

# Postgraduate Diploma

## Design and Marketing of Dental Clinics





## Postgraduate Diploma Design and Marketing of Dental Clinics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/dentistry/postgraduate-diploma/postgraduate-diploma-design-marketing-dental-clinics](http://www.techtute.com/us/dentistry/postgraduate-diploma/postgraduate-diploma-design-marketing-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.





“

*Improve your knowledge in Design and Marketing of 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"*

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 Diploma in Design and Marketing of 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 the Management and Direction of 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 on Design and Marketing of 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 Diploma may be the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge in Design and Marketing of Dental Clinics, you will obtain a certificate from TECH Global 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, in addition to 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. This will be done with the help of an innovative interactive video system developed by renowned experts in the field of Design and Marketing of Dental Clinics and with extensive teaching experience.

*The Postgraduate Diploma allows training in simulated environments, which provide immersive learning programmed to train for real 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 Diploma in Design and Marketing of Dental Clinics is oriented to favor 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.



*Make the most of this opportunity and take the step to get up to date on the latest Design and Marketing of Dental Clinics”*





## Specific Objectives

---

- ◆ 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 management for their effective application in clinical-dental businesses.
- ◆ 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.
- ◆ 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 validation method for the creation and innovation of business models most used in all business sectors, with practical and specific application in the clinical-dental sector.
- ◆ 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.

03

# Course Management

This program includes in its teaching staff health professionals of recognized prestige, who belong to the field of Design and Marketing of Dental Clinics 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 Design and Marketing of Dental Clinics from leading professionals"*



## Management



### Mr. Gil, Andrés

- ♦ Director-Manager at Clínica pilaR Roig Odontología
- ♦ 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



### Mr. Guillot, Jaime

- ♦ Degree in Business Administration and Management Polytechnic University of Valencia.
- ♦ Industrial Specialization
- ♦ Co-founder and Strategy Director of Hikaru VR Agency.
- ♦ Co-founder and CEO of Drone Spain. (2014-2017)
- ♦ Founder of the Interet & Mobile Business School. (2012-2015)
- ♦ Founder and CEO of Fight Technologies (2011-2013)
- ♦ 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)
- ♦ Trainer in leadership and emotional management programs for companies.

## Professors

### Mr. Dolz, Juan Manuel

- ◆ Diploma in Business Sciences (University of Valencia)
- ◆ Degree in Business Administration and Management (University of Valencia)
- ◆ Professional training in Digital Marketing (Internet Startup Camp - UPV)
- ◆ Business digitalization consultant
- ◆ Highly experienced in business creation
- ◆ Co-founder and CTO MedicalDays
- ◆ Co-founder and COO Drone Spain
- ◆ Co-founder and COO Hikaru VR Agency

### Ms. Fortea Paricio, Anna

- ◆ Degree in Law from the University of Valencia
- ◆ Professional neurocoach
- ◆ Founder of the European Leadership Center in Miami, U.S.A.
- ◆ Founder of the Anna Fortea High Human Performance Center in Valencia, Spain
- ◆ Co-founder of Esexox
- ◆ President of the INA (International Neurocoaching Association).
- ◆ Professor at several Spanish universities, and at UAC and Humboldt University in Miami, USA
- ◆ Psychology at UOC and Neurosciences at UPenn, University of Pennsylvania, USA
- ◆ CAC Coach Certified by the Centro de Alto Rendimiento Humano IESEC (High Human Performance Center)

# 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 Diploma in Design and Marketing of Dental Clinics contains the most complete and up-to-date scientific program on the market.*

## Module 1. Designing Your Dental Clinic

### Analysis of the Clinical-Dental Market.

- 1.1. Introduction and Objectives.
- 1.2. Current Situation of the Clinical-Dental Sector.
  - 1.2.1. National Scope
  - 1.2.2. International Scope
- 1.3. Evolution of the Clinical-Dental Sector and its Trends.
  - 1.3.1. National Scope
  - 1.3.2. International Scope
- 1.4. Competitive Analysis
  - 1.4.1. Price Analysis
  - 1.4.2. Differentiation Analysis
- 1.5. SWOT Analysis

