

Professional Master's Degree

Dental Clinic Management and Administration





Professional Master's Degree Dental Clinic Management and Administration

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/dentistry/professional-master-degree/master-dental-clinic-management-administration

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01

Introduction

The growing number of dentistry graduates, accompanied by 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 their dental clinic, and they should focus on learning the knowledge of business management and team management that will guarantee the continuity of their own business.



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Improve your knowledge in Dental Clinic Management and Administration through this program, where you will find the best teaching material with real practical cases. Learn here about the latest advances in Clinic Management and Administration in order to be able to manage quality dental centers"

The Management and Administration 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.

With the applied and structured approach given to the contents developed, the aim is for students to acquire the ability to face their work challenge from a differential perspective in management and Administration, giving them a clear advantage to succeed in the highly competitive framework of the dental sector.

The program is designed to provide an online specialization equivalent to 1,500 hours of study, and in it all theoretical and practical knowledge is presented through applications directly related to the challenges faced by the manager of a dental clinic on a daily basis.

This **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 management and leadership practical cases presented by experts in dental clinic management
- ◆ The graphic, schematic, and practical contents with which they are created provide rigorous and focused information on the areas that are essential for managers to carry out their work
- ◆ It contains practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Interactive learning system
- ◆ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Availability of content from any fixed or portable device with 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"

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This Professional Master's Degree may be the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Dental Clinic Management and Administration, you will obtain a qualification endorsed by TECH Technological University"

The teaching staff includes professionals from the field of Dental Clinic Management and Administration, who bring their work experience to this program, as well as renowned specialists from leading companies, both in the sector and in related sectors.

Thanks to its multimedia content developed with the latest educational technology, it will allow the 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 manager must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Dental Clinic Management and Administration with extensive teaching experience.

Learn about the latest trends in Dental Clinic Management.

Develop your management skills through this Professional Master's Degree and improve your professional skills.



02

Objectives

The program in Dental Clinic Management and Administration is aimed at promoting your personal and professional growth.





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The main objective of this Professional Master's Degree is to promote your personal and professional growth, helping you achieve success as the Manager of Dental Clinics”



General Objectives

- ♦ Use theoretical, methodological and analytical tools to optimally manage and direct clinical-dental businesses, effectively differentiating themselves in a highly competitive environment
- ♦ Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities
- ♦ Favor 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, and in the case of innovating in the management and administration 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 administration



Update your knowledge with the Professional Master's Degree in Dental Clinic Management and Administration"



Specific Objectives

Module 1. Pillars of Dental Clinic Management

- ♦ Describe the current situation and future trends of management and administration models of clinical-dental business globally, in order to be able to define objectives and differentiating successful strategies
- ♦ Become familiar with the terminology and concepts specific to the field of business management and administration 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

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 2.0 era, in order to convey the value proposition of the dental clinic to the target patients through the most appropriate channels
- ♦ 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 efficient planning and management of dental clinic 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 optimal purchasing and resource warehouse management, avoiding unproductive expenditure
- ♦ 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 on 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

03 Skills

After passing the assessments of the Professional Master's Degree in Dental Clinic Management and Administration, the future managers will have acquired the necessary professional skills to offer a quality service to their clients and manage a successful company.





