

Postgraduate Certificate

Value Proposition Design in Dental Clinics



Postgraduate Certificate Value Proposition Design in Dental Clinics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/dentistry/postgraduate-certificate/value-proposition-design-dental-clinics

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01

Introduction

The growing number of dental graduates and the increase in the number of dental clinics that have been emerging in recent years has made the clinical-dental sector one of the most competitive markets in existence today. Therefore, it is essential for the dentist's profile to also adopt the role of manager and director of his or her dental clinic, and he or she should focus on learning the knowledge of business management and team management that will guarantee the continuity of his or her own business.





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Improve your knowledge in Value Proposition Design in Dental Clinics through this program, where you will find the best didactic material with real case studies. Learn here about the latest advances in clinic management and direction in order to be able to manage quality dental centers"

The Management and Direction of Dental Clinics has aroused growing interest in recent years, especially among professionals who have realized the importance of knowing how to properly manage all the resources they have in their dental clinic, in order to turn it into a business of the future, with a continuity that can only be ensured by applying the appropriate levers of business management.

In this new environment, the focus on the dental clinic as an organizational structure is particularly strong, and all areas of the field of management and leadership must be addressed and mastered: human resources, marketing, quality, time management, planning and strategy, accounting and costs, etc.



This Postgraduate Certificate may be the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge in Value Proposition Design in Dental Clinics, you will obtain a certificate from TECH - Technological University”

This **Postgraduate Certificate in Value Proposition Design in Dental Clinics** contains the most complete and up-to-date scientific program on the market. The most important features of the postgraduate certificate are:

- ♦ Development of case studies presented by experts in the different specialties related to the Management and Direction of Dental Clinics.
- ♦ Its graphic, schematic and eminently practical contents are designed to provide rigorous and scientific information on those disciplines that are essential for professional practice.
- ♦ New developments in Value Proposition and Strategy Design in Dental Clinics
- ♦ Interactive learning system based on algorithms for decision making on the problem situations posed.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection

This postgraduate certificate offers training in simulated environments, which provides an immersive learning experience designed to train for real-life situations.

We offer you the opportunity to take control of your future and develop your full potential at the head of dental centers and clinics.

Its teaching staff includes professionals belonging to the field of Management and Direction of Dental Clinics, who pour into this program the experience of their work, in addition to recognized specialists belonging to reference companies, both in the sector and in related sectors.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program to train in real situations.

The design of this program is based on problem-based learning, by means of which the physician must try to solve the different professional practice situations that arise throughout the Postgraduate Certificate. This will be done with the help of an innovative interactive video system created by recognized experts in the field of clinic management and leadership with extensive teaching experience.

“*Each company must decide where and with whom it is playing, what resources it has and what it intends to gain from it*”



02 Objectives

The Postgraduate Certificate in Value Proposition Design in Dental Clinics is oriented to favor your personal and professional growth.



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The main objective of this program is to promote your personal and professional growth by helping you to achieve success as a dental practice manager”



General Objectives

- ♦ Use theoretical, methodological and analytical tools to optimally manage and direct clinical-dental businesses, effectively differentiating themselves in a highly competitive environment.
- ♦ Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities
- ♦ Favor 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, and in the case of innovating in the management and direction model of the clinical-dental business they already have.
- ♦ Professionalize the clinical-dental sector, through continuous and specific training in the field of business management and direction.



Make the most of this opportunity and take the step to get up to date on the latest developments in Value Proposition Design in Dental Clinics”





Specific Objectives

- ♦ Design work procedures focused on a productivity and quality model for the dental clinic, based on the philosophy of continuous improvement
- ♦ Use digital tools that facilitate the efficient planning and management of dental clinic tasks, resulting in significant cost savings in the short term
- ♦ Apply tools and work procedures that are essential for optimal purchasing and resource warehouse management, avoiding unproductive expenditure
- ♦ Develop negotiation skills with which to deal with suppliers, customers and team management focused on win-win results
- ♦ Master the main financial tools to facilitate key decisions based on objective data
- ♦ Acquire important knowledge on cost analysis to understand the current state of your company in terms of profitability and be able to define future scenarios

03

Course Management

This program includes in its teaching staff health professionals of recognized prestige, who belong to the field of Value Proposition Design in Dental Clinics and who bring to this training the experience of their work.

