

# Postgraduate Diploma

## Aesthetic Medicine in the Dental Clinic





## Postgraduate Diploma Aesthetic Medicine in the Dental Clinic

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

Website: [www.techtute.com/us/dentistry/postgraduate-diploma/postgraduate-diploma-aesthetic-medicine-dental-clinic](http://www.techtute.com/us/dentistry/postgraduate-diploma/postgraduate-diploma-aesthetic-medicine-dental-clinic)

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# 01

# Introduction

The pairing of Aesthetic Medicine and Dentistry is today an inevitable reality. For this reason, many professionals choose to include highly valuable aesthetic treatments in their clinics in order to make their services much more attractive to different audiences. However, for this integration to be truly efficient, not only economically but also functionally, it is necessary to acquire advanced clinical management skills that integrate both specialties. This program is unique in that it provides the professional with the knowledge that will enable them to run a successful and profitable clinic that combines Aesthetic Medicine and Dentistry in an efficient manner.





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*Integrate state-of-the-art aesthetic treatments into your dental clinic and make your commercial offer much more attractive to different audiences with this Postgraduate Diploma from TECH Technological University”*

Within medicine, one of the fastest growing specialties is Aesthetics. As a result, more and more healthcare professionals are seeking to enter this field, and dentists are no exception. However, for these professionals, it is not enough to know how to apply treatments correctly and safely, they also need to know how to integrate these services into their dental services in a cost-effective and efficient manner. With this need in mind, TECH presents this Postgraduate Diploma in which Aesthetic Medicine will be contextualized first, analyzing its evolution and the relevance it has acquired in recent times, since in order to know a subject in depth it is important to know where it comes from and where it is going.

With this context in mind, the program addresses issues related to the administration and management of a clinic, without which it would not be possible to implement all those services related not only to Dentistry, but also to Aesthetic Medicine.

On the other hand, and in relation to commercial management itself, the program will review the internal analysis of a company of these characteristics, trying to generate with this analysis the necessary strategies for the optimization and expansion of the current and future business model. At the same time, the Canvas Model will be explained as a tool to analyze and create business models in a simplified way.

In the same way, the different sales techniques, the different types that exist and are applicable to the dental sector (always focused on the aesthetic field), the difference between customer acquisition and recurrence, and the importance of the user experience in each of the phases will be discussed in depth.

All this knowledge will give the professional a much clearer and realistic vision of the Management and Integration of Aesthetic Services in the Dental Clinic. All this, in an online format which is 100% compatible with other work and/or personal commitments.

This **Postgraduate Diploma in Aesthetic Medicine in the Dental Clinic** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Practical cases presented by experts in Aesthetic Medicine applied to Dentistry
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies for the use of Aesthetic Treatments in Dentistry
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Access to content from any fixed or portable device with an Internet connection



*Make your clinic a benchmark for quality care, services and results and amplify your opportunities by adding highly demanded procedures to your portfolio"*

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*You will become a top professional not only for your ability to administer aesthetic treatments, but for your great skills in becoming the leader of a successful dental practice”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

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 program to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*A program that stands out for its 100% online methodology and for the quality of its expert teaching staff who have years of experience in the sector.*

*Not only will you learn about the economic management of the clinic, but also about sales techniques, marketing actions and social media management in relation to this sector.*



# 02 Objectives

In a society where image is everything, more and more people are focusing on achieving a near-perfect facial aesthetic. And, for this, the integration of Aesthetic Medicine and Dentistry is vital. For this reason, this program aims to offer dentists an academic space where they can learn about the latest developments in the management of a dental clinic that offers aesthetic services: from the creation of the business model to the implementation of the most appropriate marketing plan.





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*Welcome to the academic program  
that will help you get one step closer  
to achieving your career goals"*



## General objectives

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- Know the business structure of the dental clinic from different angles, in order to optimize the necessary resources in the search for maximum profitability of the business
- Be able to replicate models that are profitable and discard those that represent a business deficit
- Understand the power of communication and marketing in attracting, retaining and promoting existing and future customers



*If you want to start your own dental practice, but have no experience in the business world, don't worry. This Postgraduate Diploma will provide you with everything you need to know to achieve success in commercial management"*





## Specific objectives

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### Module 1. Aesthetic Medicine

- ♦ Have general knowledge of the combination of the dental clinic and the aesthetic clinic
- ♦ Know the different technological tools necessary to carry out aesthetic interventions in dentistry
- ♦ Know human aspects related to patients
- ♦ Understand the protocols to be followed in different circumstances
- ♦ Know how to carry out administration and accounting tasks in a clinic