### Designing and Validating Your Business Model

- 1.6. How to Design the Canvas Model of Your Dental Clinic
  - 1.6.1. Customer Segments
  - 1.6.2. Requirements
  - 1.6.3. Solutions
  - 1.6.4. Channels
  - 1.6.5. Value Proposition
  - 1.6.6. Income Structure
  - 1.6.7. Cost structure
  - 1.6.8. Competitive advantages.
  - 1.6.9. Key Metrics

- 1.7. Method to Validate Your Business Model: Lean Startup Cycle

- 1.7.1. Case 1: Validating Your Model at the Creation Stage
- 1.7.2. Case 2: Application of the Method to Innovate With Your Current Model

- 1.8. The Importance of Validating and Improving the Business Model of Your Dental Practice

### What Differential Value Does Our Dental Clinic Offer?

- 1.9. How to Define the Value Proposition of Our Dental Clinic
- 1.10. Mission, Vision, and Values
  - 1.10.1. Mission
  - 1.10.2. Vision
  - 1.10.3. Values

- 1.11. Defining the Target Patient

### Key Decisions for the Success of Your Dental Clinic

- 1.12. Optimal Location of My Clinic
  - 1.12.1. Plant Layout
- 1.13. Optimal Staff Sizing
- 1.14. Importance of a Recruitment Model in Line With the Defined Strategy
- 1.15. Keys for Defining the Price Policy
- 1.16. External VS Internal Financing
- 1.17. Strategy Analysis of a Dental Practice Success Story



## Module 2. Introduction to Marketing

### Marketing as a Differentiating Element in Business Management

#### 2.1. Main Principles of Marketing

- 2.1.1. Basic Variables of Marketing
- 2.1.2. The Evolution of the Concept of Marketing
- 2.1.3. Marketing as an Exchange System

#### 2.2. New Trends in Marketing

- 2.2.1. Evolution and Future of Marketing

#### 2.3. Emotional Intelligence Applied to Marketing

- 2.3.1. What is Emotional Intelligence?
- 2.3.2. How to Apply Emotional Intelligence in Your Marketing Strategy

#### 2.4. Social Marketing and Corporate Social Liability

### Ways of Marketing in Dental Clinics

#### 2.5. Internal Marketing.

- 2.5.1. Traditional Marketing (Marketing Mix)
- 2.5.2. Referral Marketing
- 2.5.3. Content Marketing

#### 2.6. External Marketing

- 2.6.1. Operational Marketing
- 2.6.2. Strategic Marketing
- 2.6.3. Inbound Marketing
- 2.6.4. E-mail Marketing
- 2.6.5. Influencer Marketing

#### 2.7. Internal VS External Marketing

#### 2.8. Patient Loyalty Techniques

- 2.8.1. The Importance of Patient Loyalty
- 2.8.2. Digital Tools Applied to Patient Loyalty

## Module 3. Marketing 2.0

### The Revolution of Communication

- 3.1. The Importance of Branding for Differentiation
  - 3.1.1. Visual Identity
  - 3.1.2. The Stages of Branding
  - 3.1.3. Branding as a Differentiation Strategy
  - 3.1.4. Junk Archetypes to Give Your Brand Personality
- 3.2. The Dental Clinic's Website and Corporate Blog
  - 3.2.1. Keys for an Effective and Functional Website
  - 3.2.2. Choice of the Tone of Voice for the Communication Channels
  - 3.2.3. Advantages of Having a Corporate Blog
- 3.3. Effective Use of Social Networks
  - 3.3.1. The Importance of Strategy in Social Networks
  - 3.3.2. Automation Tools for Social Networks
- 3.4. Use of Instant Messaging
  - 3.4.1. The Importance of Direct Communication With Your Patients
  - 3.4.2. Channel for Personalized Promotions or Mass Messages
- 3.5. The Importance of Transmedia Storytelling in Communication 2.0
- 3.6. How to Create Databases Through Communication
- 3.7. Google Analytics to Measure the Impact of Your Communication 2.0

- 3.8. Analysis of the Situation
  - 3.8.1. Analysis of the External Situation
  - 3.8.2. Analysis of the Internal Situation
- 3.9. Establishing Goals
  - 3.9.1. Key Points for Establishing Goals
- 3.10. Strategy Selection
  - 3.10.1. Types of Strategies
- 3.11. Action Plan
- 3.12. Budgets
  - 3.12.1. Budget Allocation
  - 3.12.2. Forecast of Results
- 3.13. Control and Monitoring Methods



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



05

# Methodology

This training provides you with a different way of learning. Our methodology uses a cyclical learning approach: **Re-learning**.

