



Postgraduate Diploma

Creation of a Dental Clinic Business Model

» Modality: online

» Duration: 6 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-creation-dental-clinic-business-model

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01 **Welcome**

In recent years there has been a boom in the establishment of dental clinics, favored by the increased interest of citizens in improving their oral health. But in order to create a business of this type, it is necessary to carry out a previous strategy based on a business model that adapts to the real needs of the environment. For this reason, at TECH we have designed this program of high academic level, developed by a team of experts in the field, who have selected the latest information in this field.









tech 08 | Why Study at TECH?

At TECH Technological 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

+200

executives prepared each year

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.



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"

Why Study at TECH? | 09 tech

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.





tech 12 | Why Our Program?

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



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.



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.



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.



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.



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.



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.



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.



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 Technological University community.

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





tech 16 | Objectives

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

The Postgraduate Diploma in Creation of a Dental Clinic Business Model will train students to:



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



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



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



Describe the current situation and future trends of management and direction models of clinicaldental business to be able to define objectives and differentiating successful strategies



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



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



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



10

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



Design targeted marketing and communication campaigns, being able to measure their impact through easy-to-interpret metrics





tech 20 | Structure and Content

Syllabus

The Postgraduate Diploma in Creation of a Dental Clinic Business Model of TECH - Technological University is an intensive program that prepares you to face challenges and organizational decisions at the healthcare level, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decisionmaking in uncertain environments.

Throughout 400 hours of study, you will analyze a multitude of practical cases through individual work, achieving a deep learning that will be useful for your daily work. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands your needs and those of your center 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 creatively and efficiently.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1 Pillars of Dental Clinic Management

Module 2 Designing Your Dental Clinic

Module 3 Introduction to Marketing



Where, when, and how it is taught

TECH offers you the possibility of taking this program completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

tech 22 | Structure and Content

1.1.1 1.1.2	Introduction to Dental Clinic Management The Concept of Management The Purpose of Management Management Control	1.2.1.	The Corporate Vision of the Dental Clinic Definition of a Company: Approach to the Dental Practice as a Service Company Company Elements Applied to Dental Clinics	1.3.1.	The Figure of the Manager Description of the Managerial Position in Dental Clinics Duties of the Manager	1.4.1.	Types of Company Organization The Owner 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		
Мос	dule 2. Designing Your Dental Clinic						
2.1.	Introduction and Objectives	2.2.1.	Current Situation the Clinical- Dental Sector National Scope BORRAR International Scope	2.3.1.	Evolution of the Clinical-Dental Sector and its Trends National Scope BORRAR International Scope		Competitive Analysis Price Analysis Differentiation Analysis
2.5.	SWOT Analysis	2.6.1. 2.6.2. 2.6.3. 2.6.4. 2.6.5. 2.6.6. 2.6.7. 2.6.8.	How Design the Canvas Model of Your Dental Clinic Customer Segments Requirements Solutions Channels Value proposition Income Structure Cost structure Competitive Advantages Key Metrics	2.7.1.	Method to Validate Your Business Model: Lean Startup Cycle Case 1: Validating Your Model at the Creation Stage Case 2: Application of the Method to Innovate With Your Current Model	2.8.	The Importance of Validating a Improving the Business Model Your Dental Practice
2.9.	How to Define the Value Proposition of Our Dental Clinic	2.10.1. 2.10.2.	Mission, Vision, and Values Mission Vision Values	2.11.	Defining the Target Patient		Optimal Location of My Clinic Plant Layout
2.13	8. Optimal Staff Sizing		Importance of a Recruitment Model in Line With the Defined Strategy	2.15.	Keys for Defining the Price Policy	2.16.	External VS Internal Financing

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 Marketing3.2.1. 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 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



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



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.





tech 26 | Methodology

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.





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.

tech 28 | Methodology

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.



Methodology | 29 tech

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.





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

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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.