In addition, renowned specialists, members of prestigious national and international scientific communities, are involved in designing and preparing the program.





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Learn from leading professionals the latest advances in Value Proposition Design in Dental Clinics"

Management



D. Gil, Andrés

- ♦ Director-Manager at pilaR Roig Odontología Clinic
- ♦ Co-founder and CEO at MedicalDays
- ♦ Master's Degree in Management and Direction (Michigan State University)
- ♦ Diploma in Dental Management (DenalDoctors Institute)
- ♦ Diploma in Cost Accounting (Valencia Chamber of Commerce)
- ♦ Accounting Course. Centre for Financial Studies
- ♦ Leadership and Team Management Course. César Piqueras
- ♦ Agricultural Engineer Polytechnic University of Valencia



D. Guillot, Jaime

- ♦ CEO of Hikaru VR Agency
- ♦ Productivity and business strategy consultant for SMEs, StartUps and freelancers.
- ♦ Industrial organization engineer, specializing in production process management (Polytechnic University of Valencia).
- ♦ Master's Degree in Emotional Intelligence (La Florida University)
- ♦ NLP Practitioner (effective communication) by the NLP Institute of London
- ♦ Professional training in coaching and team management (School of Business of Barcelona)
- ♦ Advanced training in entrepreneurship and innovation business models
- ♦ Advanced training in Lean tools for production environments



Professors

Sr. Dolz, Juan Manuel

- ♦ Degree in Business Administration and Management (University of Valencia)
- ♦ Diploma in Business Sciences (University of Valencia)
- ♦ Degree in Business Administration and Management (University of Valencia)
- ♦ Professional training in Digital Marketing (Internet Startup Camp - UPV)
- ♦ Business digitization consultant
- ♦ High experience in business creation
- ♦ Co-founder and CTO MedicalDays
- ♦ Co-founder and COO Drone Spain
- ♦ Co-founder and COO Hikaru VR Agency

Sra. Fortea Paricio, Anna

- ♦ Law degree from the University of Valencia
- ♦ Neurocoach Professional
- ♦ Founder of the European Leadership Center in Miami, United States
- ♦ Founder of the Center for High Human Performance Anna Fortea in Valencia, Spain
- ♦ Co-founder of Eseox
- ♦ President at INA (International Neurocoaching Association).
- ♦ Professor at several Spanish universities, and at UAC and Humboldt University in Miami, United States
- ♦ Psychology at the UOC and Neurosciences at UPenn, University of Pennsylvania, United States
- ♦ CAC Coach Certified by the Center for High Human Performance IESEC

04

Structure and Content

The structure of the contents has been designed by a team of professionals from the best dental centers, business centers, companies and universities in the national territory, aware of the relevance of current affairs in order to manage successful companies, and committed to quality teaching through new educational technologies.



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This Postgraduate Certificate in Value Proposition Design in Dental Clinics, contains the most complete and up-to-date scientific program on the market”

Module 1. The Design of Your Clinic

Analyzing the Clinical-Dental Market

- 1.1. Introduction and Objectives
- 1.2. Current Situation the Clinical-Dental Sector
 - 1.2.1. National Scope
 - 1.2.2. International Scope
- 1.3. Evolution of the Clinical-Dental Sector and its Trends
 - 1.3.1. National Scope
 - 1.3.2. International Scope
- 1.4. Competitive Analysis
 - 1.4.1. Price Analysis
 - 1.4.2. Differentiation Analysis
- 1.5. DAFO Analysis

Designing and Validating Your Business Model

- 1.6. How Design the Canvas Model of Your Dental Clinic
 - 1.6.1. Customer Segments
 - 1.6.2. Requirements
 - 1.6.3. Solutions
 - 1.6.4. Channels
 - 1.6.5. Value proposition
 - 1.6.6. Income Structure
 - 1.6.7. Cost structure
 - 1.6.8. Competitive Advantages
 - 1.6.9. Key Metrics
- 1.7. Method to Validate Your Business Model: Lean Startup Cycle
 - 1.7.1. Case 1: Validating Your Model at the Creation Stage
 - 1.7.2. Case 2: Application of the Method to Innovate With Your Current Model
- 1.8. The Importance of Validating and Improving the Business Model of Your Dental Practice



What Differential Value Does Our Dental Clinic Offer?

