

# Hybrid Professional Master's Degree

## Dental Clinic Management and Administration



## Hybrid Professional Master's Degree Dental Clinic Management and Administration

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

Website: [www.techtute.com/us/dentistry/hybrid-professional-master-degree/hybrid-professional-master-degree-dental-clinic-management-administration](http://www.techtute.com/us/dentistry/hybrid-professional-master-degree/hybrid-professional-master-degree-dental-clinic-management-administration)

# Index

01

Introduction

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*p. 4*

02

Why Study this Hybrid  
Professional Master's Degree?

---

*p. 8*

03

Objectives

---

*p. 12*

04

Skills

---

*p. 16*

05

Course Management

---

*p. 20*

06

Educational Plan

---

*p. 26*

07

Clinical Internship

---

*p. 34*

08

Where Can I Do the Clinical  
Internship?

---

*p. 40*

09

Methodology

---

*p. 48*

10

Certificate

---

*p. 56*

# 01

# Introduction

There is a growing number of dental professionals who wish to improve the quality of the management of the centers for this specialty, being an increasingly competitive area in recent years. To achieve the success of a dental clinic, it is also necessary to achieve excellence at the business level as high-level professionals, and therefore, having programs like this one becomes the push that many need for their careers. Through the course of this program, the specialists will be able to describe the current situation and future trends in management models and management of clinical-dental business both nationally and internationally, in order to be able to define objectives and differentiating and successful strategies. All this through 1,620 hours of theoretical and practical experience, the latter carried out in a clinical center of worldwide reference.





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*Design marketing and communication campaigns oriented to specific objectives, being able to measure their impact through easy-to-interpret metrics”*



In the new clinical environment, the direction and management of dental clinics has become of special interest, requiring dentists who can successfully manage these centers. Thus, the approach of an organizational structure, dominated by the figure of a director who manages all the areas that make these organizations work, such as the human resources office, the marketing department, accounting, among others, is gaining strength. Based on the above, the new scenarios in this field of action require professionals willing to take on new challenges and make the pertinent decisions.

With this program, specialists will acquire the ability to face their work challenge from a differential perspective in management and leadership, giving them a clear advantage to succeed in the highly competitive framework of the dental sector. In order to deal with all the necessary topics for future dental center directors, TECH professionals have established the information in didactic modules taught by highly qualified teachers. This guarantees the student a high level of knowledge adapted to the demands of today's professional and work environment. A program that, being taught in 100% online mode, gives students the opportunity to study without neglecting the rest of their daily activities. Thus, during the course of the program you will become familiar with the terminology and concepts specific to the field of management and business management for their effective application in clinical-dental businesses. It will also delve into the discovery and analysis of the key points of successful business model cases of leading dental clinics in the sector, in order to increase the motivation, inspiration and strategic mindset of future managers.

In addition, thanks to its multidisciplinary nature, and as a significant and differential asset from other similar degrees, TECH offers a clinical stay of 120 hours in a reference center, in which the graduates will become part of a team of the highest level. Thus, they will be able to work actively and protagonist in the effective management of the center, updating their praxis and implementing the most innovative management strategies. All this under the supervision of an expert in the field, so that they can get the most out of the experience.

This **Hybrid Professional Master's Degree in Dental Clinic Management and Administration** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Development of more than 100 cases presented by experts in dental practice management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Contains practical exercises where the self-assessment process can be carried out to improve the updating process
- ♦ Interactive academic system
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ In addition, you will be able to carry out a clinical internship in one of the best hospitals in the world



*Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business”*

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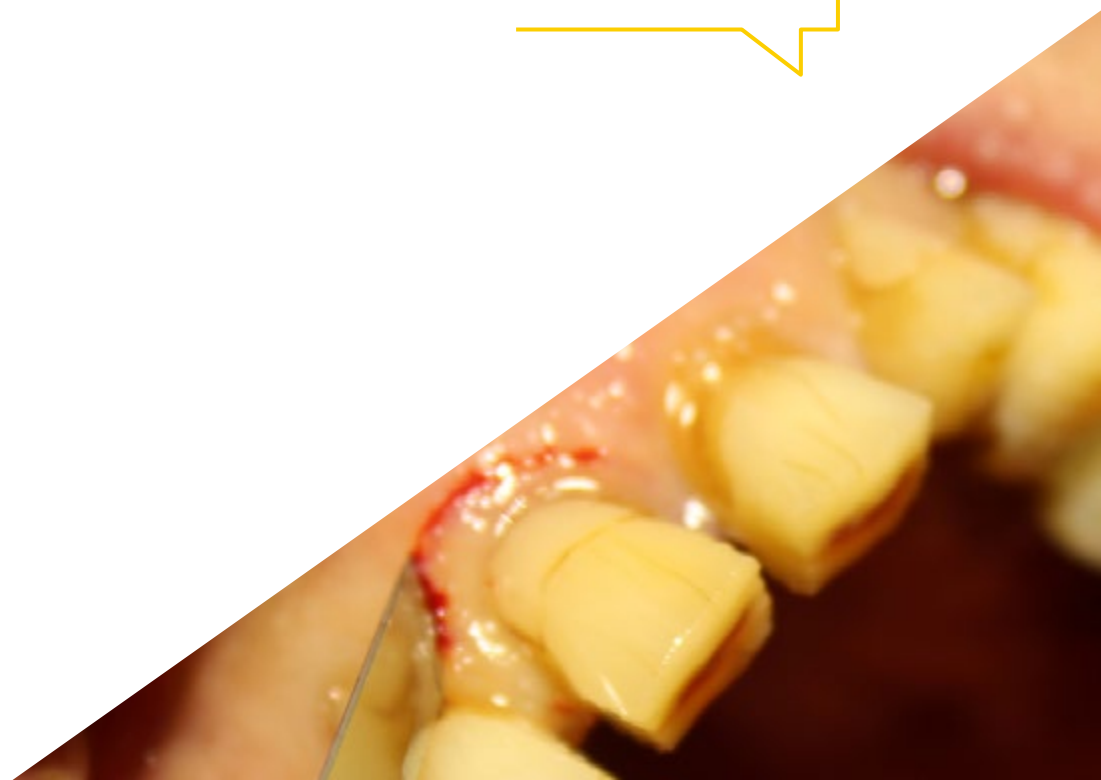
*A unique opportunity to get up to speed on the assignment of tasks according to the definition of roles, thus fostering a healthy, balanced and productive work environment”*

In this proposal for a Master's Degree, of a professionalizing nature and blended learning modality, the program is aimed at updating dental center management professionals who perform their functions in prestigious centers, and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge in the management of a dental center, and the theoretical-practical elements will facilitate the updating of knowledge and will allow decision making in the management of situations under pressure.

Thanks to its multimedia content developed with the latest educational technology, they will allow the dental professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will acquire management skills based on leadership to facilitate effective communication with the team.*

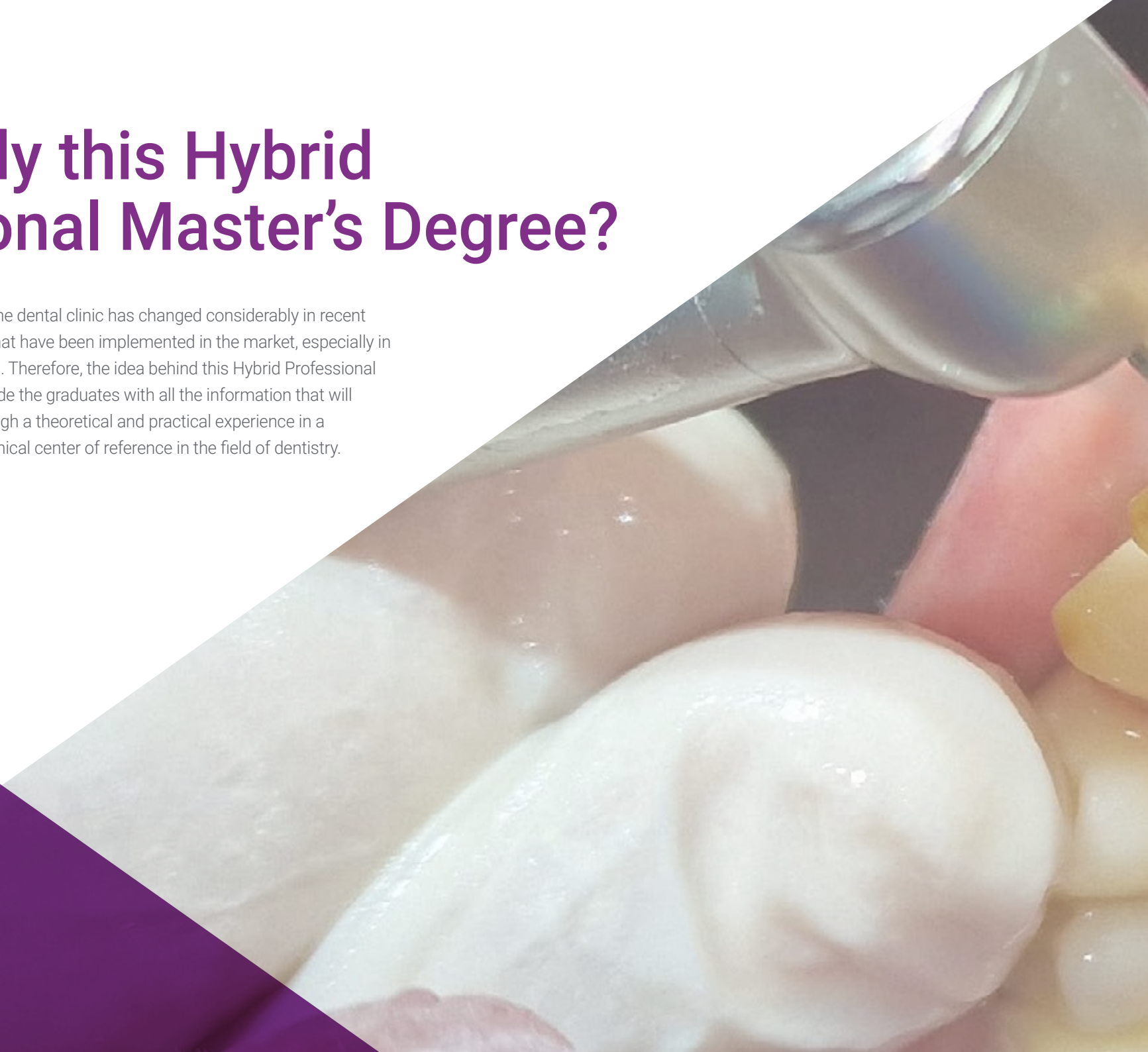
*A good opportunity to delve into the fundamental concepts of human resources management to lead recruitment processes quickly and effectively.*



