

Postgraduate Certificate

Marketing 2.0 Applied to Dental Clinics



Postgraduate Certificate

Marketing 2.0

Applied
to Dental Clinics

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH - Technological University**

7 ECTS Credits

Teaching Hours: **175 hours.**

Website: www.techtute.com/us/dentistry/postgraduate-certificate/marketing-20-applied-dental-clinics

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

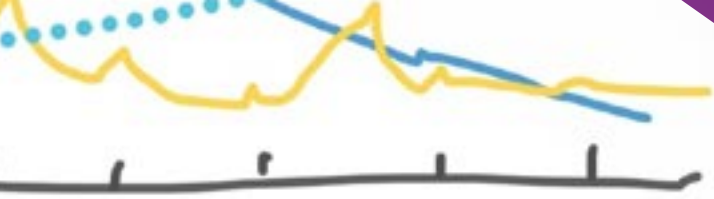
01

Introduction

The growing number of dental graduates and the increase in the number of dental clinics that have been emerging in recent years has made the clinical-dental sector one of the most competitive markets in existence today. Therefore, it is essential for the dentist's profile to also adopt the role of manager and director of his or her dental clinic, and he or she should focus on learning the knowledge of business management and team management that will guarantee the continuity of his or her own business.

This Specialist Diploma contains the most complete and up-to-date scientific program on the market.



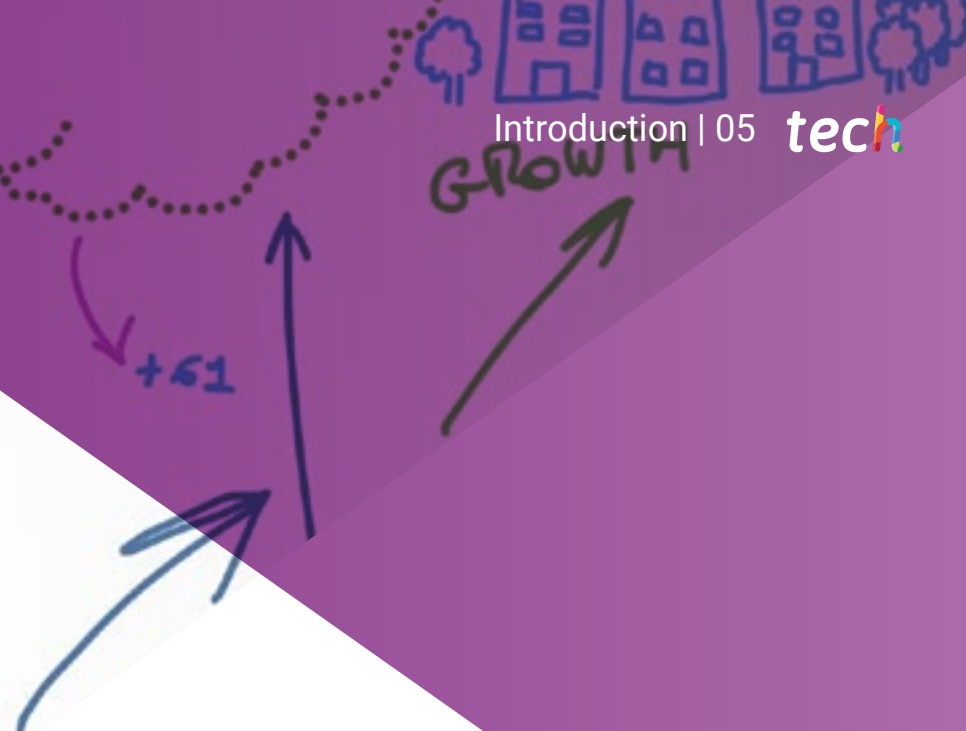


SEARCH
ENGINE
DESIGN
MEDIA
R SITE

“

Improve your knowledge in Marketing 2.0 Applied to Dental Clinics through this program, where you will find the best didactic material with real case studies. Learn here about the latest advances in clinic management and direction in order to be able to manage quality dental centers"

SMS



The Management and Direction of Dental Clinics has aroused growing interest in recent years, especially among professionals who have realized the importance of knowing how to properly manage all the resources they have in their dental clinic, in order to turn it into a business of the future, with a continuity that can only be ensured by applying the appropriate levers of business management.