### Module 2. Techniques for the Creation, Development and Execution of Commercial Management, Marketing and Social Media

- ♦ Perform an analysis of the business possibilities, of the macro market environment and be able to land on a micro analysis that allows the optimization of existing resources to materialize them in an increase of the clinic's operating activity and monthly turnover
- ♦ Learn how to use the Canvas Model in depth
- ♦ Carry out competitive strategies in a booming sector, and other growth strategies so that the business grows in density and scale simultaneously
- ♦ Learn various selling techniques
- ♦ Understand the importance of sales, attraction and recurrence
- ♦ Acquire the knowledge to understand why digital marketing allows you to connect with your target audience, making the lowest possible investment and achieving the greatest possible reach

- ♦ Demystify the taboos generated by aesthetic treatments and integrate them as beauty treatments, using social networks as the main channel
- ♦ Acquire the necessary skills to create quality content, using social networks as the main tool to promote your work
- ♦ Develop effective and credible communication actions that will give reputation to the medical-aesthetic work

### Module 3. Aesthetic Medicine Applied to Dentistry

- ♦ Perform an analysis of the patients' features at a macro-aesthetic level, such as facial proportions and their measurement according to the different facial patterns
- ♦ Analyze the facial profile knowing the different measurement parameters in order to make a better diagnosis and treatment
- ♦ Analyze the mini aesthetics of the smile
- ♦ Learn the aesthetic parameters of both incisors at rest, gingival exposure in smile and gingival width
- ♦ Study the micro aesthetics in the details of each tooth, knowing the shape and contour that each tooth should have
- ♦ Analyze the shape and texture of the gingiva, the correct positioning of the teeth and its impact on the aesthetics of the smile
- ♦ Analyze the impact of different dental malocclusions on facial aesthetics

# 03

# Course Management

One of the elements that makes this Postgraduate Diploma unique is its excellent teaching staff. Practicing professionals and academics from prestigious international companies who share all their knowledge and experience with students to offer them the best learning experience on the international university scene. A luxury that only TECH, the largest digital university could offer.





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*Learn from the experience of the best professionals in the sector and become a leading expert in Aesthetic Medicine and Dentistry with this program"*

## Management



### Ms. González Rodríguez, Paloma

- ♦ Owner of Chamberí Dental Oral Surgery, Implantology and General Dentistry and Aesthetic Facial and Dental Medicine, Madrid
- ♦ Oral Surgeon at Vivanta Clinic, Seville
- ♦ Oral Surgeon and Dentist at D. Montero Dental Clinic, Seville
- ♦ General Dentist and Prosthodontist in ADESLAS SEGURCAIXA, Cadiz
- ♦ Endodontist Dentist exclusively at ADESLAS DENTAL, Cadiz
- ♦ Degree in Dentistry. CEU San Pablo University, Madrid
- ♦ Master's Degree in Oral Surgery, Implantology and Periodontics UMA, Malaga University
- ♦ Specialist in Dental and Facial Aesthetics. Harmonic, Dr. Sandra Duque

## Professors

### Ms. Palos Bonilla, Irene María

- ♦ Public Relations Manager, The Swatch Group, Spain PR Agency
- ♦ Specialist in Advertising and Integral Corporate Relations, MRA PR Agency
- ♦ Fashion stylist at Cosmopolitan Magazine
- ♦ Master's Degree in Digital Marketing, The Power MBA
- ♦ Marketing and Communication for Luxury and Fashion Brands, Complutense University of Madrid, ELLE Executive Education
- ♦ Public Relations, Visual Merchandising and Styling, Complutense University of Madrid, ELLE Executive Education

### Mr. Carrión Candelas, Alejandro

- ♦ Consultant in Euro-Funding Advisory Group
- ♦ Director of Cost Control at Soldeser
- ♦ Manager of the restaurant Club Hípico Somosaguas, Madrid
- ♦ Double Degree in Law and Business Administration, Rey Juan Carlos University, Madrid

### Ms. Benítez Durbán, Mónica

- ♦ Orthodontist at Jaime Benítez Hita Dental Clinic, Almería
- ♦ Orthodontist at Chamberí Dental Clinic, Madrid
- ♦ Orthodontist at Perfectdent Clinic, Madrid
- ♦ Degree in Dentistry from San Pablo University CEU, Madrid
- ♦ Master's Degree in Orthodontics and Dentofacial Orthopedics from Rey Juan Carlos University, Madrid
- ♦ Master's Degree in Invisalign Invisible Orthodontics, Manuel Román Academy, Madrid