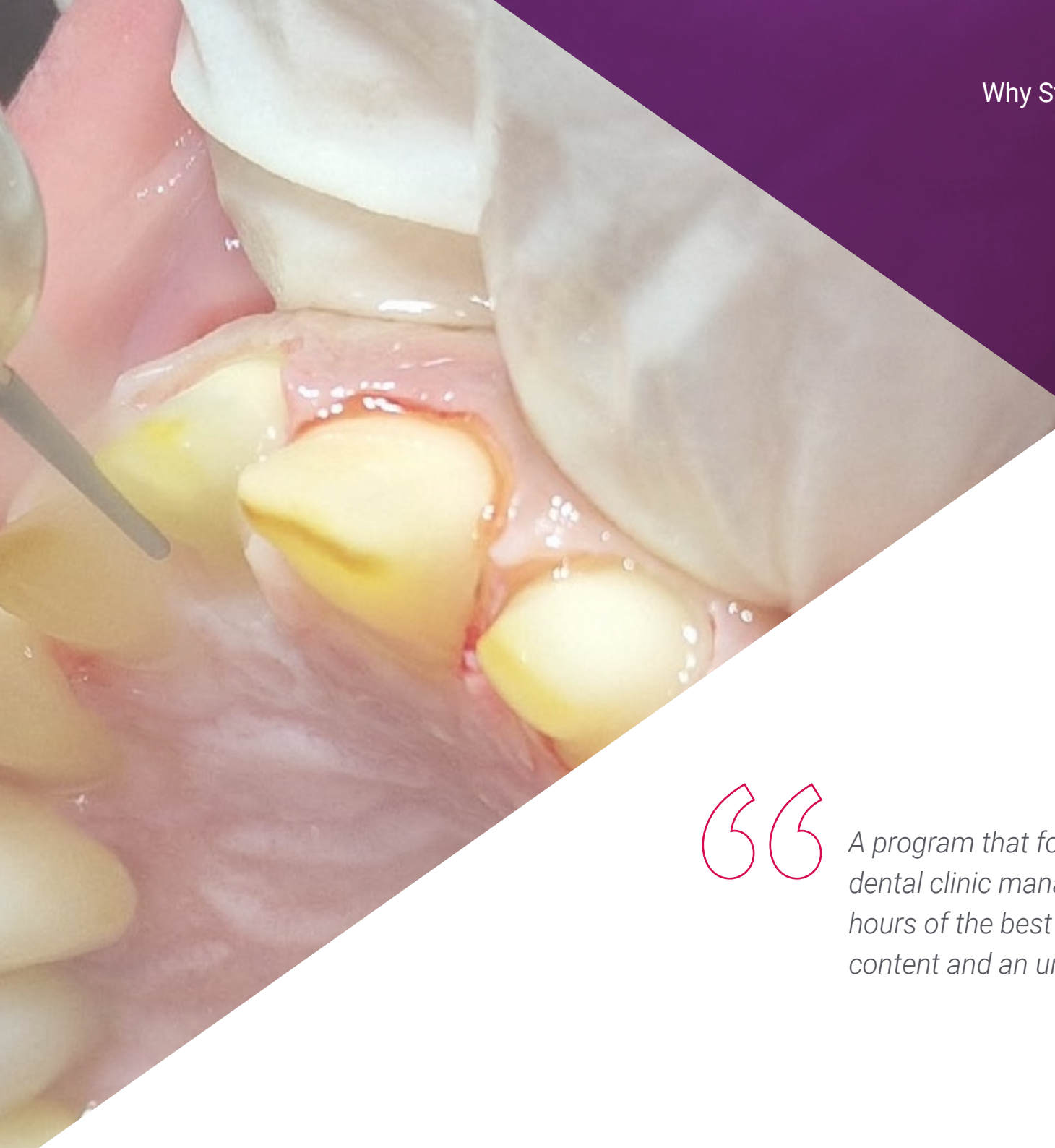
02

# Why Study this Hybrid Professional Master's Degree?

The business model that supports the dental clinic has changed considerably in recent years according to the new trends that have been implemented in the market, especially in favor of the use of new technologies. Therefore, the idea behind this Hybrid Professional Master's Degree is precisely to provide the graduates with all the information that will allow them to update in all this through a theoretical and practical experience in a favorable environment, such as a clinical center of reference in the field of dentistry.







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*A program that focuses on the pillars of dental clinic management through 1,620 hours of the best theoretical and additional content and an unparalleled practical stay”*

### 1. Updating from the latest technology available

TECH is characterized, among other aspects, by the use of the most avant-garde academic technology, thanks to which graduates can deepen their knowledge in a dynamic and enjoyable way. For this reason, special emphasis is placed on the fact that the centers that take part in the practical period are equipped with the latest clinical equipment, in order to continue along the line of innovation and complete the cycle with an experience of the highest level.

### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

Each graduate who takes part in this Hybrid Professional Master's Degree will be assigned an internship tutor, who will ensure that they can get the most out of the academic experience, especially in relation to the practical aspect. Thanks to the vast experience of these experts, they will be able to guide the students effectively, placing special emphasis on those aspects in which they have to work concretely for a dental practice of the highest level based on current business trends.

### 3. Entering First-Class Clinical Environments

The practical stay of this blended learning program will guarantee the graduates the active participation in the different management and leadership activities carried out in the company during the 3 weeks. In this way, you will be able to learn the best strategies for each area, as well as perfect your leadership skills through the establishment of business guidelines based on the requirements of the context.



#### 4. Combining the Best Theory with State-of-the-Art Practice

The program perfectly combines the 1,500 hours of theoretical content based on the absolute and strictest actuality of the management and direction of dental clinics, with the dynamic and exhaustive practice in a reference clinical environment. Thus, the graduates can fix the knowledge and contextualize the concepts, giving rise to a professional practice of the highest level in only 12 months of academic experience.

#### 5. Expanding the Boundaries of Knowledge

TECH offers the possibility to carry out practical internships not only in national but also international centers. This way, the specialist will be able to expand their frontiers and catch up with the best professionals, who practice in first class centers and in different continents. A unique opportunity that only TECH, the largest online university in the world, could offer.

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*You will have full practical immersion  
at the center of your choice”*



# 03

# Objectives

Changes in market trends, coupled with the technological advances that have been implemented in business in general terms, have made it necessary to develop a program to serve as a guide for dental professionals who want to update their practices or undertake their own projects. Therefore, the objective of this program is to compact, in a dynamic and comprehensive academic experience, the latest and most effective information that will allow you to get up to date in a guaranteed way and in only 12 months.