In this new environment, the focus on the dental clinic as an organizational structure is particularly strong, and all areas of the field of management and leadership must be addressed and mastered: human resources, marketing, quality, time management, planning and strategy, accounting and costs, etc.

This **Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics** contains the most complete and up-to-date scientific program on the market. The most important features of the program include:

- ◆ Development of case studies presented by experts in the different specialties related to Marketing 2.0 in Dental Clinics.
- ◆ Its graphic, schematic and eminently practical contents, with which they are conceived, gather scientific and rigorous information on those disciplines that are indispensable for professional practice.
- ◆ New developments in Marketing 2.0 Applied to Dental Clinics.
- ◆ Interactive learning system based on algorithms for decision making on problem situations.
- ◆ Content that is accessible from any fixed or portable device with an Internet connection.



Each company must decide where and with whom it is playing, what resources it has and what it intends to gain from it"

“ *This Postgraduate Certificate may be the best investment you can make when choosing a refresher program for two reasons: in addition to updating your knowledge in Marketing 2.0 Applied to Dental Clinics, you will obtain a certificate from TECH - Technological University*”

It includes in its teaching staff professionals belonging to the field of Management and Direction of Dental Clinics, who pour into this training the experience of their work, as well as recognized specialists belonging to reference companies, both in the sector and in related sectors.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program to train in real situations.

This program is designed around Problem Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. To this end, it will be supported by an innovative interactive video system created by renowned experts in the field of Marketing 2.0 with extensive teaching experience.

This program offers training in simulated environments, which provides an immersive learning experience designed to train for real-life situations.

We offer you the opportunity to take control of your future and develop your full potential at the head of dental centers and clinics.



02 Objectives

The Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics is aimed at promoting your personal and professional growth.





“

The main objective of this program is to promote your personal and professional growth by helping you to achieve success as a dental practice manager”



General Objectives

- Use theoretical, methodological and analytical tools to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment.
- Incorporate strategy and vision skills to facilitate the identification of new business opportunities.
- Promote the acquisition of personal and professional skills that will encourage students to undertake their own business projects with greater confidence and determination, both in the case of initiating the creation of their clinical-dental business, as well as in the case of innovating in the management and direction model of the clinical-dental business they already have.
- Professionalize the clinical-dental sector, through continuous and specific training in the field of business management and direction.





Specific Objectives by Modules

- ♦ Describe the current situation and future trends of management and direction models of clinical-dental business both nationally and internationally to be able to define objectives and differentiating successful strategies.
- ♦ Become familiar with the terminology and concepts specific to the field of management and business administration in order to apply them.
- ♦ Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business.
- ♦ 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.



Make the most of this opportunity and take the step to get up to date on the latest developments in Marketing 2.0 Applied to Dental Clinics”



03

Course Management

This program includes in its teaching staff health professionals of recognized prestige, who belong to the field of Marketing 2.0 and who pour into this training the experience of their work.

In addition, renowned specialists, members of prestigious national and international scientific communities, are involved in designing and preparing the program.





“

*Learn about the latest advances in Marketing 2.0
Applied to Dental Clinics from leading professionals"*

International Guest Director

Chyree Heirs-Alexandre is a Public Health Management Specialist with extensive experience in managing medical office operations. As Director of the Worcester Family Medical Center in the United States, she has worked to improve the health and well-being of Worcester residents. In particular, she has offered her assistance to culturally diverse populations by providing access to social services and primary care. Its goal is to ensure affordable, quality and comprehensive care, regardless of patients' ability to pay.

