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.

**Takeaways**

**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

**Dates**
The program consists of three 3-day modules delivered February – May 2020.

- **Module 1: Strategy and Operations**
- **Module 2: Finance & Accounting, Service Marketing, Managing People**
- **Module 3: Finance & Accounting, Managing People**

**Price**
The complete program includes continental breakfast and lunch each day on each of the three modules for a total price of $6500. Additional person from the same office will receive a 15% discount. For more program details or to register please visit the program website at www.sauder.ubc.ca/dentists or contact a Learning Advisor at 604-822-6947 or exec.ed@sauder.ubc.ca

**Online registration:** www.sauder.ubc.ca/dentists

**Location**
Courses are held at UBC Robson Square
800 Robson Street, Vancouver BC.

**Times**
8:30 am – 4:30 pm
**Special Features**

In addition to formal classroom sessions, the 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.

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**Course Leaders**

**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. 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. 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.

**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.

**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.

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**Testimonials**

"I have never found a course like this available for dentists and their team members. It is unique and informative. The course exceeds all expectations and delivers material and, most importantly, effective tools to improve all aspects of dental practice management. It covers everything they don’t teach at dental school but is so important in creating a successful dental practice and a delightful career."

"I appreciated learning from business educators, not individuals who specialize in teaching dentists. I liked that the teaching was based on real time Canadian and BC economic data. I think non-dental educators brought new insights to the module."

"I liked most the academic rigor of the approach. I find most practice management courses to be very sales oriented without much data to back up their claims."

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"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."
REGISTRATION DETAILS

Certificate in Dental Practice Management

Building a Business Worth Smiling About. | February – May 2020

DATES:
February 28 – March 1, 2020
March 17 – 19, 2020
May 1 – 3, 2020

Module 1: Strategy and Operations
Module 2: Finance & Accounting,
Service Marketing, Managing People
Module 3: Finance & Accounting,
Managing People

TUITION:
- Registrant (dentist, office manager, etc.) $6500
- Additional Registrant* $5525

*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 December 28, 2019

Tuition includes continental breakfast and lunch on each day of the three modules

LOCATION:
UBC Robson Square
800 Robson Street
Vancouver, BC

TIMES:
8:30 am – 4:30 pm

CANCELLATION POLICY: Full payment is due upon registration. The tuition fee is deductible for Canadian Income Tax purposes. All cancellation requests must be made in writing.

Cancellation fee:
Between registration and 60 days prior to the first day of module 1: $500
Between 60 and 30 days prior to the first day of module 1: 50% refund
Between 30 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.

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For information about course registration or for details about other upcoming UBC CDE courses, please contact

UBC Continuing Dental Education
www.dentistry.ubc.ca/cde
cde@dentistry.ubc.ca or 604 822-6156

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ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp

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.