This teaching system is used 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 Re-learning, 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 clinical situation, what would you do? Throughout the program you will be presented with multiple simulated clinical cases based on real patients, where you will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Dentists learn better, faster, and more sustainably over time.

*With TECH you can 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 potential 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. Students 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. The learning process has a clear focus on 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.



## Re-learning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Re-learning.

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 a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing 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 Re-learning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best Spanish-speaking online university (Columbia University).

With this methodology we have trained more than 115,000 students with unprecedented success, in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Re-learning 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 to success.*

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

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



In this program you will have access to the best educational material, prepared with you 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 really specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



### Surgical Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current dental techniques. 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 multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

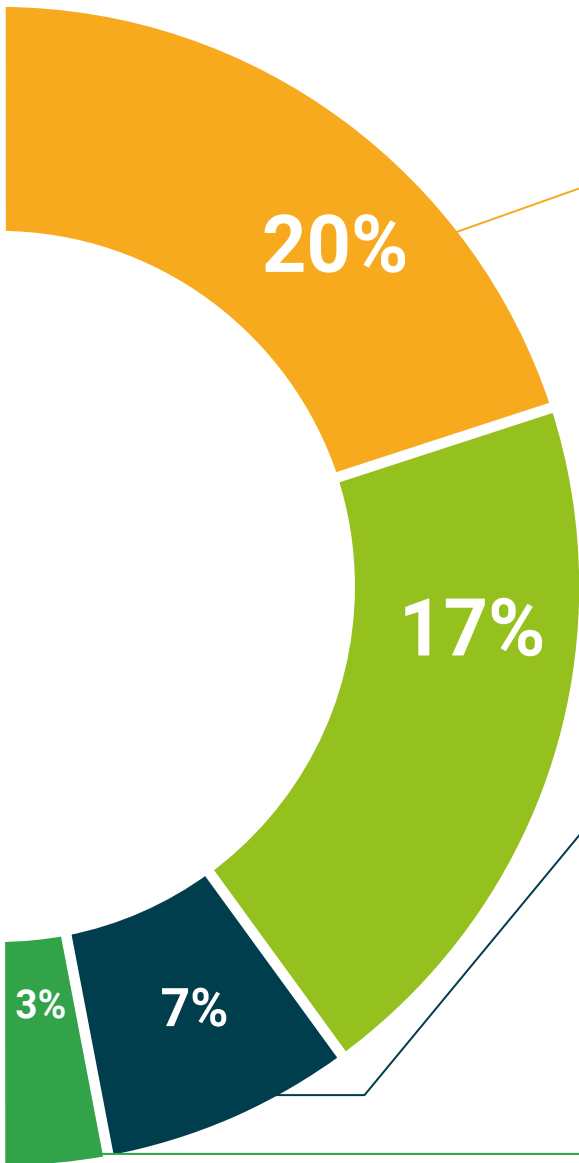


### Additional Reading

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**

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Re-Testing**

We periodically evaluate and re-evaluate your knowledge throughout the program, through assessment and self-assessment activities and exercises: so that you can see how you are achieving your 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 our difficult future decisions.



**Quick Action Guides**

We offer you the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help you progress in your learning.



06

# Certificate

The Postgraduate Diploma in Design and Marketing of Dental Clinics guarantees you, in addition to the most accurate and up-to-date training, access to a certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Design and Marketing of Dental Clinics** 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: **Postgraduate Diploma in Design and Marketing of Dental Clinics**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*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 present quality

online training

development language

virtual classroom

**tech** global  
university

## Postgraduate Diploma Design and Marketing of Dental Clinics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma Design and Marketing of Dental Clinics