1.9. How to Define the Value Proposition of Our Dental Clinic

1.10. Mission, Vision, and Values

1.10.1. Mission

1.10.2. Vision

1.10.3. Values

1.11. Defining the Target Patient

Key Decisions for the Success of Your Dental Clinic

1.12. Optimal Location of My Clinic

1.12.1. Plant Layout

1.13. Optimal Staff Sizing

1.14. Importance of a Recruitment Model in Line With the Defined Strategy

1.15. Keys for Defining the Price Policy

1.16. External Financing vs. Internal Financing

1.17. Strategy Analysis of a Dental Practice Success Story



*A unique, key and decisive
experience to boost your
professional development”*

05 Methodology

This training provides you with a different way of learning. Our methodology follows a cyclical learning process: Re-learning.

This teaching system is used in the most prestigious medical schools in the world, and major publications have considered it to be one of the most effective, such as the New England Journal of Medicine.





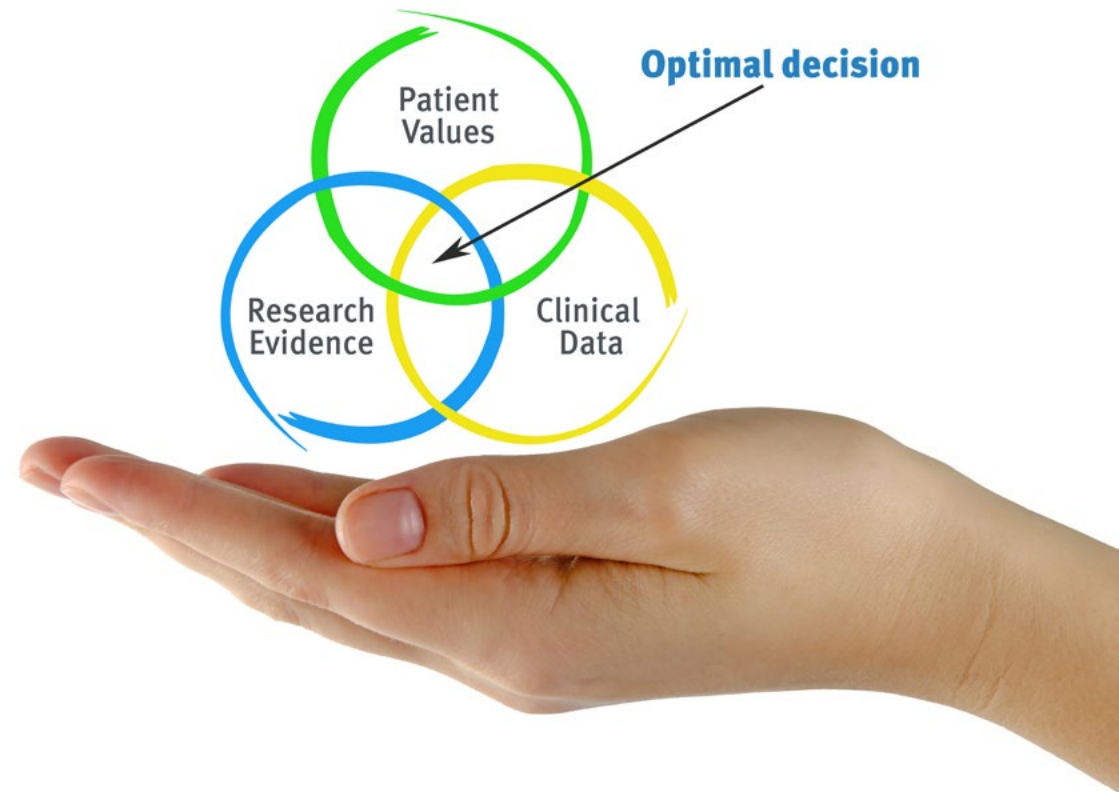
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Discover Re-learning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

At TECH we use the Case Method

In a given clinical situation, what would you do? Throughout the program you will be presented with multiple simulated clinical cases based on real patients, where you will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Dentists learn better, faster, and more sustainably over time.