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*You will approach the design of your dental clinic from scratch and up to its opening through the most innovative concepts for it"*





## General Objective

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- The general objective of this Hybrid Professional Master's Degree in Dental Clinic Management and Administration is to provide the graduates with the possibility of using the theoretical, methodological and analytical tools necessary to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment. All this through the effective incorporation and mastery of the skills of strategy and vision to facilitate the identification of new business opportunities through the application of the most effective business guidelines to adapt the entity to market trends



*It has an updated program that will generate a sense of security when performing a quality praxis in a dental center"*



## Specific Objectives

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### Module 1. Pillars of Dental Clinic Management

- Describe the current situation and future trends of dental clinic management and administration to be able to define objectives and differentiating successful strategies
- Become familiar with the terminology and concepts specific to business management and administration to effectively apply them to dental clinics
- Discover and analyze the key points of successful business models of leading dental clinics in order to increase the motivation, inspiration and strategic mindset of future managers

### Module 2. Designing Your Dental Clinic

- Learn to effectively identify and describe the value proposition of the dental practice business, as a solid basis for establishing a subsequent marketing and sales strategy
- Learn the most widely used validation method for the creation and innovation of business models in all business sectors, with practical and specific application in the clinical-dental sector

### Module 3. Introduction to Marketing

- Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business

### Module 4. Marketing 2.0

- Delve into the digital communication tools that are essential to master in this era 2.0, in order to reach through the most appropriate channels the value proposition of the dental clinic to the target patients
- Design targeted marketing and communication campaigns, being able to measure their impact through easy-to-interpret metrics

**Module 5. The Value of Human Capital**

- ♦ Acquire management skills based on leadership that facilitate effective communication with the team, favoring the creation of a healthy work environment focused on common objectives and the achieving results
- ♦ Learn the fundamental concepts of human resources management to lead recruitment processes and protect the talent of the team that works at the dental clinic
- ♦ Learn to assign tasks according to the definition of roles, thus promoting a healthy, balanced and productive work environment

**Module 6. Team Management**

- ♦ Develop an effective method for team management, decision making and conflict resolution based on the emotional intelligence model and organizational coaching techniques
- ♦ Reflect on the characteristics of the leader in organizations and enhance managerial skills for successful leadership by applying the latest techniques of *coaching* and emotional intelligence

**Module 7. Quality and Time Management in the Dental Clinic**

- ♦ Design work procedures focused on a productivity and quality model for the dental clinic, based on the philosophy of continuous improvement
- ♦ Use digital tools that facilitate the effective planning and management of dental practice tasks, resulting in significant cost savings in the short term

**Module 8. Purchasing and Storage Management**

- ♦ Apply tools and work procedures that are essential for an optimal purchasing and resource warehouse management, avoiding unproductive expenditure flow
- ♦ Develop negotiation skills with which to deal with suppliers, customers and team management focused on *win-win* results

**Module 9. Costs and Finances Applied to Dental Clinics**

- ♦ Master the main financial tools to facilitate key decisions based on objective data
- ♦ Acquire important knowledge about cost analysis to understand the current state of your company in terms of profitability and be able to define future scenarios

**Module 10. Dental Deontology**

- ♦ Explain the main duties and moral obligations related to the development of the dental professional in the business environment, focusing especially on patient treatment

# 04 Skills

After passing the evaluations included in the Hybrid Professional Master's Degree in Dental Clinic Management and Administration, the future manager will have acquired the professional skills necessary to offer a quality service to their clients and to manage a successful company. TECH, with the format of its syllabus, guarantees the improvement of the student's skills through an exhaustive updating of their knowledge and an effective fixation thanks to the subsequent practice in the clinical center.





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*Direct your professional career towards the success that all dental center directors must have to guarantee the excellence of their work”*



## General Skills

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- ♦ Master and interpret knowledge that offers the student the opportunity to be innovative in the development of the business model
- ♦ Apply techniques, strategies and problem-solving skills in new or unfamiliar environments in multidisciplinary contexts related to the clinical-dental sector
- ♦ Perform analysis and synthesis, and thus improve their decision making skills within the field of business management
- ♦ Communicate their conclusions in a clear and unambiguous way







## Specific Skills

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- ♦ Hierarchize the role of each of the members of the team within the dental clinic
  - ♦ Adequately manage existing strategies for the incorporation, remuneration and attraction of human capital talent
  - ♦ Effectively apply the hiring methods to manage payroll and thus achieve a correct formalization of the remuneration of the members of the team of our dental clinic
  - ♦ Define action protocols that allow a correct performance of the tasks in the dental clinic, incorporating monitoring tools for the control and evaluation of applying these protocols
  - ♦ Conduct satisfaction surveys to develop and implement improvements that meet the needs of patients in the dental clinic
  - ♦ Identify the types of costs that occur in a dental clinic in order to calculate the cost/hour of the clinic and establish *appropriate pricing*
  - ♦ Calculate the main feasibility ratios of a project for the creation of a dental clinic
  - ♦ Detect and anticipate new management trends in the clinical-dental sector
  - ♦ Know how to develop the best business strategy according to the objectives to be achieved
  - ♦ Know how to manage and lead a work team in the clinical-dental environment
  - ♦ Organize and implement the purchasing function in a clinic
  - ♦ Define and evaluate supplier, sourcing and supply selection processes, contributing to ensure the flow of materials necessary for the proper functioning of the clinic
  - ♦ Efficient stocks control, thus improving the management of fixed assets
- ♦ Negotiate in an intelligent and simple way to obtain the most favorable conditions for the correct development of the dental clinic
  - ♦ Advance the dental profession on an ethical and moral basis



*You will combine theory and professional practice through a demanding and rewarding educational approach"*

05

# Course Management

For the development of each module of this program, it has been required the help of professionals who develop their activity in this sector. Thus, the Hybrid Professional Master's Degree has a teaching team that pours all its knowledge and work experience to ensure the excellence of future graduates. Therefore, it has also been this group of experts who have designed the contents of the program, ensuring the students a complete update, based on the highest scientific rigor and the latest developments in the area.





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*Get up to date with the best as you negotiate in an intelligent and simple way to obtain the most favorable conditions for the correct development of the dental clinic"*

## Management



### Mr. Gil, Andrés

- ◆ Expert in Innovation and Strategic Management
- ◆ Director-Manager at Pilar Roig Odontology Clinic
- ◆ Co-founder and CEO at MedicalDays
- ◆ Diploma in Dental Management and Clinical Management. DentalDoctors Institute
- ◆ Diploma in Cost Accounting Valence Chamber of Commerce
- ◆ Agricultural Engineer UPV
- ◆ Master in Management and Direction. Michigan State University
- ◆ Course in Accounting. Centre for Financial Studies
- ◆ Course in Leadership and Team Management. César Piqueras



### Mr. Guillot, Jaime

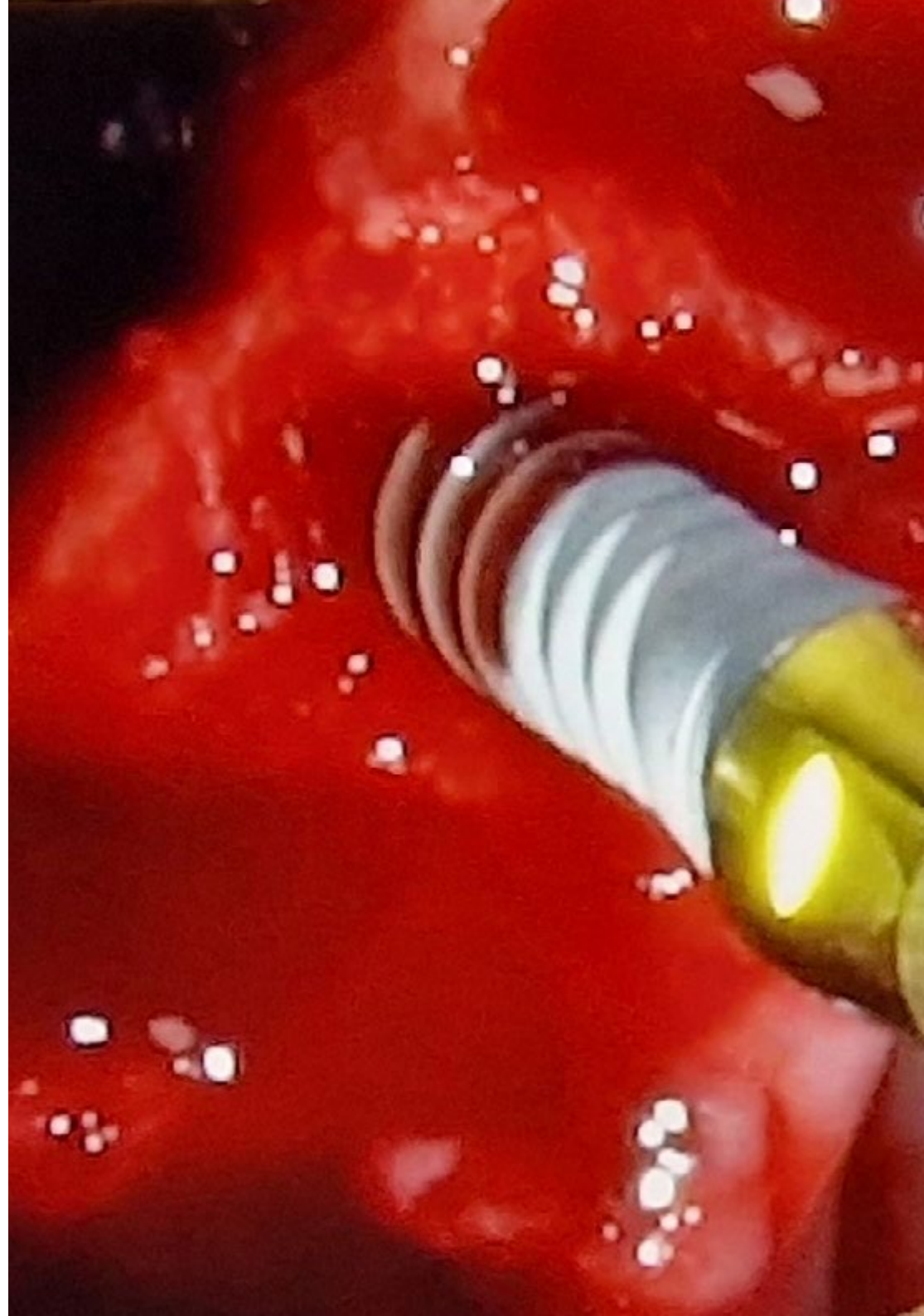
- ♦ Entrepreneur and Web3 Investor
- ♦ CEO Mergelina Investments
- ♦ Chief Operating Officer of Demium Startups
- ♦ Co-founder and Chief Strategy Officer of Hikaru VR Agency
- ♦ Co-founder and CEO of Drone Spain
- ♦ Co-Founder of IMBS Business School
- ♦ Founder of the Internet & Mobile Business School
- ♦ Founder and CEO of Fight Technologies
- ♦ Highly experienced in business creation
- ♦ Professor at Bankinter's Master's Degree in Innovation and Business Creation
- ♦ Executive Coach certified by the European School of Leaders (EEL)
- ♦ Operational Manager. BBVA
- ♦ Trainer in leadership and emotional management programs for companies
- ♦ Degree in Business Administration and Management UPV
- ♦ Industrial Specialization
- ♦ Trained in languages such as English, German and Chinese
- ♦ Volunteer for the Association of Educational Attention to People with Specific Needs



