

Postgraduate Certificate Value Proposition in Dental Clinics





Postgraduate Certificate Value Proposition in Dental Clinics

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

Website: www.techtitute.com/us/school-of-business/postgraduate-certificate/value-proposition-dental-clinics

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01 Welcome

When setting up a company, prior research is required to understand the market and the needs of potential customers, so that those in charge can design a value proposition adapted to the environment and, therefore, be able to achieve a higher volume of work. In the case of dental clinics, the process is similar, but it is necessary to understand the particularities of the sector. Therefore, this program aims to specialize students in a field of high demand, so that they acquire the necessary training that will allow them to achieve professional success.



Postgraduate Certificate in Value Proposition in Dental Clinics
TECH Global University



“

Design a business project adapted to the needs of the market. It will be a unique opportunity to achieve business success”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04

Objectives

This program is designed to strengthen the professional's management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development in the field of dental clinics. After the program, the graduates will be able to make global decisions with an innovative perspective and an international vision.



“

After the program, the graduates will be able to make global decisions with an innovative perspective and an international vision”

**TECH makes the goals of their students their own goals too
Working together to achieve them**

This **Postgraduate Certificate in Value Proposition in Dental Clinics** will enable students to:

01

Use theoretical, methodological and analytical tools to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment

04

Professionalize the clinical-dental sector, through continuous and specific specialization in the field of business management and direction

02

Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities



03

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

05

Design work procedures focused on a productivity and quality model for the dental clinic, based on the philosophy of continuous improvement

06

Use digital tools that facilitate the effective planning and management of dental practice tasks, resulting in significant cost savings in the short term

08

Develop negotiation skills with which to deal with suppliers, customers and team management focused on win-win results

09

Master the main financial tools to facilitate key decisions based on objective data

07

Apply tools and work procedures that are essential for an optimal purchasing and resource warehouse management, avoiding unproductive expenditure flow

10

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



05

Structure and Content

The Postgraduate Certificate in Value Proposition in Dental Clinics is a program tailored to the professional, which is taught in a 100% online format. In this way, you can choose the time and place that best suits your availability, schedule and interests. The program is developed over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundations for your success as the director of a dental clinic.



“

Our syllabus has been designed by a team of experts in the field, aware of the need for quality teaching to promote the growth of our students”

Syllabus

The Postgraduate Certificate in Value Proposition in Dental Clinics of TECH Global University is an intensive program that prepares the student to face challenges and managerial decisions at the healthcare level, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 150 hours of study, the students will analyze a multitude of practical cases through individual work, achieving a global learning that can be applied in their day-to-day work to achieve the success of their company. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of dental clinics and is designed for managers to understand senior management from a strategic, international and innovative perspective.

A plan designed for the students, focused on their professional improvement and that prepares them to achieve excellence in the field of leadership and health management. A program that understands your needs and those of your business through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

Module 1

Designing Your Dental Clinic



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Value Proposition in Dental Clinics completely online. During the 6 weeks of the specialization, the students will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Designing Your Dental Clinic

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	1.6. How 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 Start-up 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
1.9. How to Define the Value Proposition of the 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 Financing vs. Internal Financing
1.17. Strategy Analysis of a Dental Practice Success Story			



“

The completion of this Postgraduate Certificate will be a valuable experience for your personal and professional growth"

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.





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"



TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



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.