With TECH you can experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching potential or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the dentist's professional practice.

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Did you know that this method was developed in 1912 at Harvard for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only grasp concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. The learning process has a clear focus on practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Re-learning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Re-learning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

The student will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Re-learning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best Spanish-speaking online university (Columbia University).

With this methodology we have trained more than 115,000 students with unprecedented success, in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

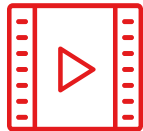
Re-learning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (we learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



In this program you will have access to the best educational material, prepared with you 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 really specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Surgical Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current dental techniques. All this, in first person, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

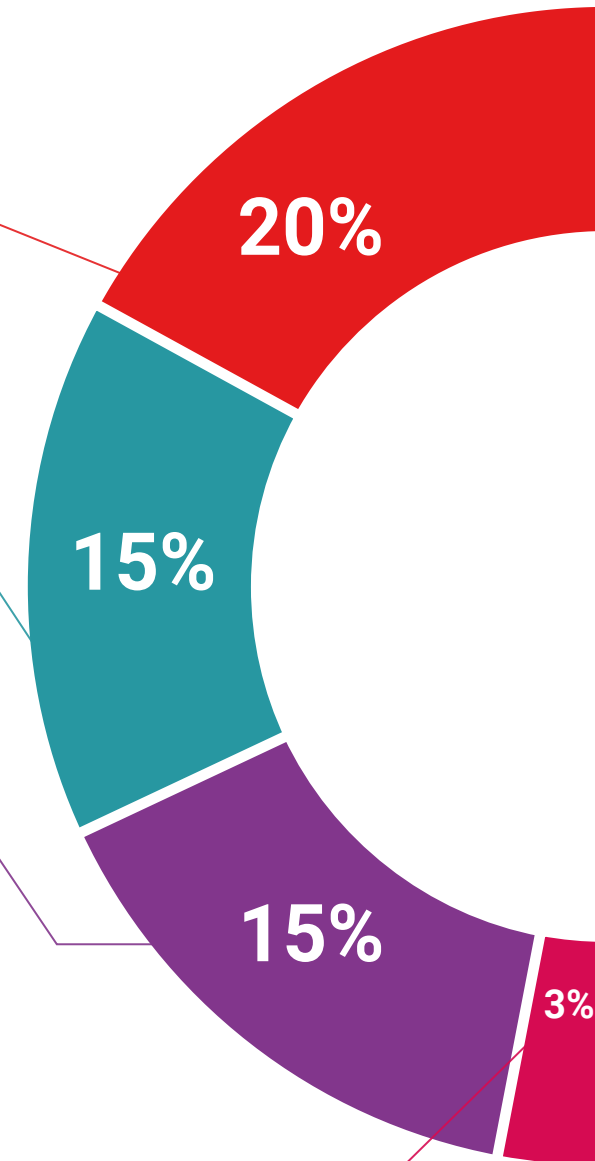
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