## Professors

### Ms. Fortea Paricio, Anna

- ♦ International Professional Coach, Expert in Executive and Business Coaching
- ♦ Professional neurocoach
- ♦ President of the International Neurocoaching Association
- ♦ Director at Coaching Connection.es (Digital magazine specialized in coaching)
- ♦ Founding Partner at Co & Co (Coaching & Consulting)
- ♦ Founder of the European Leadership Center
- ♦ Founder of the Center for High Human Performance Anna Fortea
- ♦ Co-founder of Esexo
- ♦ Lecturer at several Spanish universities, UAC and Humboldt University
- ♦ Specialist teacher for the European Law Students' Association (ELSA), facilitating trainings in collaboration with UNESCO, UNICEF and the UN
- ♦ Volunteer at the Josep Carreras Foundation
- ♦ Volunteer at the Federación de Ayuda al Pueblo Saharaui (Federation of Aid to the Saharawi People)
- ♦ Degree in Law from the University of Valencia
- ♦ Studied Psychology at UOC and Neurosciences at UPenn
- ♦ Internationally certified professional coach by the Instituto de Alto Rendimiento Humano (IESEC)
- ♦ Expert in Communication, Negotiation, Leadership and Self-Esteem by PsicoActiva
- ♦ MBA from CEREM Business School
- ♦ Member of the Group of Experts of the European Commission and the National Association of Emotional Intelligence (ASNIE)



**Mr. Dolz, Juan Manuel**

- ◆ Business Digitalization Consultant
- ◆ Technical Team Manager at Irene Milián Group
- ◆ Highly experienced in business creation
- ◆ Co-founder and CTO at MedicalDays
- ◆ Co-founder and COO Drone Spain
- ◆ Co-founder and COO Hikaru VR Agency
- ◆ Co-founder HalloValencia
- ◆ Degree in Business Administration, Business Management and Marketing. University of Valencia
- ◆ Freemover Scholarship, International Management, Communications and Sales, Leadership. University of Berne
- ◆ Postgraduate Certificate in Business Studies. University of Valencia
- ◆ Professional training in Digital Marketing. Internet Startup Camp. UPV

# 06

## Educational Plan

For this program we have devised a syllabus that meets the requirements that must be developed by a dentist who aspires to be in front of a dental clinic. TECH, aware of the relevance and actuality of the update in this field, has designed this syllabus to be the most complete and updated in the market. A compendium of contents that is complemented by the work of other experts, who provide the syllabus with a highly didactic multimedia format that provides the student with an immersive, complete and contextual learning experience.







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*Effectively apply the hiring methods to manage payroll and thus achieve a correct formalization of the remuneration of the members of the team of our dental clinic”*

## Module 1. Pillars of Dental Clinic Management

- 1.1. Introduction to Dental Clinic Management
  - 1.1.1. The Concept of Management
  - 1.1.2. The Purpose of Management
- 1.2. The Corporate Vision of the Dental Clinic
  - 1.2.1. Definition of a Company: Approach to the Dental Practice as a Service Company
  - 1.2.2. Company Elements Applied to Dental Clinics
- 1.3. The Figure of the Manager
  - 1.3.1. Description of the Managerial Position in Dental Clinics
  - 1.3.2. Duties of the Manager
- 1.4. Types of Company Organization
  - 1.4.1. The Owner
  - 1.4.2. The Legal Person as the Owner of a Dental Clinic
- 1.5. Knowing the Clinical-Dental Sector
- 1.6. Terminology and Key Concepts in Business Management and Administration
- 1.7. Current Models of Success of Dental Clinics

## Module 2. Designing Your Dental Clinic

- 2.1. Introduction and Objectives
- 2.2. Current Situation the Clinical-Dental Sector
  - 2.2.1. National Scope
  - 2.2.2. International Scope
- 2.3. Evolution of the Clinical-Dental Sector and its Trends
  - 2.3.1. National Scope
  - 2.3.2. International Scope
- 2.4. Competitive Analysis
  - 2.4.1. Price Analysis
  - 2.4.2. Differentiation Analysis
- 2.5. SWOT Analysis

- 2.6. How to Design the *Canvas* Model of Your Dental Clinic?
  - 2.6.1. Customer Segments
  - 2.6.2. Requirements
  - 2.6.3. Solutions
  - 2.6.4. Channels
  - 2.6.5. Value proposition
  - 2.6.6. Income Structure
  - 2.6.7. Cost structure
  - 2.6.8. Competitive Advantages
  - 2.6.9. Key Metrics
- 2.7. Method to Validate Your Business Model: *Lean Start-up* Cycle
  - 2.7.1. Case 1: Validating Your Model at the Creation Stage
  - 2.7.2. Case 2: Application of the Method to Innovate With Your Current Model
- 2.8. The Importance of Validating and Improving the Business Model of Your Dental Practice
- 2.9. How to Define the Value Proposition of Our Dental Clinic?
- 2.10. Mission, Vision, and Values
  - 2.10.1. Mission
  - 2.10.2. Vision
  - 2.10.3. Values
- 2.11. Defining the Target Patient
- 2.12. Optimal Location of My Clinic
  - 2.12.1. Plant Layout
- 2.13. Optimal Staff Sizing
- 2.14. Importance of a Recruitment Model in Line With the Defined Strategy
- 2.15. Keys for Defining the Price Policy
- 2.16. External financing vs. Internal Financing
- 2.17. Strategy Analysis of a Dental Practice Success Story



### Module 3. Introduction to Marketing

- 3.1. Main Principles of Marketing
  - 3.1.1. Basic Marketing Variables
  - 3.1.2. The Evolution of the Concept of Marketing
  - 3.1.3. Marketing as an Exchange System
- 3.2. New Trends in Marketing
  - 3.2.1. Evolution and Future of Marketing
- 3.3. Emotional Intelligence Applied to Marketing
  - 3.3.1. What is Emotional Intelligence?
  - 3.3.2. How to Apply Emotional Intelligence in Your Marketing Strategy?
- 3.4. Social Marketing and Corporate Social Liability
- 3.5. Internal Marketing
  - 3.5.1. Traditional Marketing (*Marketing Mix*)
  - 3.5.2. Referral Marketing
  - 3.5.3. Content Marketing
- 3.6. External Marketing
  - 3.6.1. Operational Marketing
  - 3.6.2. Strategic Marketing
  - 3.6.3. Inbound Marketing
  - 3.6.4. *E-mail* Marketing
  - 3.6.5. Influencer Marketing
- 3.7. Internal Marketing vs. External Marketing
- 3.8. Patient Loyalty Techniques
  - 3.8.1. The Importance of Patient Loyalty
  - 3.8.2. Digital Tools Applied to Patient Loyalty

### Module 4. Marketing 2.0

- 4.1. The Importance of *Branding* for Differentiation
  - 4.1.1. Visual Identity
  - 4.1.2. The Stages of Branding
  - 4.1.3. Branding as a Differentiation Strategy
  - 4.1.4. Jung Archetypes to Give Your Brand Personality
- 4.2. The Dental Clinic's Website and Corporate Blog
  - 4.2.1. Keys for an Effective and Functional Website
  - 4.2.2. Choice of the Tone of Voice for the Communication Channels
  - 4.2.3. Advantages of Having a Corporate Blog
- 4.3. Effective Use of Social Networks
  - 4.3.1. The Importance of Strategy in Social Networks
  - 4.3.2. Automation Tools for Social Networks
- 4.4. Use of Instant Messaging
  - 4.4.1. The Importance of Direct Communication With Your Patients
  - 4.4.2. Channel for Personalized Promotions or Mass Messages
- 4.5. The Importance of Transmedia Storytelling in Communication 2.0.
- 4.6. How to Create Databases Through Communication?
- 4.7. Google Analytics to Measure the Impact of Your Communication 2.0.
- 4.8. Analysis of the Situation
  - 4.8.1. Analysis of the External Situation
  - 4.8.2. Analysis of the Internal Situation
- 4.9. Establishing Goals
  - 4.9.1. Key Points for Establishing Goals
- 4.10. Strategy Selection
  - 4.10.1. Types of Strategies
- 4.11. Action Plan
- 4.12. Budgets
  - 4.12.1. Budget Allocation
  - 4.12.2. Forecast of Results
- 4.13. Control and Monitoring Methods