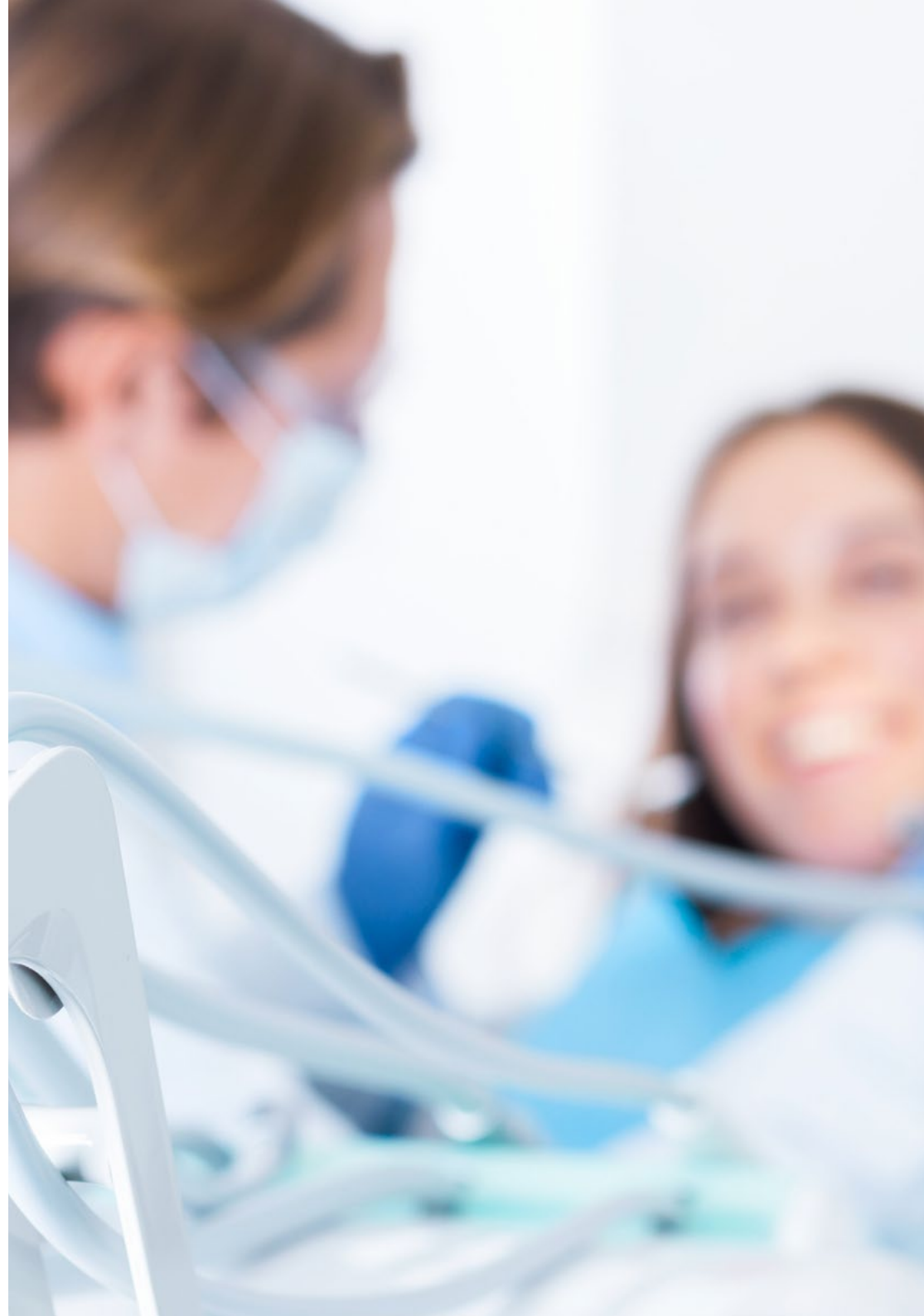
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We accompany you in the process of creating and developing your business so that it becomes a solid project with expectations of growth”



General Skills

- ♦ 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 analyses and syntheses to improve their decision-making skills in the field of business management
- ♦ Communicate their conclusions in a clear and unambiguous way





Specific Skills

- ♦ 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 correctly formalize the remuneration of the members of our dental practice team
- ♦ 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
- ♦ Gain knowledge about 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 inventory 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



As the business world changes, so does the need for certain management skills. That is why all managers, or those who aspire to be managers, must be constantly updating and improving their management skills”

04

Course Management

The program includes in its teaching staff reference specialists in Management and Administration of Dental Clinics and other related areas, who bring the experience of their work to this program. Additionally, other recognized specialists participate in its design and preparation, which means that the program is developed in an interdisciplinary manner.





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Learn from leading professionals the latest advances in the field of Dental Clinic Management and Administration”

Management



Mr. Gil, Andrés

- ◆ Director-Manager, Pilar Roig Dental Clinic
- ◆ founder and CEO at MedicalDays
- ◆ Master's Degree in Management and Administration (Michigan State University)
- ◆ Diploma in Dental Management (DenalDoctors Institute)
- ◆ Diploma in Cost Accounting (Valencia Chamber of Commerce)
- ◆ Accounting Course, Financial Studies Center
- ◆ Leadership and Team Management Course, César Piqueras
- ◆ Agronomist engineer, Polytechnical University of Valencia



Mr. Guillot, Jaime

- ◆ Degree in Business Administration and Management, Polytechnical University of Valencia
- ◆ Industrial Specialization
- ◆ 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
- ◆ Founder of Esexo
- ◆ 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)

05

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 specialization in order to manage successful companies, and committed to quality teaching through new educational technologies.