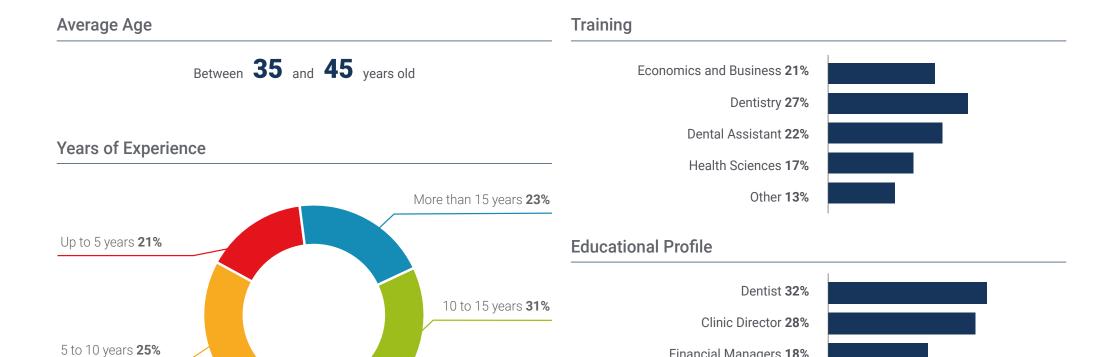


30%





tech 34 | Our Students' Profiles

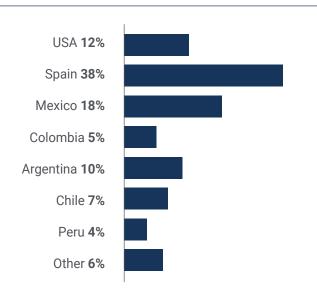


Financial Managers 18%

Other **10**%

Welfare Professionals 12%

Geographical Distribution





Lucía Gómez

Manager of a dental clinic

Thanks to this Postgraduate Diploma I have learned new techniques to create a successful business model for a dental clinic. Undoubtedly, it is the specialization I had been looking for for a long time, with a very complete academic program and a high quality teaching team."





Management



Mr. Guillot, Jaime

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



Mr. Gil, Andrés

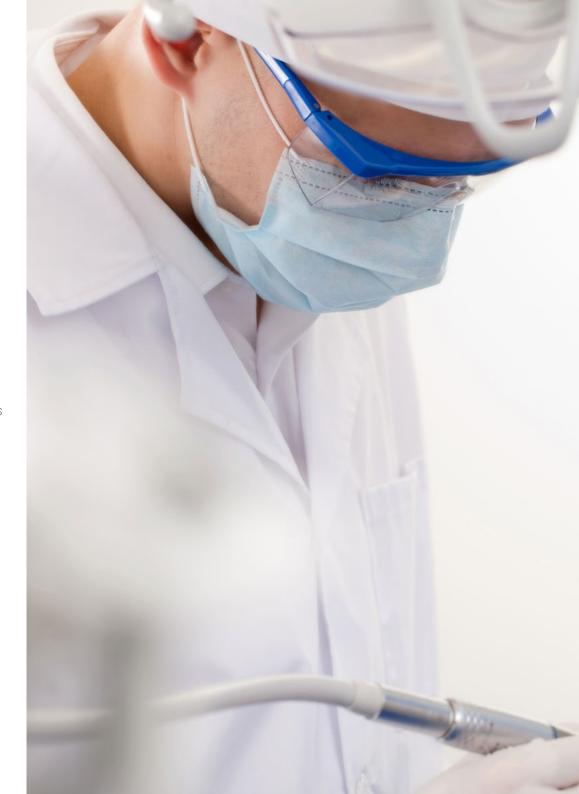
- Postgraduate Diploma in Innovation and Strategic Management
- Director-Manager at Pilar Roig Odontology Clinic
- Co-founder and CEO at MedicalDays
- Postgraduate Certificate in Dental Management and Clinical Management. DentalDoctors Institute
- Postgraduate Diploma in Cost Accounting Valence Chamber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