Her ongoing commitment to Public Health has led her to advocate that health services and policies are geared towards ensuring well-being and quality of life. Following this line, she held the position of Assistant Director in Office Management at Brockton Neighborhood Health Center. In this position, she furthered her skills in coordinating the activities carried out in medical centers.

As a specialist in this field, Heirs-Alexandre aims to provide efficient healthcare administration based on the latest organizational tools and strategies. In this regard, she has worked in a wide variety of areas to promote health and prevent disease in communities. In line with this, in 2020 he participated in the vaccination efforts during the COVID-19 pandemic, ensuring access for all people to immunization against this disease.

Some of her main functions have been to collaborate in disease prevention programs and promotion of healthy habits, among others. On the other hand, Chyree Heirs-Alexandre serves as Associate Director and Chief Operating Officer at Harvard School of Dental Medicine. In this position, she is responsible for managing the day-to-day activities and support staff of the center.



Dña. Heirs-Alexandre, Chyree

- ♦ Chief Operating Officer, Harvard School of Dental Medicine, Boston, United States
- ♦ Founder of Orchids in Bloom Credentialing company
- ♦ Director of Clinical Operations at the Family Health Center of Worcester, Worcester
- ♦ Assistant Director of Practice Management at the Brockton Neighborhood Health Center
- ♦ Credentialing Coordinator at Stamford Health
- ♦ Credentialing Specialist at NextGen Healthcare
- ♦ Healthcare Operations Coordinator at Vein Restoration Center - Corporate Medical Industry
- ♦ Clinical Assistant at Stamford Hospital
- ♦ Master's Degree in Public Health from Southern New Hampshire University
- ♦ Graduate in Healthcare Administration from Charter Oak State College

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



D. Gil, Andrés

- ♦ Director-Manager at pilaR Roig Odontología Clinic
- ♦ Co-founder and CEO at MedicalDays
- ♦ Master's Degree in Management and Direction (Michigan State University)
- ♦ Diploma in Dental Management (DenalDoctors Institute)
- ♦ Diploma in Cost Accounting (Valencia Chamber of Commerce)
- ♦ Accounting Course. Centre for Financial Studies
- ♦ Leadership and Team Management Course. César Piqueras
- ♦ Agricultural Engineer Polytechnic University of Valencia



D. Guillot, Jaime

- ♦ CEO of Hikaru VR Agency
- ♦ Productivity and business strategy consultant for SMEs, StartUps and freelancers.
- ♦ Industrial organization engineer, specializing in production process management (Polytechnic University of Valencia).
- ♦ Master's Degree in Emotional Intelligence (La Florida University)
- ♦ NLP Practitioner (effective communication) by the NLP Institute of London
- ♦ Professional training in coaching and team management (School of Business of Barcelona)
- ♦ Advanced training in entrepreneurship and innovation business models
- ♦ Advanced training in Lean tools for production environments



04

Structure and Content

The structure of the contents has been designed by a team of professionals from the best dental centers, business centers, companies and universities in the national territory, aware of the relevance of current training to be able to manage successful companies, and committed to quality teaching through new educational technologies.



“

This Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics, contains the most complete and up-to-date scientific program on the market.

Module 1. Marketing 2.0

The Revolution of Communication

- 1.1. The Importance of Branding for Differentiation
 - 1.1.1. Visual Identity
 - 1.1.2. The Stages of Branding
 - 1.1.3. Branding as a Differentiaton Strategy
 - 1.1.4. Jung Archetypes to Give Your Brand Personality
- 1.2. The Dental Clinic's Website and Corporate Blog
 - 1.2.1. Keys for an Effective and Functional Website
 - 1.2.2. Choice of the Tone of Voice for the Communication Channels
 - 1.2.3. Advantages of Having a Corporate Blog
- 1.3. Effective Use of Social Networks
 - 1.3.1. The Importance of Strategy in Social Networks
 - 1.3.2. Automation Tools for Social Networks
- 1.4. Use of Instant Messaging
 - 1.4.1. The Importance of Direct Communication With Your Patients
 - 1.4.2. Channel for Personalized Promotions or Mass Messages
- 1.5. The Importance of Transmedia Storytelling in Communication 2.0.
- 1.6. How to Create Databases Through Communication
- 1.7. Google Analytics to Measure the Impact of Your Communication 2.0.



