EXECUTIVE EDUCATION FOR DENTISTS
Building a Business Worth Smiling About

CERTIFICATE IN DENTAL PRACTICE MANAGEMENT

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
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.

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
April 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

UNIVERSITY OF BRITISH COLUMBIA
Faculty of Dentistry

For information about the course or to speak to an advisor, please contact:
UBC Executive Education at the Sauder School of Business,
www.sauder.ubc.ca/dentists or 604 822-6947

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

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

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.

The University of British Columbia reserves the right to cancel courses if deemed necessary by low enrolment, instructor cancellation or other unforeseen issues.

Continuing Dental Education at the University of British Columbia is an ADA CERP Recognized Provider.

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.