario Dental Association, Toronto Canada: May 13, 2010
- ▶ British Dental Association, Manchester UK: May 21, 2010
- ▶ Upward Dental, London UK: May 22-23, 2010
- ▶ British Academy of Cosmetic Dentistry, London UK: Sept 24, 2010
- ▶ Bermuda Dental Association, Bermuda: October 8, 2010
- ▶ Seattle Study Club, Wisconsin: December 17, 2011
- ▶ American Equilibration Society, Chicago : March 2011
- ▶ Seattle Study Club, South Carolina: April 8, 2011
- ▶ ADA, Las Vegas: October, 2011
- ▶ Upward Dental, London UK: Nov 6-7, 2011
- ▶ Seattle Study Club, San Diego Cal: Nov 8, 2011
- ▶ Summit Dental Group, Milwaukee, WI: December 2, 2011
- ▶ Summit Dental Group, Milwaukee, WI: Jan 13-14, 2012
- ▶ Savanna Study Club, Savanna GA: Jan 20, 2012
- ▶ Kentucky State Meeting, KA: March 9, 2012
- ▶ Upstate Study club, Niagara Falls, NY: April 13, 2012
- ▶ North Carolina Dental group, Raleigh NC: April 27, 2012
- ▶ Texas State Meeting, Dallas TX: May 4-5, 2012
- ▶ South Carolina AGD state meeting, Myrtle Beach SC: Sept. 14, 2012
- ▶ Atlantis Dental Meeting: Bahamas November 8-10, 2012
- ▶ Swedish Academy of Cosmetic Dentistry, Sweden: November 2012

## P U B L I C A T I O N S

Authored and published numerous articles on esthetic techniques and function.

## P R O F E S S I O N A L M E M B E R S H I P S

ADA  
 American Academy of Cosmetic Dentistry  
 American Equilibration Society  
 AGD

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## **G I V I N G   B A C K**

- ▶ Volunteering at the Greenville Free Dental Clinic: I volunteer two to three times per year to work on under privileged patients.
- ▶ Give Kids a Smile
- ▶ Medical Mission in Caracas, Venezuela
- ▶ Medical Mission on the Amazon River to help the isolated tribes.
- ▶ Medical Mission in Peru
- ▶ Medical Mission in Elorza, Venezuela
- ▶ Medical Mission in Romania