The Revolution of Communication

- 1.8. Analysis of the Situation
 - 1.8.1. Analysis of the External Situation
 - 1.8.2. Analysis of the Internal Situation
- 1.9. Establishing Goals
 - 1.9.1. Key Points for Establishing Goals
- 1.10. Strategy Selection
 - 1.10.1. Types of Strategies
- 1.11. Action Plan
- 1.12. Budgets
 - 1.12.1. Budget Allocation
 - 1.12.2. Forecast of Results
- 1.13. Control and Monitoring Methods

“

*A unique, key and decisive
Training experience to boost your
professional development”*



05

Methodology

Our **Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics** offers you an innovative method to strengthen your clinical skills based on the study of clinical cases and content in a cyclical manner. This method has been the most widely used learning system by the most prestigious medicine schools in the world and by relevant publications such as the New England Journal of Medicine.



		347	
		434	
		2,300	
		16,646	
		2,300	
		5,430	
		8,200	
		4,900	
		18,200	12,620
		1,238	190
		522	431
		10,432	
		0	
		0	
		0	532
		4	1,243
		0	19,330
		0	18,333
		0	200
		2	400
		0	500
		0	683
		2	153
		2	20,563
		0	16,156
		0	13,034
		0	345
		1	347
		1	621
		0	434
		1	0
		1	2,300
		2	8,000
		1	2,300
		2	5,430
		1	0

CREATIVE PEOPLE ROMANTICIZE MISTAKES AND PROCESS.

DEVELOPMENT IS HEADS IN THE RIGHT DIRECTION.