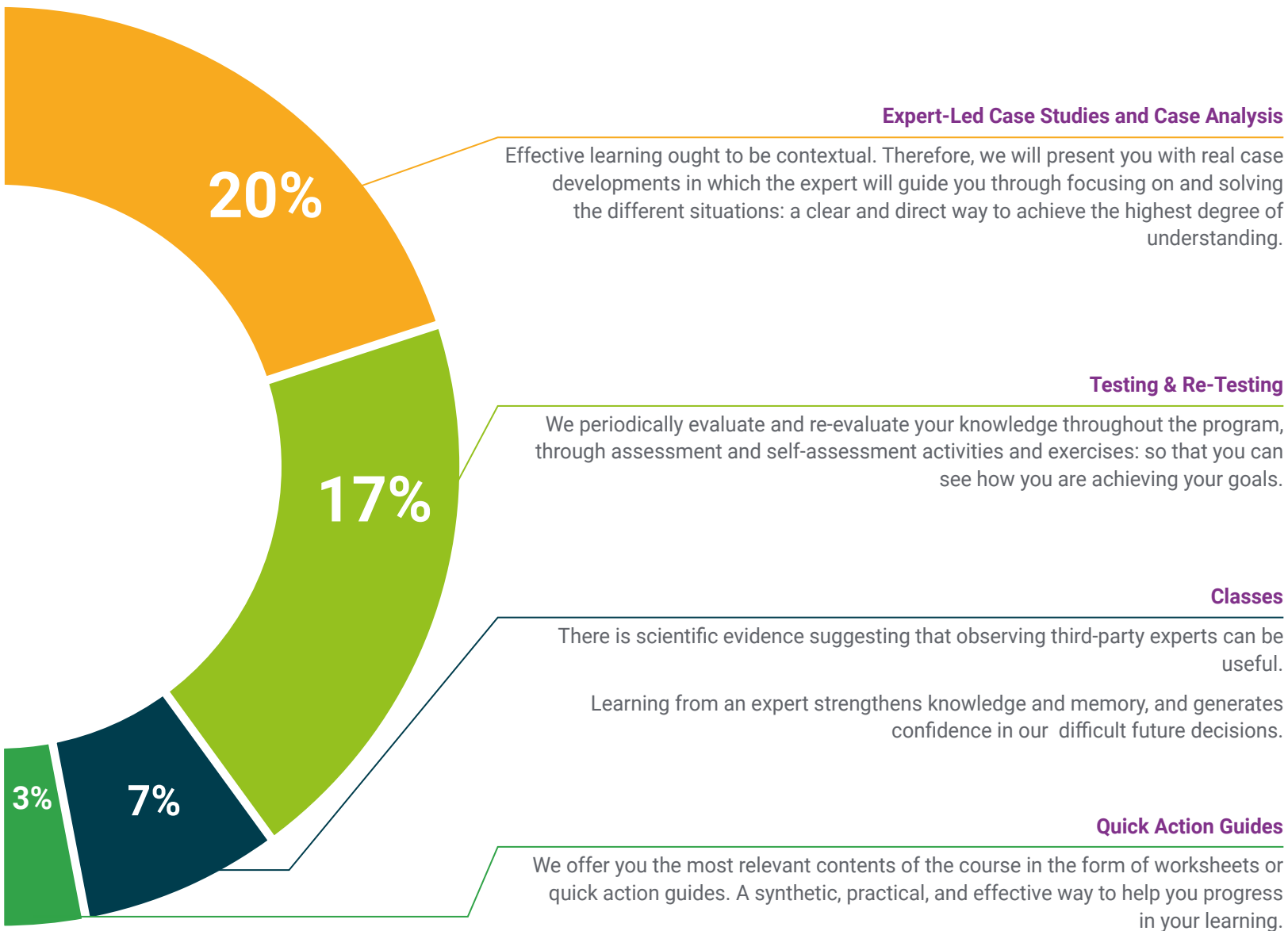
This multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides. in our virtual library you will have access to everything you need to complete your training.





06 Certificate

The Postgraduate Certificate in Value Proposition Design in Dental Clinics guarantees you, in addition to the most rigorous and up-to-date training, access to a certificate issued by TECH - Technological University.



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Successfully complete this specialization and receive your certificate without travel or laborious paperwork”

This **Postgraduate Certificate in Value Proposition Design in Dental Clinics** contains the most complete and up-to-date scientific program on the market.

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

The Certificate issued by **TECH Technological University** will specify the qualification obtained through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Value Proposition Design in Dental Clinics**

Official Number of Hours: **150**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
online training
development languages
virtual classroom

tech technological
university

Postgraduate Certificate

Value Proposition Design
in Dental Clinics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

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