## Module 5. The Value of Human Capital

- 5.1. Introduction to the Management of Human Resources
- 5.2. Corporate Culture and Work Environment
- 5.3. The Team
  - 5.3.1. The Dental Team
  - 5.3.2. The Auxiliary Team
  - 5.3.3. Administration and Management
- 5.4. Organization Chart in Our Dental Clinic
  - 5.4.1. Organization Chart of the Clinic: Hierarchy
  - 5.4.2. Description of the Organization Chart's Departments
  - 5.4.3. Description of the Positions at Each Department
  - 5.4.4. Assigning Tasks for Each Position
  - 5.4.5. Department Coordination
- 5.5. Introduction to the Labor and Human Resource Management
- 5.6. Strategies for Adding Human Capital
  - 5.6.1. Strategies for Selecting Staff
  - 5.6.2. Recruitment Strategy
- 5.7. Remuneration Policies
  - 5.7.1. Fixed Remuneration
  - 5.7.2. Variable Remuneration
- 5.8. Strategy for Retaining Talent
  - 5.8.1. What is Talent Retention?
  - 5.8.2. Advantages of Retaining Talent in a Dental Clinic
  - 5.8.3. Ways of Retain Talent
- 5.9. Strategy for Managing Absences
  - 5.9.1. The Importance of Planning for Managing Absences
  - 5.9.2. Ways of Managing Absences at a Dental Clinic
- 5.10. The Labor Relationship
  - 5.10.1. The Work Contract
  - 5.10.2. Working Hours

- 5.11. Recruitment Modalities
  - 5.11.1. Work Contract Types and Modalities
  - 5.11.2. Substantial Modifications of the Work Contract
  - 5.11.3. Ineffectiveness, Suspension and Termination of the Work Contract
- 5.12. Payroll Management
  - 5.12.1. Consultancy: the Dentist's Intelligent Ally
  - 5.12.2. Social Security Contributions
  - 5.12.3. Withholding of Personal Income Tax
- 5.13. Legal Regulations
  - 5.13.1. The Social Security System
  - 5.13.2. Social Security Regimes
  - 5.13.3. Registrations and Withdrawals

## Module 6. Team Management

- 6.1. What is Personal Leadership?
- 6.2. The Importance of Applying the 33% Rule
- 6.3. Advantages of Implementing a Culture of Leadership at the Dental Clinic
- 6.4. What Type of Leadership is Better to Manage Your Dental Clinic?
  - 6.4.1. Self-Critical Leadership
  - 6.4.2. Objective-Based Leadership
  - 6.4.3. Value-Based Leadership
- 6.5. Personal Leadership Skills
  - 6.5.1. Strategic Thinking
  - 6.5.2. The Importance of the Leader's Vision
  - 6.5.3. How To Develop a Healthy Self-Critical Attitude?
- 6.6. interpersonal Leadership Skills
  - 6.6.1. Assertive Communication
  - 6.6.2. The Ability to Delegate
  - 6.6.3. Giving and Receiving *Feedback*

- 6.7. Emotional Intelligence Applied to Conflict-Solving
  - 6.7.1. Identifying the Basic Emotions Involved in Taking Action
  - 6.7.2. The Importance of Active Listening
  - 6.7.3. Empathy as a Key Personal Skill
  - 6.7.4. How to Identify Emotional Hijacking?
  - 6.7.5. How to Achieve *Win-Win* Agreements?
- 6.8. The Benefits of the Organizational Constellation Technique
- 6.9. Motivational Techniques for Retaining Talent
  - 6.9.1. Recognition
  - 6.9.2. Assigning Responsibilities
  - 6.9.3. Promoting Labor Health
  - 6.9.4. Offering Incentives
- 6.10. The Importance of Evaluating Performance

## Module 7. Quality and Time Management in the Dental Clinic

- 7.1. Quality Applied to the Treatments Offered
  - 7.1.1. Definition of Quality in Dentistry
  - 7.1.2. Standardizing Processes in the Dental Clinic
- 7.2. Quality Management Principles
  - 7.2.1. What is a Quality Management System?
  - 7.2.2. Benefits for the Organization
- 7.3. Quality in Task Performance
  - 7.3.1. Protocols: Definition
  - 7.3.2. Protocols: Purpose of Their Implementation
  - 7.3.3. Protocols: Benefits of Their Implementation
  - 7.3.4. Practical Example: First Visit Protocol
- 7.4. Tools for Monitoring and Revising Protocols
- 7.5. Continuous Improvement in Dental Clinics
  - 7.5.1. What is Continuous Improvement??
  - 7.5.2. Phase 1: Consultancy
  - 7.5.3. Phase 2: Learning
  - 7.5.4. Phase 3: Monitoring



- 7.6. Quality in Patient Satisfaction
  - 7.6.1. Satisfaction Surveys
  - 7.6.2. Applying Satisfaction Surveys
  - 7.6.3. Improvement Reports
- 7.7. Practical Cases of Quality at the Dental Clinic
  - 7.7.1. Practical Case 1: Protocol for Managing Emergencies
  - 7.7.2. Practical Case 2: Producing a Satisfaction Survey
- 7.8. Managing Safety and Health a Work in a Dental Clinic
  - 7.8.1. The Imporatnce of efining the Main Tasks in a Dental Clinic
  - 7.8.2. "One Task, One Person Responsible" Productivity Technique
  - 7.8.3. Digital Task Managers
- 7.9. Standardizing Time in Dentistry Treatments
  - 7.9.1. The Importance of Gathering Time Data
  - 7.9.2. How to Document Time Standardization?
- 7.10. Research Methodology to Optimize Quality Processes
- 7.11. Describing a Quality Management Model for Dentistry Services
- 7.12. Health Audit: Phases

## Module 8. Purchasing and Storage Management

- 8.1. The Importance of an Appropriate Purchasing Plan
- 8.2. Responsibilities of the Purchasing Duty in a Dental Clinic
- 8.3. Efficiently Managing our Warehouse
  - 8.3.1. Storage Costs
  - 8.3.2. Safety Inventory
  - 8.3.3. Registering the Incoming and Outgoing of Material
- 8.4. Stages in the Process of Purchasing
  - 8.4.1. Searching for Information and Suggesting Alternatives
  - 8.4.2. Evaluation and Decision Making
  - 8.4.3. Follow-Up and Monitoring
- 8.5. Ways of Running Accounts and Account Management
  - 8.5.1. Adjusting Order Types to Our Needs
  - 8.5.2. Risk Management

- 8.6. Relationship With the Supplier
  - 8.6.1. Types of Relationships
  - 8.6.2. Payment Policy
- 8.7. Negotiations in Purchases
  - 8.7.1. Necessary Knowledge and Skills
  - 8.7.2. Stages in the Negotiation Process
  - 8.7.3. How to Negotiate Successfully
- 8.8. Quality in Purchases
  - 8.8.1. Benefits for the Clinic as a Whole
  - 8.8.2. Measuring Parameters
- 8.9. Indicators of Efficiency
- 8.10. New Trends in Purchase Management

## Module 9. Costs and Finances Applied to Dental Clinics

- 9.1. Basic Principles of Economy
- 9.2. The Balance Sheet
  - 9.2.1. Structure of the Balance Sheet
  - 9.2.2. Assets
  - 9.2.3. Liabilities
  - 9.2.4. Net Assets
  - 9.2.5. Interpreting the Balance Sheet
- 9.3. Results Research
  - 9.3.1. Sructure of the Income Statement
  - 9.3.2. Interpreting the Income Statement
- 9.4. Introduction to Cost Accounting
- 9.5. Benefits of Its Implementation
- 9.6. Fixed Costs in the Dental Clinic
  - 9.6.1. Establishing Fixed Costs
  - 9.6.2. Fixed Costs of a Typical Dental Clinic
  - 9.6.3. Cost/Hour of the Professional
- 9.7. Variables Costs in the Dental Clinic
  - 9.7.1. Establishing Variable Costs
  - 9.7.2. Variables Costs of a Typical Dental Clinic
- 9.8. Cost/Hour of a Dental Clinic

- 9.9. Treatment Costs
- 9.10. Benefit of the Treatment
- 9.11. Pricing Strategy
- 9.12. Introduction
- 9.13. Invoices and Other Payment Documents
  - 9.13.1. The Invoice: Meaning and Minimum Content
  - 9.13.2. Other Payment Documents
- 9.14. Managing Collections and Payments
  - 9.14.1. Administrative Organization
  - 9.14.2. Managing Collections and Payments
  - 9.14.3. The Treasury's Budget
  - 9.14.4. ABC Analysis of Patients
  - 9.14.5. Unpaid Receivables
- 9.15. Modes of External Financing
  - 9.15.1. Bank Financing
  - 9.15.2. Leasing
  - 9.15.3. Differences Between *Leasing* and *Renting*
  - 9.15.4. Discounts on Commercial Items
- 9.16. Analysis of the Liquidity of Your Clinic
- 9.17. Analysis of the Profitability of Your Clinic
- 9.18. Debt Analysis

## Module 10. Dental Deontology

- 10.1. Basic Concepts
  - 10.1.1. Definition and objectives
  - 10.1.2. Scope of Application
  - 10.1.3. Clinical Act
  - 10.1.4. The Dentist
- 10.2. General Principles
  - 10.2.1. The Principle of Equality Among Patients
  - 10.2.2. Priority of the Patient's Interests
  - 10.2.3. Vocational Duties of the Dentist

- 10.3. Patient Care
  - 10.3.1. Dealing With the Patient
  - 10.3.2. Underage Patients
  - 10.3.3. The Practitioner's Freedom of Choice
  - 10.3.4. The Freedom to Accept or Reject Patients
- 10.4. Medical History
- 10.5. Patient Information
  - 10.5.1. The Patient's Right to Clinical Information
  - 10.5.2. Informed Consent
  - 10.5.3. Clinical Reports
- 10.6. Professional Secrecy
  - 10.6.1. Concept and Content
  - 10.6.2. Extension of the Obligation
  - 10.6.3. Exceptions to Professional Secrecy
  - 10.6.4. Computer Files
- 10.7. Advertising
  - 10.7.1. Basic Requirements of Professional Advertising
  - 10.7.2. Mentioning Titles
  - 10.7.3. Professional Advertising
  - 10.7.4. Actions with a Possible Advertising Effect



*Would you like to be up to date with the external financing modalities to regularize the economy of your clinic? In this program you will work on them to achieve it"*



07

# Clinical Internship

After passing the online updating period, the program includes a Practical Training period consisting of a 120-hour stay in a reference dental clinic. In addition, the specialists will have at their disposal the support of a tutor who will accompany them throughout the process, both in the preparation and in the development of the clinical practices, in order to ensure maximum benefit from the three weeks.