• GROWTH
• FEEDBACK
• SERVICE



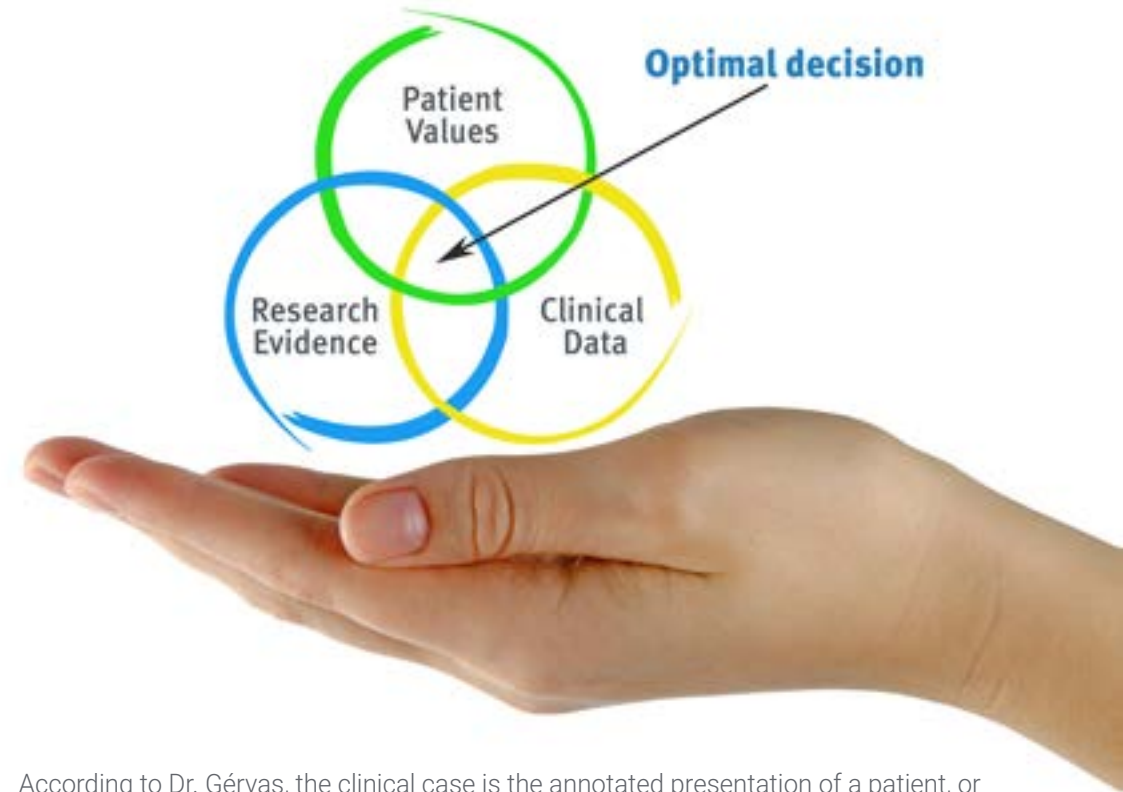
“

This type of teaching-learning encourages curiosity and skill development, as well as allowing the student to feel like an active part of the process"

In a given situation, what would you do? Throughout these months, the student will be confronted with multiple simulated clinical cases based on real patients in which they will have to investigate, establish hypotheses and finally, resolve the situation. This method makes students learn better as they accept more responsibility and get closer to the reality of their professional future.



Did you know that this method was developed in 1912 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.



According to Dr. Gérvas, 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 potential or because of its uniqueness or rarity. It is essential that the case be based on current professional life, trying to recreate the real conditions in the Professor's Professional Practice.

It is a technique that develops the critical spirit and prepares the student to make decisions, defend arguments and contrast opinions.

According to Reynolds, there are four fundamental reasons that support the effectiveness of the case method applicable to Dentistry:

01

Dentists develop their mental capacities better by evaluating real situations and applying concepts.

02

Dentists will be better prepared for the development of their professional activity.

03

Ideas and concepts are better assimilated when they are analyzed in situations that have arisen from reality.

04

Dentists voluntarily dedicate more time to work because they find it more interesting to work with cases.



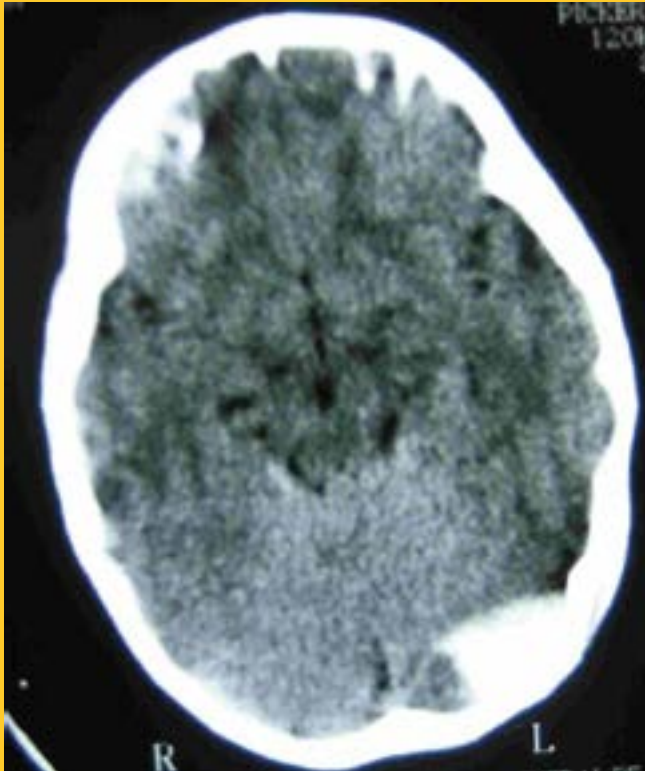


The student will learn through real cases and the resolution of complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning”

...we enhance them with the best 100% online teaching method: Relearning...

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining 8 different elements in each lesson, which represent a revolution with respect to simply studying and analyzing cases.