### Mr. Carpintero Navarro, Fernando

- ♦ Entrepreneur and Business Consultant
- ♦ Senior Career Advisor. The Power MBA
- ♦ Account Executive PLN distribution
- ♦ Sales Team Leader at Too Good To Go
- ♦ Head of Business Development at Jobin App
- ♦ Double Degree in Law and Business Administration from Carlos III University of Madrid
- ♦ Integral Development Program for Young Professionals, López Quintás Foundation + ICADE

# 04

## Structure and Content

Thinking about the needs of the dental sector, TECH has designed this program with a specific syllabus that takes into account the specific aspects of the integration of Dental and Aesthetic Services. Therefore, from three modules of theoretical learning, with an added practical approach, the student will learn the best practices for managing a clinic of this type. This will help them to become a benchmark in the industry for their ability to lead efficient, cost-effective and, above all, patient-safe business processes.





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*Study at your own pace and according to your needs thanks to a 100% online program that is compatible with your professional commitments"*

## Module 1. Aesthetic Medicine

- 1.1. Context of Aesthetic Medicine
  - 1.1.1. Historical Context
  - 1.1.2. Current Context
  - 1.1.3. Relevance of Aesthetic Medicine
- 1.2. Management and Direction of an Aesthetic Clinic: Applied Economics
  - 1.2.1. Efficient Management
  - 1.2.2. Necessary Accounting Issues
  - 1.2.3. Cost Reduction
  - 1.2.4. Maximum Benefit
- 1.3. Psychology and Psychiatry Applied to Aesthetic Medicine
  - 1.3.1. Patient Analysis
  - 1.3.2. Types of Patients
  - 1.3.3. Psychological-Aesthetic Problems
  - 1.3.4. Patients with Psychological Problems
  - 1.3.5. How to Guide the Treatment of Patients According to Their Psychology
- 1.4. Photography
  - 1.4.1. Initiation to Photography
  - 1.4.2. Importance of Photography in an Aesthetic Clinic
  - 1.4.3. Adequate Realization of the Photographs
  - 1.4.4. Basic Aspects on Data Protection
- 1.5. Communication with the Patient
  - 1.5.1. Introduction to Communication
  - 1.5.2. Importance of Communication in the Doctor-Patient Relationship
  - 1.5.3. Be a Good Communicator
- 1.6. Material and Supplier Management
  - 1.6.1. Essential Material
  - 1.6.2. Storage and Stock Control Techniques
  - 1.6.3. Management of Orders and Payment to Suppliers
- 1.7. Protocols and Emergencies
  - 1.7.1. Medical Protocols
  - 1.7.2. Protocol with the Patient
  - 1.7.3. Emergency Protocols

- 1.8. The Aesthetic Medicine Consultation
  - 1.8.1. Necessary Installations
  - 1.8.2. Staff of an Aesthetic Medicine Clinic: Objectives and Functions
- 1.9. Infection Prevention
  - 1.9.1. Sterilization and Preventive Hygiene Measures
- 1.10. Software
  - 1.10.1. Importance of Software in the Management of an Aesthetic Clinic
  - 1.10.2. Essential Features of Practice Management Software
  - 1.10.3. Combination of Dental Software with Medical-Aesthetic Software

## Module 2. Techniques for the Creation, Development and Execution of Commercial Management, Marketing and Social Media

- 2.1. Macro and Micro Analysis of the Dental Clinic's Environment
  - 2.1.1. Management of Resources for the Study of the Incorporation of Aesthetic Medicine
- 2.2. Canvas Business Model
  - 2.2.1. What Is It?
  - 2.2.2. How Is it Constructed?
- 2.3. Fundamentals and Strategy
  - 2.3.1. Analysis of the Dental and Aesthetic Sector
  - 2.3.2. Competitive Strategy
  - 2.3.3. Growth Strategies
- 2.4. Value Proposition
  - 2.4.1. What Is It?
  - 2.4.2. How Is it Constructed?
- 2.5. Sales Techniques
  - 2.5.1. Catchment
  - 2.5.2. Recurrence
- 2.6. Basic Notions of Marketing
  - 2.6.1. Health Marketing
- 2.7. The Power of Digital Marketing in Aesthetic Treatments
- 2.8. Advertising Vs. Communication
  - 2.8.1. The Reputation of Aesthetic Medicine in the Online Environment