“

*You will be able to count on a 3-week stay in a prestigious center and be updated in the latest management procedures of a dental clinic"*

The practical stay of the present program in Dental Clinic Management and Administration will be carried out in a prestigious center with a duration of 3 weeks, from Monday to Friday and with a day of 8 consecutive hours of practical experience next to an assistant specialist. This stay will allow professionals to see the daily work of a director, attending to all the managerial aspects that this type of position requires and taking as an example their day-to-day work in order to implement the latest strategies for effective management and leadership.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of dental care in areas and conditions that require a high level of qualification, and are oriented towards specific training for the practice of the activity, in an environment of safety for the patient and high professional performance.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competences for the praxis of management and direction of dental clinics (learning to be and learning to relate).

The procedures described below will form the basis of the practical part of the training, and their implementation is subject to both the suitability of the patients and the availability of the center and its workload, with the proposed activities being as follows:







Module	Practical Activity
Initial and basic management of dental clinics	Management of Dental Clinics
	Analysis of the Corporate Vision of the Dental Clinic
	Examining the Figure of the Manager
	Evaluate the Forms of Business Organization
	Knowing the Clinical-Dental Sector
	Analyze the Current Successful Models of Dental Clinics
Design of your dental clinic and marketing strategies	Analyze the Clinical-Dental Market
	Designing and Validate Your Business Model
	Using Marketing as a Differentiating Element in Business Management
	Analysis of the Main Marketing Fundamentals
	Examine the New Trends in Marketing
	Assessment of Emotional Intelligence Applied to Marketing
	Analyze Social Marketing and Corporate Social Liability
	Analyze Internal and External Marketing
Examine the Different Patient Loyalty Techniques	
Team management and human resources	Managing Human Resources in Dental Clinics
	Analyze the Corporate Culture and Work Environment
	Delving Into the Keys to Team Evaluation
	Drawing Up Organizational Charts in Our Dental Practice
	Analyze the Principles of Leadership Fundamentals
	Evaluate Leadership / Management Styles
Purchasing and Storage Management	Analyze the Importance of Proper Purchasing Planning
	Examine the Responsibilities of the Purchasing Function in a Dental Practice
	Efficiently Manage Our Warehouse
	Evaluate the Stages of the Purchasing Process
	Analyze the Different Supplier Relationships

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.





## General Conditions for Practical Training

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

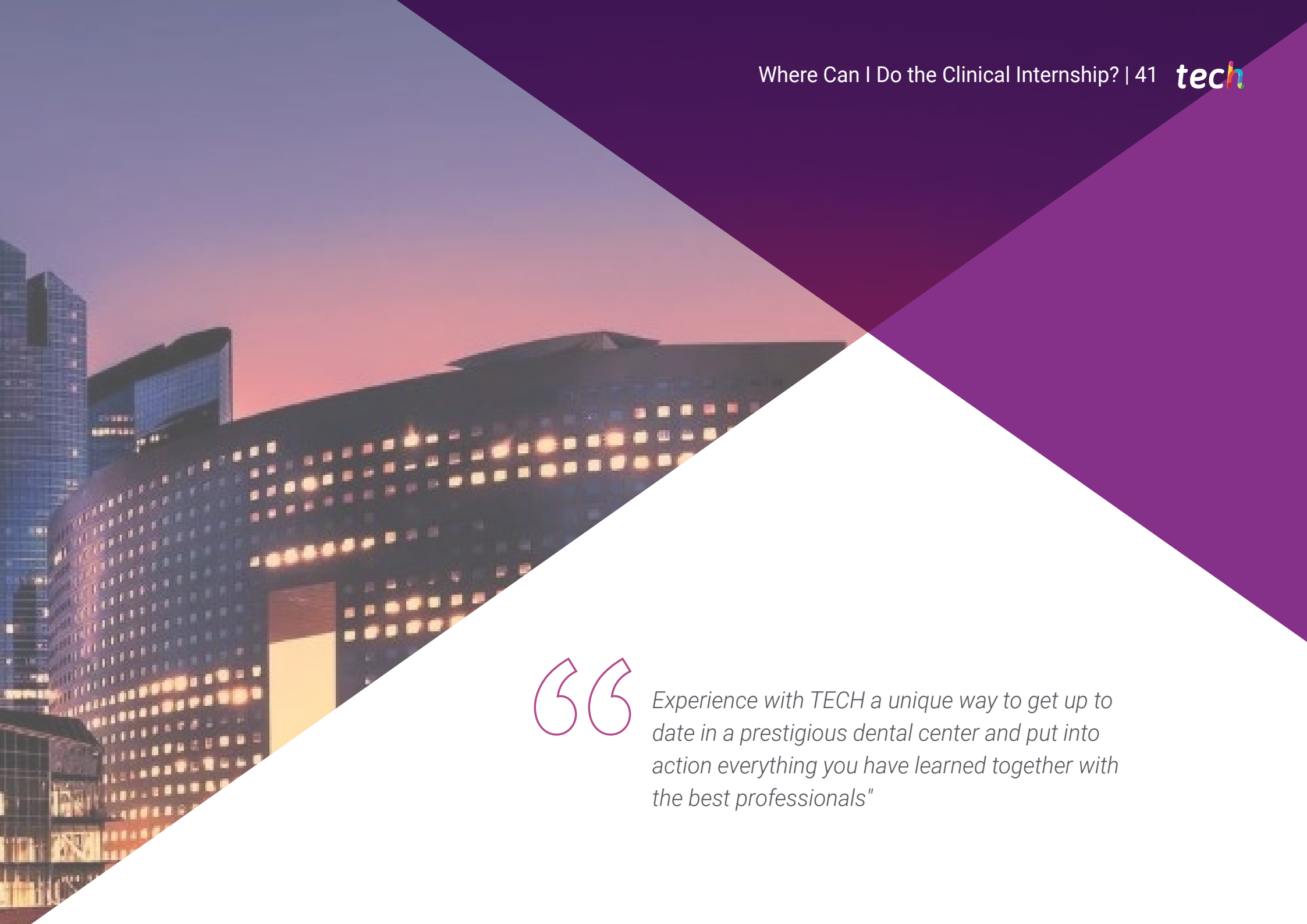
However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 08

## Where Can I Do the Clinical Internship?

TECH always seeks to guarantee the excellence of its professionals, offering a quality update within everyone's reach. For this reason, it has been arranged to broaden the academic horizons so that this training can be given in a center of high prestige. In this way, it becomes a unique opportunity to update the career of the dental professional.



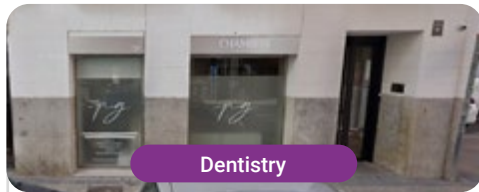


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*Experience with TECH a unique way to get up to date in a prestigious dental center and put into action everything you have learned together with the best professionals"*



Students will be able to take the practical part of this Hybrid Professional Master's Degree in the following centers:



Dentistry

### Clínica Chamberí Dental

Country	City
Spain	Madrid

Management: Calle Palafox 11, Madrid

Clinic specializing in Dentistry and Aesthetic Medicine

**Related internship programs:**

- Management and Direction of Dental Clinics
- Integrated Aesthetic Medicine for Dentists



Dentistry

### Clínica El Ratoncito Pérez

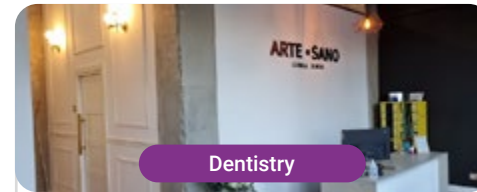
Country	City
Spain	Madrid

Management: C. Jesusa Lara, 20, 28250 Torrelodones, Madrid

Dental clinic specialized in general dentistry, endodontics and periodontics.