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This Professional Master's Degree in Dental Clinic Management and Administration contains the most complete and up-to-date scientific program on the market”

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. DAFO Analysis



- 2.6. How 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 Variables of Marketing
 - 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 Importance of Defining 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. Structure 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



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

06

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.





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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.

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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.

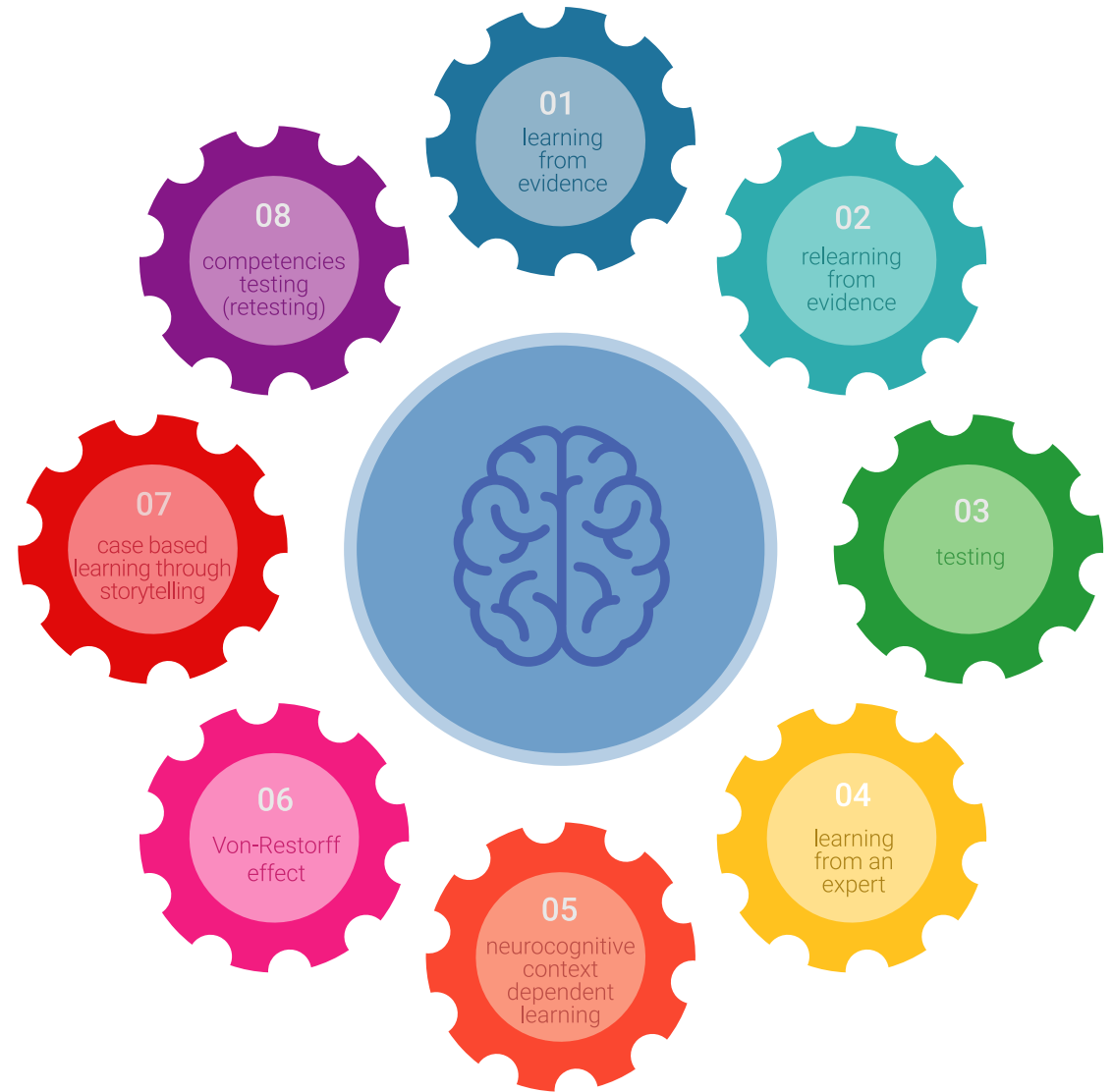


Relearning Methodology

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.



07

Certificate

The 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 Professional Master's Degree issued by TECH Technological University.





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*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

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

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Dental Clinic Management and Administration**
 Official N° of hours: **1,500 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION 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

innovation

personalized service

knowledge present quality

online training

development languages

virtual classroom

tech technological
university

Professional Master's Degree

Dental Clinic Management
and Administration

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

Dental Clinic Management and Administration

