



CERTIFICATE IN DENTAL PRACTICE MANAGEMENT BUILDING A BUSINESS WORTH SMILING ABOUT

As in all successful organizations, the efficient management of systems, costs and revenues is critical to success. For dental professionals, understanding how to manage these factors and improve customer retention through quality of care are key to developing a sustainable, patient-centric practice.

Designed and delivered by UBC Sauder professors and successful dental practitioners, and based on industry best practices and key measurements, the concepts and skills presented in this certificate program will help you work more effectively with your staff, streamline your systems and make smart decisions for the future.

This program provides the following takeaways in an integrated, applicable manner, focused on dental practices:

Business Strategy

- Identify your goals and evaluate business challenges and opportunities
- Understand industry trends as they affect your practice and dentistry
- Consider numerous ways to reduce your costs
- Appreciate all of the advantages and disadvantages of new technology

Accounting/Finance

- Assess your own practice, and identify and measure key performance Indicators
- Determine what your practice is worth
- Interpret your financial statements to uncover hidden costs
- Evaluate cost structures and cash flow

Leading People

- Broaden your understanding of effective leadership
- Build a culture that reflects your strategy and values
- Design an effective performance management and reward system
- Address one-on-one challenges; lead others to lead themselves

Services Marketing

- Understand what drives patient behavior and how patients evaluate your practice
- Identify problem areas in service delivery that frustrate both patients and staff
- Implement techniques to measure patient perceptions and satisfaction
- Improve service delivery to increase patient satisfaction and staff morale

Operations

- Identify what drives efficiency in your practice
- Streamline your service operations
- Understand cost drivers in your service
- Design your operations to meet your strategy
- How to manage your dental office during and after the pandemic

NOVEMBER 2021 - FEBRUARY 2022

DATES:

November 26 – 28, 2021 (Module 1 online)
Module 1: Strategy and Finance & Accounting
January 14 – 16, 2022
Module 2: Operations, Service Marketing and Managing People
February 11 – 13, 2022
Module 3: Finance & Accounting, Managing People and Service Marketing

TUITION:

Registrant (dentist, office manager, etc.):
\$6500 CAD
Additional Registrant*:
\$5525 CAD

*Note: the first registrant from your office will be charged \$6500. Additional registrants will be charged \$5525

Payment can be made in full, or by installments as follows: 50% upon registration, and 50% by October 22, 2021

TIMES:

8:30 am - 4:30 pm

LOCATION:

UBC Robson Square, Vancouver, BC
Note: Module 1 (Nov 26 - 28) will be online

Module 1 (November 26 - 28) of the course will be offered online. Currently, the plan is to offer the last two modules in-person. As we continue to monitor the pandemic and adhere to health orders, we will update participants for in-person or online delivery (Modules 2 & 3) by the end of December 2021



In addition to the Sauder School of Business speakers listed below, this program includes prominent guest speakers on topics such as Personal Wealth Management, Investment Strategies and other areas critical to personal and professional success. You will also have opportunities to share experiences with your peers through networking lunches.



Dr. Jim Armstrong is the CEO of Aarm Dental Group. He is an MBA trained dentist through 2 MBA programs 12 years apart; and a past president of the BCDA. Jim serves on the Board of Directors for the Canadian Dental Association. Jim chairs the Economics Committee for the BCDA which produces the fee guide for the BCDA. His research and writing interests are in the areas of service marketing, econometric modelling, finance, and strategy/policy as it pertains to the dental profession.



Dr. Mahesh Nagarajan is an Associate Professor and Chair of the Operations and Logistics Division at the UBC Sauder School of Business. He teaches supply chain management, applied game theory and inventory management in the MBA core, and has consulted for organizations such as Mattel and Boeing, as well as companies in healthcare and retail.



Scott Sinclair is a lecturer at the UBC Sauder School of Business. He has been actively involved in professional accounting education for more than 30 years. He was the principal author for the CA School of Business in Western Canada between 2000 and 2010, and has won multiple awards for teaching excellence. He has also worked for Coopers & Lybrand Chartered Accounts, serving small business and mining clients.



Dr. Anthony Boardman is the Van Dusen Professor of Business Administration at the UBC Sauder School of Business. His interests include strategic analysis and implementation and the effects of ownership on performance. He teaches strategic analysis to business executives internationally, and serves as a consultant to organizations on strategic and economic issues.



Dr. Tim Silk teaches brand management, new product development and consumer behaviour at the UBC Sauder School of Business. His work focuses on consumer behaviour in pricing. An award-winning professor, he has taught at and consulted for companies including Bell, Best Buy and Visa. He is a leading expert on rebate promotions and has helped shape consumer-friendly policies for government agencies. Formerly, he was a marketing manager and a race car driver.



Dr. Daniel Skarlicki is the Edgar Kaiser Professor and Chair of Organizational Behaviour at the UBC Sauder School of Business, where he also teaches marketing and behavioural sciences. He has taught executive programs in organizations across North and South America, Europe and Asia. His clients include Cathay Pacific, the Government of Canada, Vancity and Glaxo. An active educator, he has won numerous teaching and research awards.

TESTIMONIALS

"For those dental professionals who say "I can't afford this course", I say "You can't afford not to take this course". This course provides dental professionals with the complete tool set to achieve their goals, and to set them apart."

"Great experience and a lot of useful information. Appreciate meeting so many intelligent, bright people."

"This information is extremely relevant on how to manage people and the performance reviews based on behaviours will help make teams stronger."

"This program is like no other. The material presented is a gold mine, it is immediately implementable and relevant. I don't think there is such a course with such star instructors available anywhere else. I recommend taking this course for all dentists, specialists and their management staff who want to flourish."

CANCELLATION POLICY

All cancellation requests must be made in writing. Cancellation fee; Between registration and 30 days prior to the first day of module 1; \$500, Between 30 and 15 days prior to the first day of module 1; 50% refund, Between 14 and 1 day prior to the first day of module 1; no refund. Substitutions are welcome. If you cannot attend, substitutions are permitted any time up to and including the first day of the seminar. Substitutes must attend all three modules. Continuing Dental Education at The University of British Columbia reserves the right to cancel courses or switch instructors if deemed necessary by low enrolment, instructor cancellation or other unforeseen issues. In case of course cancellation a full refund will be issued.

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DISCLAIMER: Dental education institutions have an obligation to disseminate new knowledge related to dental practice. Some presentations may include controversial materials or commercial references. Sponsorship of a continuing education course by The University of British Columbia does not imply endorsement of a particular philosophy, procedure or product by The University of British Columbia. Fee in full must accompany registration. The tuition fee is deductible for Canadian Income Tax purposes. See cancellation policy.

REGISTER ONLINE:

WWW.DENTISTRY.UBC.CA/CDE/CERTIFICATE-IN-DENTAL-PRACTICE-MANAGEMENT