**Related internship programs:**

- Management and Direction of Dental Clinics



Dentistry

### Arte Sano Dental

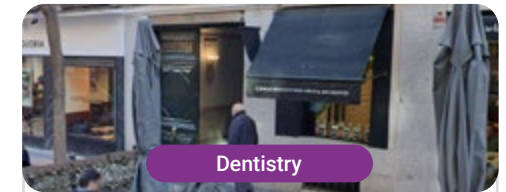
Country	City
Spain	Valence

Management: Passeig de la Ciutadella, 11, 46003 Valencia

Dental center specializing in implantology and oral and dental treatment

**Related internship programs:**

- Implantology and Oral Surgery
- Management and Direction of Dental Clinics



Dentistry

### Buba Clínicas Dentales

Country	City
Spain	Madrid

Management: Calle Villanueva, 33 local derecha, Madrid 28001

Dental clinic expert in the promotion of oral health

**Related internship programs:**

- Oral Medicine
- Implantology and Oral Medicine



Dentistry

### Clínica Max Dental

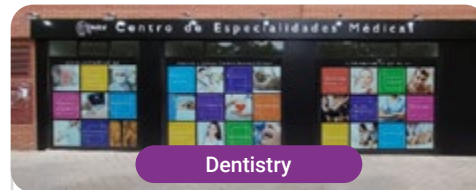
Country	City
Spain	Madrid

Management: Calle Zurbano, 39 local 28010

Center for the promotion of oral health specialized in esthetics

**Related internship programs:**

- Implantology and Oral Surgery
- Orthodontics and Dentofacial Orthopedics



Dentistry

### CT Medical

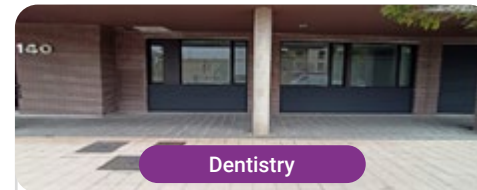
Country	City
Spain	Madrid

Management: C. Lonja de la Seda, 41, 28054 Madrid

Clinical center offering multidisciplinary of medical specialties

**Related internship programs:**

- Clinical Management, Medical and Health Care Management
- Pediatric Nursing



Dentistry

### Centro Odontológico Santos Pilarica

Country	City
Spain	Valladolid

Management: P.º de Juan Carlos I, 140, 47011 Valladolid

Dental care and esthetic dentistry clinic

**Related internship programs:**

- Management and Direction of Dental Clinics
- Adhesive Aesthetic Dentistry



Dentistry

### DentalSalud

Country	City
Spain	Madrid

Management: Calle Francos Rodríguez, 48, 28039, Madrid

Dental clinic specializing in various areas of dentistry

**Related internship programs:**

- Management and Direction of Dental Clinics
- Periodontics and Mucogingival Surgery



Dentistry

### Clínica Dr Dopico

Country City  
Spain Asturias

Management: C. de la Libertad, 1, 1ºB,  
33180 Noreña, Asturias

Center for dental care  
and dental esthetics

**Related internship programs:**

- Adhesive Aesthetic Dentistry
- Management and Direction of Dental Clinics



Dentistry

### Hospital HM Modelo

Country City  
Spain La Coruña

Management: Rúa Virrey Osorio, 30, 15011,  
A Coruña

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Anaesthesiology and Resuscitation
- Palliative Care



Dentistry

### Hospital HM Rosaleda

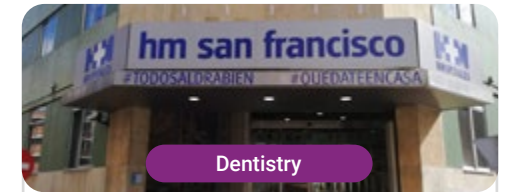
Country City  
Spain La Coruña

Management: Rúa de Santiago León de Caracas,  
1, 15701, Santiago de Compostela, A Coruña

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Hair Transplantation
- Orthodontics and Dentofacial Orthopedics



Dentistry

### Hospital HM San Francisco

Country City  
Spain León

Management: C. Marqueses de San Isidro, 11,  
24004, León

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Update in Anesthesiology and Resuscitation
- Nursing in the Traumatology Service



Dentistry

### Hospital HM Nou Delfos

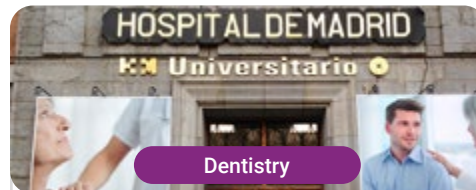
Country City  
Spain Barcelona

Management: Avinguda de Valcarca, 151,  
08023 Barcelona

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Aesthetic Medicine
- Clinical Nutrition in Medicine



Dentistry

### Hospital HM Madrid

Country City  
Spain Madrid

Management: Pl. del Conde del Valle de Súchil, 16,  
28015, Madrid

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Palliative Care
- Anaesthesiology and Resuscitation



Dentistry

### Hospital HM Montepíncipe

Country City  
Spain Madrid

Management: Av. de Montepíncipe, 25, 28660,  
Boadilla del Monte, Madrid

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Palliative Care
- Aesthetic Medicine



Dentistry

### Hospital HM Torrelodones

Country City  
Spain Madrid

Management: Av. Castillo Olivares, s/n, 28250,  
Torrelodones, Madrid

Network of private clinics, hospitals and specialized centers  
distributed throughout Spain.

**Related internship programs:**

- Anaesthesiology and Resuscitation
- Palliative Care





Dentistry

### Hospital HM Sanchinarro

Country	City
Spain	Madrid

Management: Calle de Oña, 10, 28050, Madrid

Network of private clinics, hospitals and specialized centers distributed throughout Spain.

**Related internship programs:**

- Anaesthesiology and Resuscitation
- Palliative Care



Dentistry

### Hospital HM Puerta del Sur

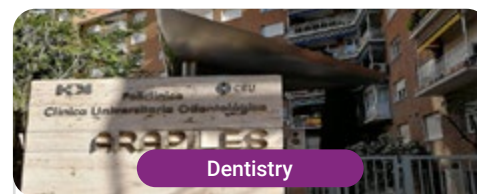
Country	City
Spain	Madrid

Management: Av. Carlos V, 70, 28938, Móstoles, Madrid

Network of private clinics, hospitals and specialized centers distributed throughout Spain.

**Related internship programs:**

- Palliative Care
- Clinical Ophthalmology



Dentistry

### Policlínico HM Arapiles

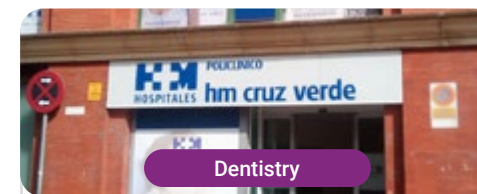
Country	City
Spain	Madrid

Management: C. de Arapiles, 8, 28015, Madrid

Network of private clinics, hospitals and specialized centers distributed throughout Spain.

**Related internship programs:**

- Anaesthesiology and Resuscitation
- Pediatric Dentistry



Dentistry

### Policlínico HM Cruz Verde

Country	City
Spain	Madrid

Management: Plaza de la Cruz Verde, 1-3, 28807, Alcalá de Henares, Madrid

Network of private clinics, hospitals and specialized centers distributed throughout Spain.

**Related internship programs:**

- Advanced Clinical Podiatry
- Optical Technologies and Clinical Optometry



Dentistry

### Policlínico HM La Paloma

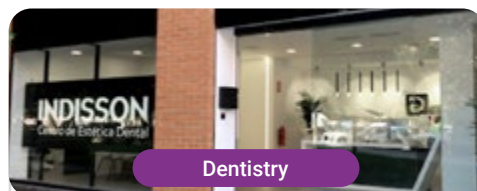
Country	City
Spain	Madrid

Management: Calle Hilados, 9, 28850, Torrejón de Ardoz, Madrid

Network of private clinics, hospitals and specialized centers distributed throughout Spain.

**Related internship programs:**

- Advanced Operating Room Nursing
- Orthodontics and Dentofacial Orthopedics



Dentistry

### Indisson

Country	City
Spain	Valence

Management: Plaza de la Policía Local, 1, bajo 5, 46015, València

Aesthetic dental center pioneer in personalized patient care

**Related internship programs:**

- Management and Direction of Dental Clinics
- Adhesive Aesthetic Dentistry



Dentistry

### Clínica DentyLife

Country	City
Spain	Madrid

Management: C/ San Bernardo, pie de calle, 108, 28015 Madrid

Dental clinic at the forefront of technology in invisible orthodontics, prosthetic dentistry and dental esthetics.

**Related internship programs:**

- Management and Direction of Dental Clinics



Dentistry

### Clínica Modo Dental

Country	City
Spain	Madrid

Management: C. del Marqués de la Valdavia, 72, 28100 Alcobendas, Madrid

Dental Mode, characterized by using the latest technology in oral health.

**Related internship programs:**

- Adhesive Aesthetic Dentistry
- Updated Pediatric Dentistry



Dentistry

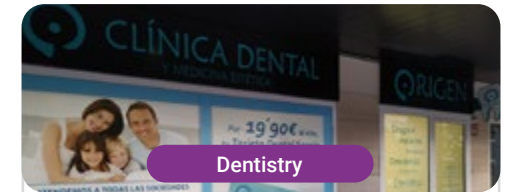
### CEOS-Formación en Implantología

Country	City
Spain	Madrid

Management: Calle de Canarias, 7, 28045 Madrid

CEOS-Training in Implantology is a clinic specialized in implantology based on clinical excellence and demanding methodologies

**Related internship programs:**  
-Management of Dental Clinics  
-Implantology and Oral Surgery



Dentistry

### Clínica dental Origen (Torrelodones)

Country	City
Spain	Madrid

Management: Plaza del Caño, 3, 28250 Torrelodones, Madrid

At Origen Dental, we offer innovative dental hygiene and periodontal treatments to maintain healthy teeth and gums and prevent dental problems.