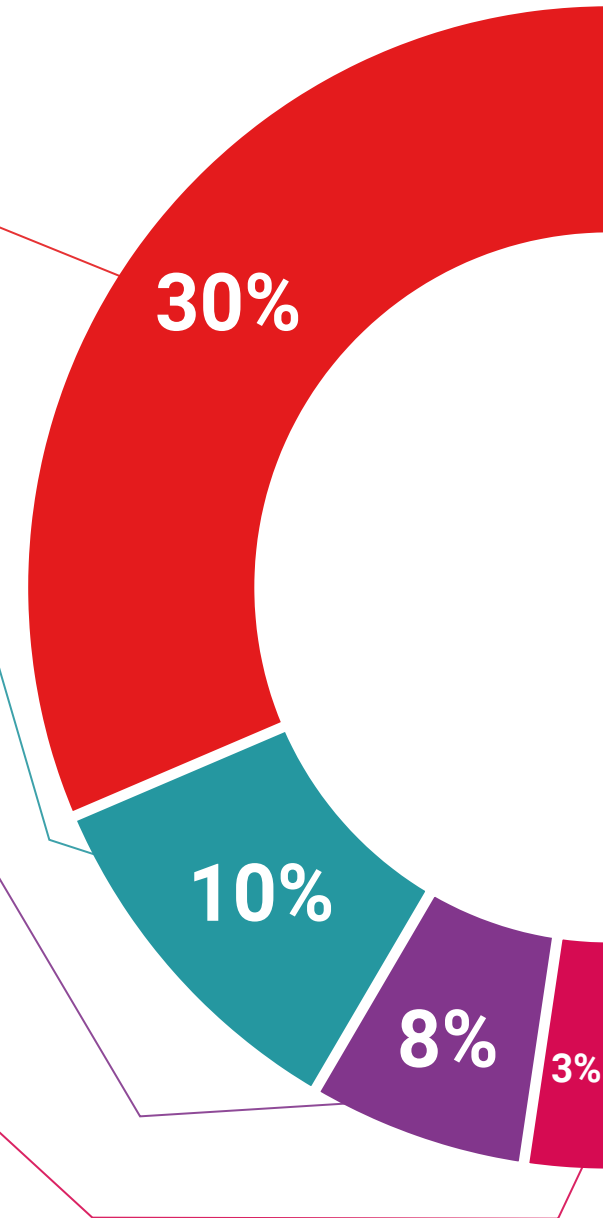
Management Skills Exercises

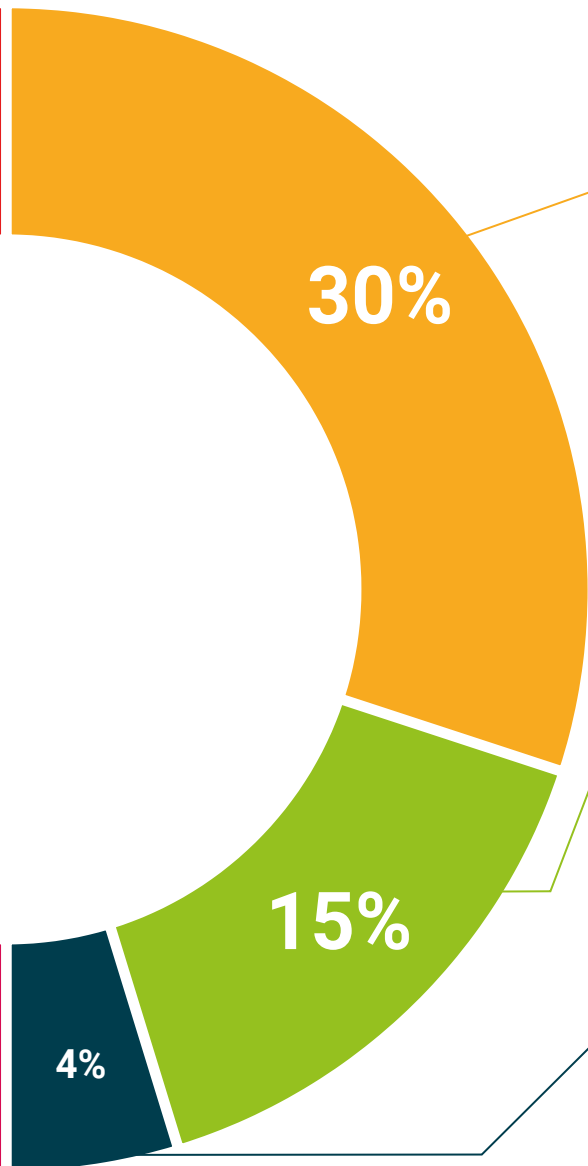
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



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".



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.



07

Our Students' Profiles

The Postgraduate Certificate in Value Proposition in Dental Clinics is a program aimed at business professionals who want to update their knowledge in this field and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





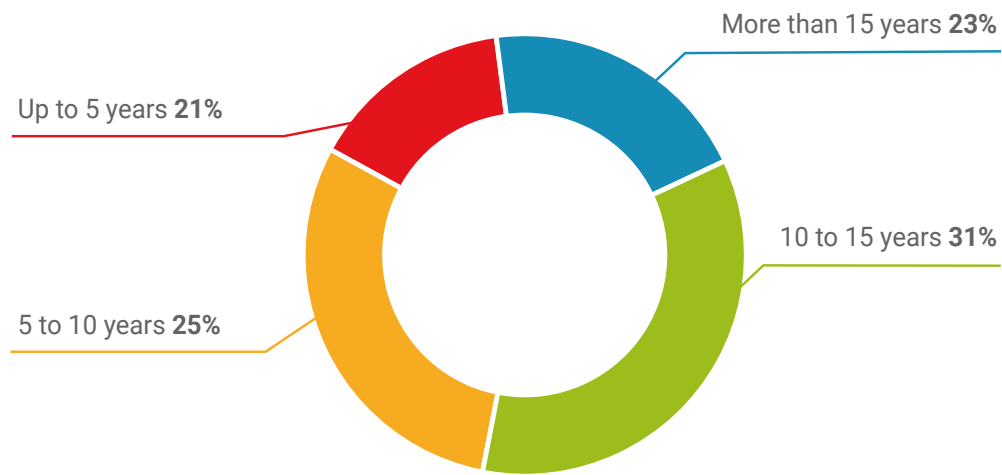
“

We are looking for experienced professionals who wish to broaden their training with the best Postgraduate Certificate in the market”