This methodology, at the forefront of world teaching, is called Re-learning. Our school is the first in Spanish-speaking countries licensed to use this successful method, having achieved in 2015 to improve the overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) of Dentists who complete the courses with respect to the indicators of the best online university in Spanish-speaking countries.

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

In our **Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics** learning is not a linear process, but happens in a spiral (we learn-unlearn (forget) and relearn); that is why we combine each of these elements in a concentric way.

With this methodology we have trained more than 40,000 Dentists with unprecedented success, in fields such as pediatrics, surgery, infectious diseases, hepatology, etc. All this in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 42 years.

...and all this with the best learning materials at the forefront of technology and pedagogy...

In this Postgraduate Certificate you will have access to the best educational material, prepared with you in mind:



Study Material

After a complex production process, we transform the best content into high-quality educational and audiovisual multimedia. We select the best syllabus and make it available to you. Everything you need to acquire in-depth knowledge of a discipline, from A to Z. Lessons written and chosen by specialists in each of the disciplines.



Surgical techniques and clinical procedures on video

We bring you closer to the newest techniques, to the latest scientific advances, to the forefront of Dentistry news. All this, in first person, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



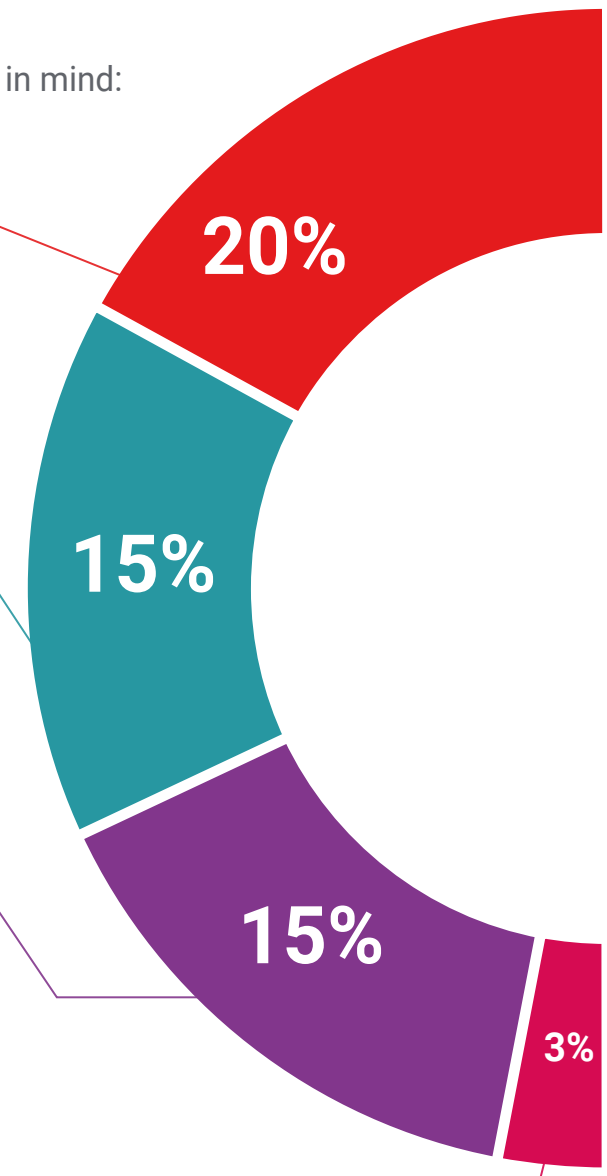
Interactive Summaries

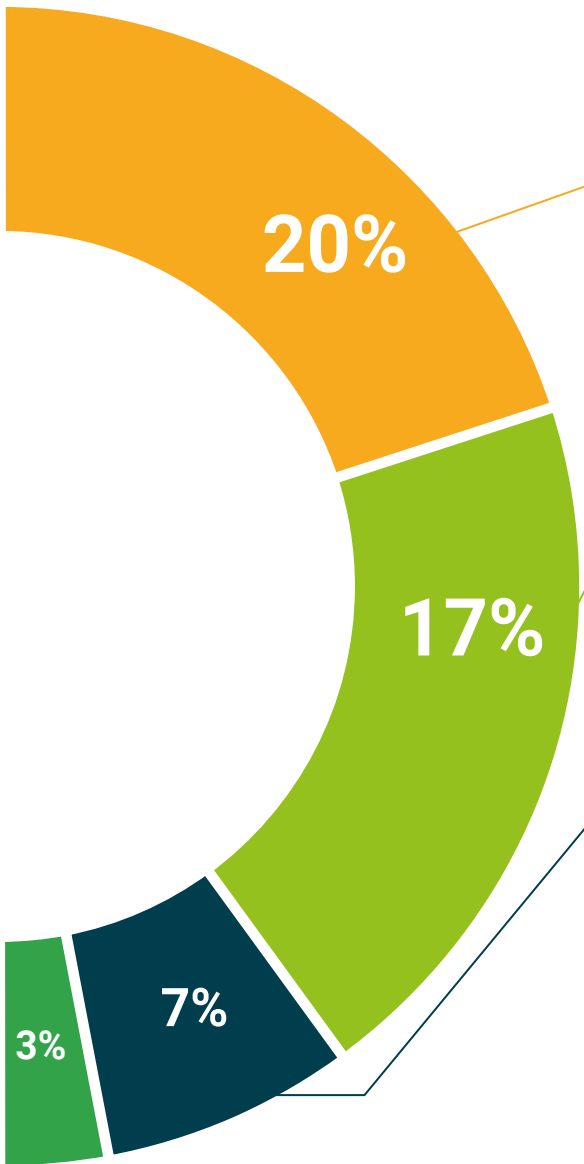
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge. This unique training system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... in our virtual library you will have access to everything you need to complete your training.





Expert-Led Case Studies and Case Analysis

Through the narratives of expert professionals, it is possible to acquire a high degree of understanding of the most frequent problematic situations. The professional's healthcare practice is not alien to the context in which it takes place. If we want to train ourselves to improve our professional practice, this training must be situated within the context in which it takes place.



