

## 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 online 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

### OCTOBER 2022 - JANUARY 2023

MODULE 1: **OCTOBER 28 - 30, 2022**

MODULE 2: **NOVEMBER 25 - 27, 2022**

MODULE 3: **JANUARY 20 - 22, 2023**

### LIVE ONLINE SESSIONS:

8:30 am - 4:30 pm

All program modules will be delivered  
ONLINE

### PROGRAM FEES:

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

**Additional Registrant:** \$ 5525 CAD  
(from same office)

Payment can be made in full, or by installments  
as follows: 50% upon registration, 50% by  
September 23, 2022

### REGISTER ONLINE:

**DENTISTRY.UBC.CA/CDPM**

**T: 604-822-2627**

**E: CDE@DENTISTRY.UBC.CA**

In addition to the UBC 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.



**Dr. Jim Armstrong** is the CEO of Aarm Dental Group. He is an MBA trained dentist through two MBA programs 12 years apart; and a past president of the BCDA. Jim serves as an editorial consultant for the JCDA and a CDA media expert on dental management issues, and chairs the Economics Committee for the BCDA.



**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.



**Scott Sinclair** is a lecturer at the UBC Sauder School of Business. He has been involved in professional accounting education for over 30 years. He was the principal author for the CA School of Business in Western Canada between 2000 and 2010, and also worked for Coopers & Lybrand Chartered Accountants.



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



**Dr. Timothy Silk** teaches brand management, new product development and consumer behaviour at the UBC Sauder School of Business. 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.



**Amy Stanley** is an Adjunct faculty member at the UBC Sauder School of Business. She has worked in various HR roles, including 8 years as an HR Manager in UBC's Department of Medicine. An expert executive coach, she manages her own leadership development business helping leaders handle conflict and create high-performing organizations. Her global client list includes a range of industries from the business, finance, government and education sectors.

## 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."*

*"This program is so inspiring and educational. This is extremely useful information for me as I prepare to open my first practice and become an owner for the first time. From accounting and finance to operations, marketing, management and leadership - the topics covered are so incredibly relevant and helpful. Thank you for offering a program like this specific to dentistry!!"*

*"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 first module. 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.

**ADA CERP**® | Continuing Education Recognition Program

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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.

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