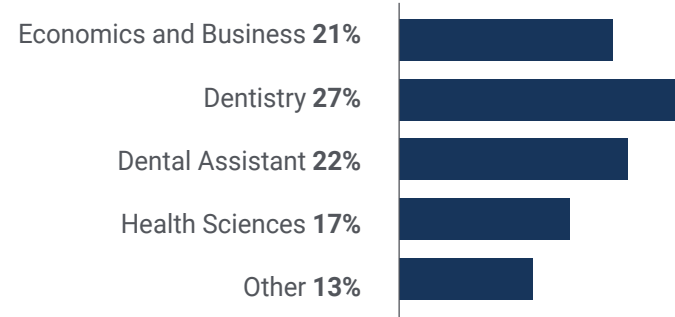
Average Age

Between **35** and **45** years old

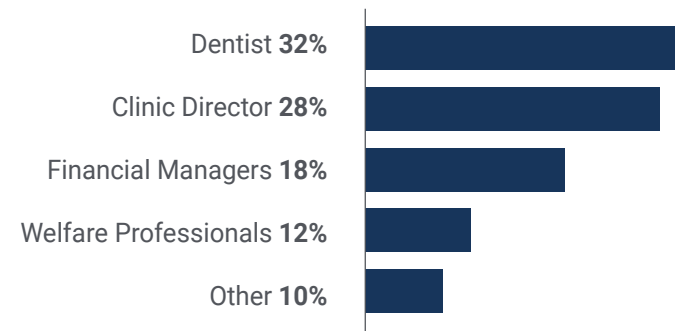
Years of Experience



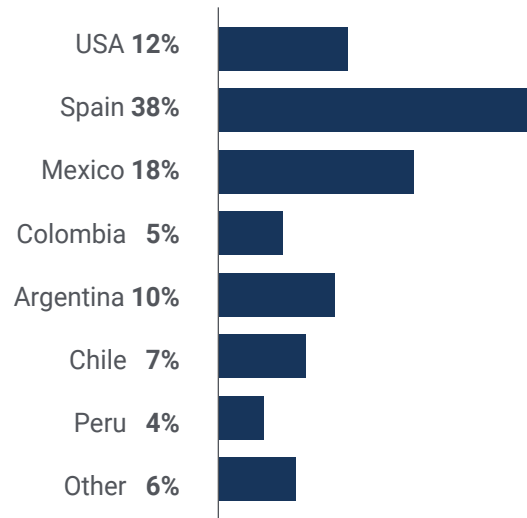
Training



Educational Profile



Geographical Distribution



Manuel Rodríguez

Manager of a dental clinic

"I had been looking for a long time for a program with which I could complement my university studies and, in that way, obtain more specific training. Luckily, at TECH I found this course on the value proposition in dental clinics, which has been of great use in developing my profession"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our teaching team, experts in Value Proposition in Dental Clinics, will help you achieve success in your profession"

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

- ♦ 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



D. 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

- ◆ Specialist in Marketing and Communication
- ◆ Trade Marketing Specialist
- ◆ Course in Digital Marketing and Web Analytics at Google & IAB Fortea
- ◆ Degree in Business Administration and Management. University of Valencia
- ◆ Master in Neuromarketing applied to the consumer. UB
- ◆ Master's Degree in Marketing and Market Research. University of Valencia





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

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the disposal of the students so that they can acquire the necessary skills and abilities to achieve this change.





“

Our main challenge is to help you generate a positive change in your career path”

Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Value Proposition in Dental Clinics is an intensive program that prepares the students to face the challenges and business decisions in the field of dental clinics, both nationally and internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

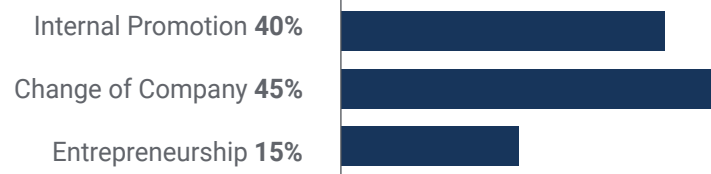
Our training program will enable you to acquire the skills you need to become a dental practice manager.

If you are looking for a job opportunity in the field of dental clinic management, at TECH we offer you all our resources to increase your knowledge in this field.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

This program helps elevate the organization's talent to its full potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the training and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



“

Acquire the necessary knowledge to provide your dental practice with the global vision it needs to achieve excellence”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Value Proposition in Dental Clinics guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Purchasing Behavior Analysis** 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** private qualification 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 Certificate in Purchasing Behavior Analysis**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



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Postgraduate Certificate Value Proposition in Dental Clinics