Testing & Re-Testing

We periodically evaluate and re-evaluate your knowledge throughout this program through activities and evaluative exercises.



Classes

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



Quick Action Guides

One of the most important functions of our team is to select those contents considered essential and present them in the form of worksheets or quick action guides to facilitate their understanding.



06

Certificate

The **Postgraduate Certificate in Marketing 2.0 Applied in Dental Clinics** guarantees you, in addition to the most rigorous and up-to-date training, access to a certificate issued by **TECH - Technological University**.





“

Successfully complete this specialization and receive your certificate without travel or laborious paperwork”

This **Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics** contains the most complete and up-to-date scientific program on the market.

After the student has passed the evaluations, they will receive their corresponding **certificate** issued by **TECH - Technological University via tracked delivery**.

The certificate issued by **TECH - Technological University** will reflect the qualification obtained in the Postgraduate Certificate and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing 2.0 Applied to Dental Clinics**

ECTS: **7**

Official Number of Hours: **175**



*Apostille Convention. In the event that the student wishes to have their paper diploma Apostilled, TECH EDUCATION will make the necessary arrangements to obtain it at an additional cost of €140 plus shipping costs of the Apostilled diploma.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

online training

development languages

virtual classroom

The logo for Technological University, featuring the word "tech" in a lowercase, sans-serif font. The letters are black, but the 't' has a red vertical bar, the 'e' has a blue vertical bar, and the 'h' has a green vertical bar.

technological
university

Postgraduate
Certificate

Marketing 2.0

Applied
to Dental Clinics

Course Modality: Online

Duration: 6 weeks

Certificate: TECH - Technological University

7 ECTS Credits

Teaching Hours: 175 hours

Postgraduate Certificate

Marketing 2.0 Applied to Dental Clinics