**Related internship programs:**  
-Endodontics and Apical Microsurgery  
-Implantology and Oral Surgery



Dentistry

### Clínica dental Origen (Villaviciosa de Odón)

Country	City
Spain	Madrid

Management: Calle Cueva de la Mora, 7, 28670 Villaviciosa de Odón, Madrid

At Origen Dental, we offer innovative dental hygiene and periodontal treatments to maintain healthy teeth and gums and prevent dental problems.

**Related internship programs:**  
-Endodontics and Apical Microsurgery  
-Implantology and Oral Surgery



Dentistry

### Dra. Rodríguez Rubio

Country	City
Spain	Madrid

Management: C/Juan Ramón Jiménez, Nº 28, 28036 Madrid

In the clinic Dra. Rodríguez Rubio's experience has been passed down through the generations for more than 100 years.

**Related internship programs:**  
-Management and Direction of Dental Clinics  
- Orthodontics and Dentofacial Orthopedics





Dentistry

**Fundación Amor y Sonrisas Mexicanas A.C.**

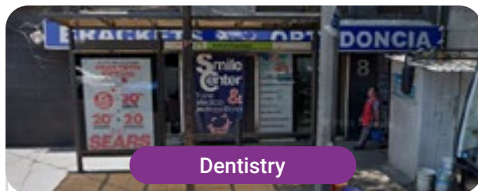
Country City  
Mexico Mexico City

Management: Río Verde #5 col. Luis Echeverría c.p  
54753 Cuautitlán Izcalli Edomex

Association for the altruistic promotion  
of oral health

**Related internship programs:**

-Management and Direction of Dental Clinics



Dentistry

**Smile Center**

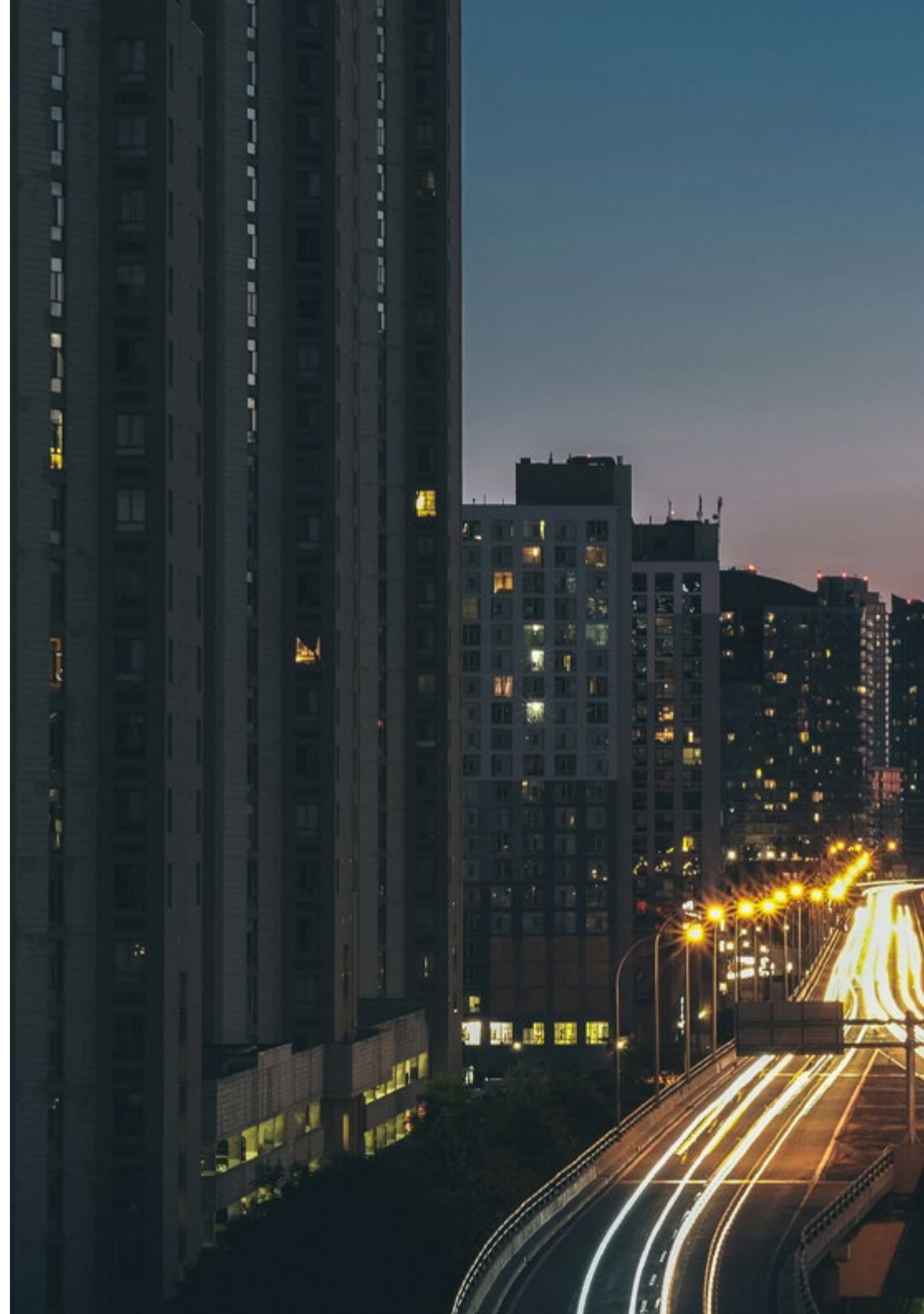
Country City  
Mexico Mexico City


Management: TAMPICO 8 COLONIA CONDESA  
CUAUHTÉMOC 06700 CDMX

Dental center with more than 30 years  
of experience at the forefront of dentistry

**Related internship programs:**

-Endodontics and Apical Microsurgery  
-Implantology and Oral Surgery





**Dentistry**

**Sanatorio Central Banda**

Country	City
Argentina	Santiago del Estero

Management: Amadeo Jacques N° 175 4300,  
La Banda , Santiago del Estero

Clinical center for comprehensive inpatient and surgical care

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**Related internship programs:**

- Hepatology
- Neurology Nursing



*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"*



09

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the dentist's professional practice.

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Dentists who follow this method not only grasp concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*The student will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 115,000 dentists with unprecedented success, in all specialties regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances, and to the forefront of medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.  
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 10 Certificate

This Hybrid Professional Master's Degree in Dental Clinic Management and Administration guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Global University.





“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*



This program will allow you to obtain your **Hybrid Professional Master's Degree diploma in Dental Clinic Management and Administration** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

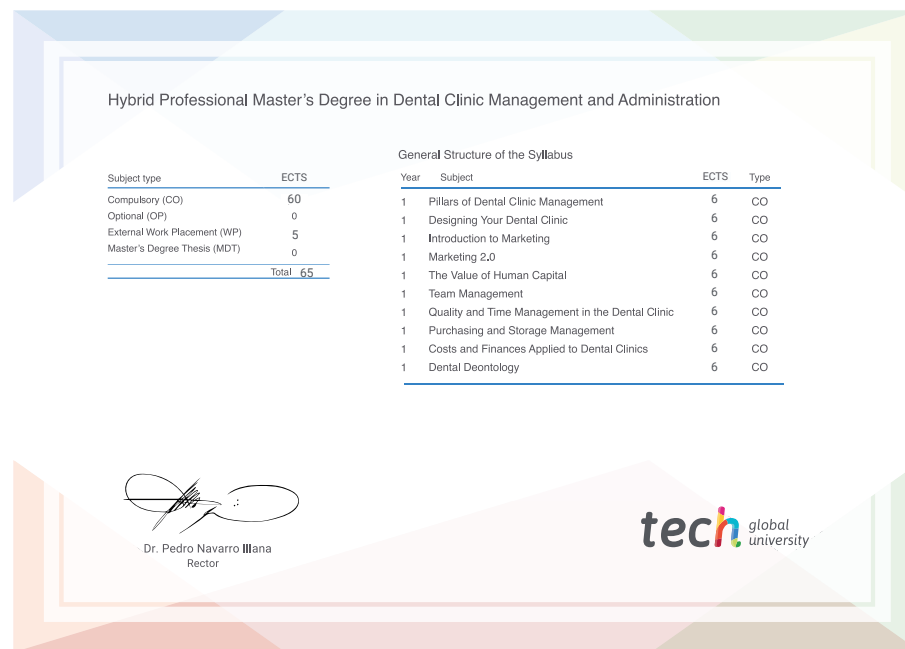
Title: **Hybrid Professional Master's Degree in Dental Clinic Management and Administration**

Course Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge presence quality  
development languages  
virtual classroom



## Hybrid Professional Master's Degree

Dental Clinic Management and Administration

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

# Hybrid Professional Master's Degree

## Dental Clinic Management and Administration