tech 40 | Course Management

Professors

Ms. Fortea Paricio, Anna

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





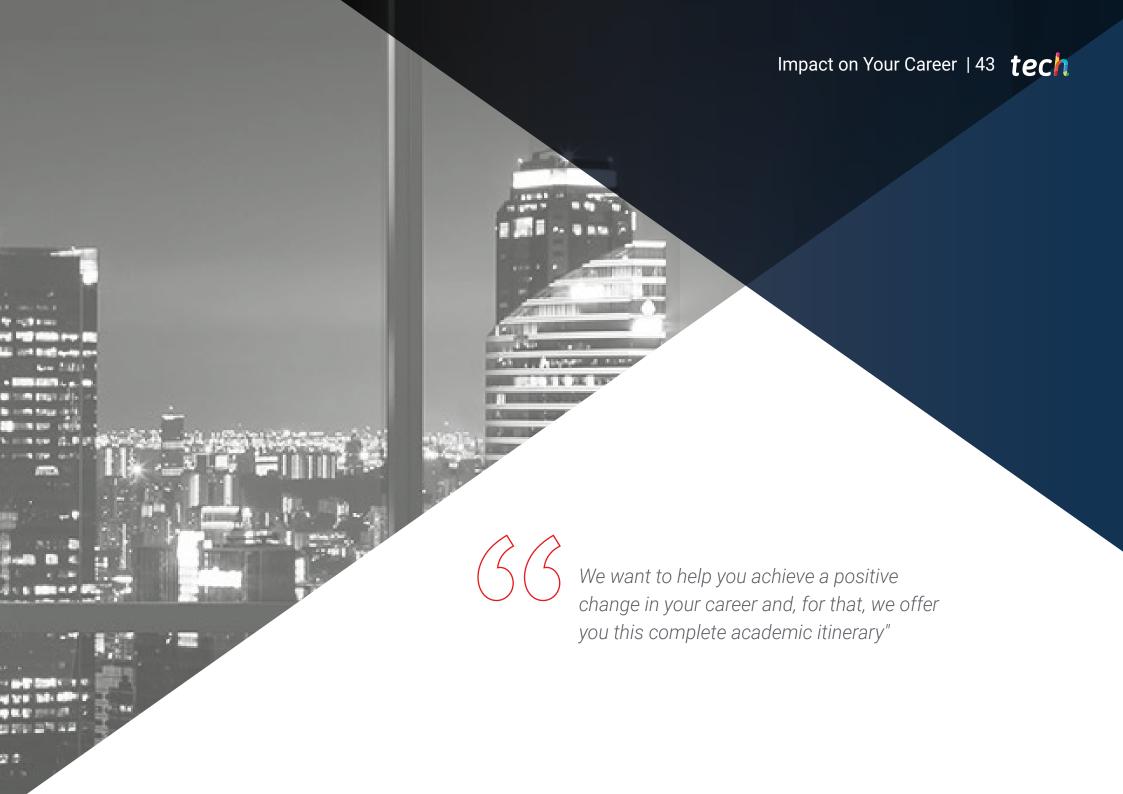
Mr. Dolz, Juan Manuel

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



Take the opportunity to learn about the latest advances in this area to apply it to your daily practice"





tech 44 | Impact on Your Career

The specialization will be key for the future of dental professionals. That's why we offer you this Postgraduate Diploma on the creation of this type of business model.

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

The Postgraduate Diploma in Creation of a Dental Clinic Business Model TECH is an intensive program that prepares you to face the challenges and business decisions in the field of dentistry, both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Generating Positive Change

Design a successful business model and take the professional leap you desire.

Time to change

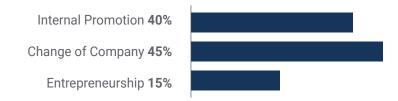
During the program

40%

After 2 years

39%

Type of change



Salary increase

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

\$57,900

A salary increase of

25.22%

\$75,500





tech 48 | Benefits for Your Company

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



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.



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.



Building agents of change

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



Increased international expansion possibilities

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





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.



Increased competitiveness

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





tech 52 | Certificate

This **Postgraduate Diploma in Creation of a Dental Clinic Business Model** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: Postgraduate Diploma in Creation of a Dental Clinic Business Model Official No. of Hours: 400 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.



Postgraduate Diploma Creation of a Dental Clinic Business Model

» Modality: online

» Duration: 6 months

» Certificate: **TECH Technological University**

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