- 2.9. Web Positioning
  - 2.9.1. SEO vs. SEM
  - 2.9.2. Instagram & Facebook Ads
  - 2.9.3. Google Ads
- 2.10. Social Media Focused on Health
  - 2.10.1. Marketing Influencer to Communicate Aesthetic Medicine

### Module 3. Aesthetic Medicine Applied to Dentistry

- 3.1. Aesthetic Medicine and Orthodontics
- 3.2. Macro-Aesthetics
- 3.3. Mini-Aesthetics
- 3.4. Micro-Aesthetics
- 3.5. Aesthetic Repercussions of Class II Malocclusions
- 3.6. Aesthetic Repercussions of Class III Malocclusions
- 3.7. Aesthetic Repercussions of Vertical Malocclusions
- 3.8. Aesthetic Repercussions of Asymmetries
- 3.9. Aesthetic Medicine and Fixed and Removable Prosthetic Dental Rehabilitations
- 3.10. Hyaluronic Acid for Dental Treatments
  - 3.10.1. Periodontics
  - 3.10.2. Oral Surgery
  - 3.10.3. Pathology of the TMJ

“ *The management and business integration of dental and aesthetic services is no simple task. Thanks to this study plan you will learn the keys to implement efficient leadership in this sector*”

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

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





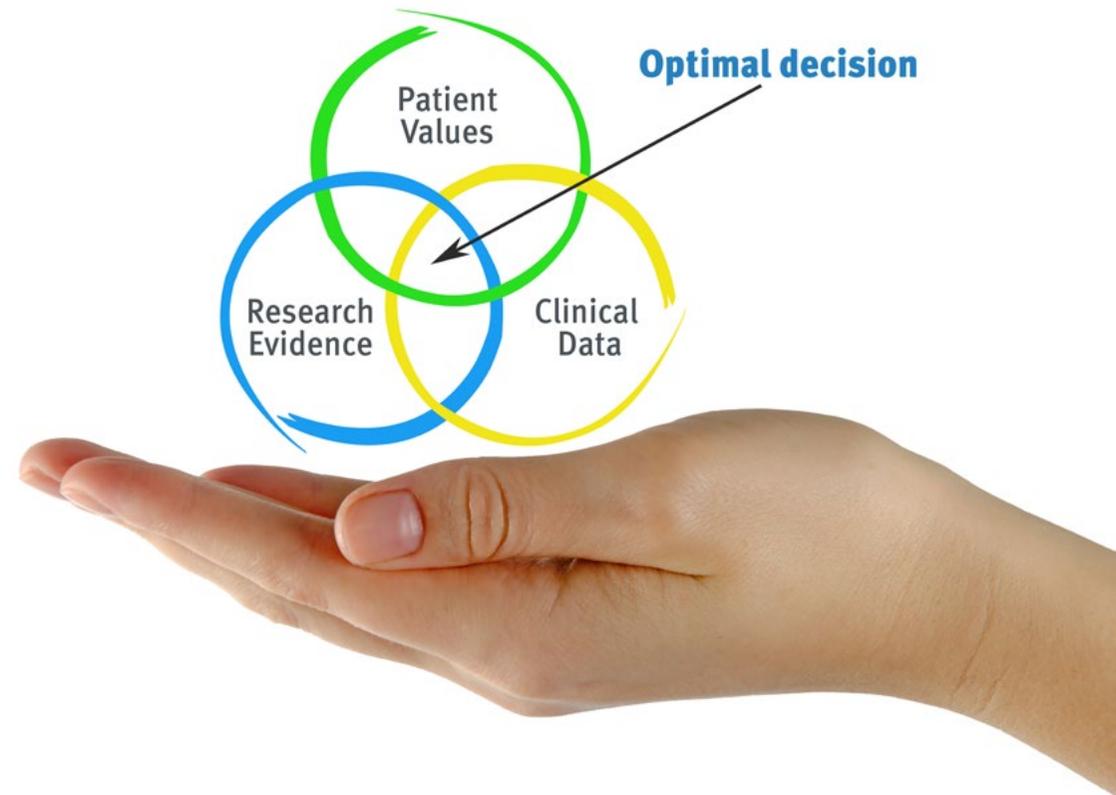
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will 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 power 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. Dentists 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. Learning is solidly translated into 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.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This 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, a real revolution with respect to the mere study and analysis of 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 Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 115,000 dentists with unprecedented success, in all specialties regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning 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 for success.*

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

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



This program offers the best educational material, prepared with professionals 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 highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances, and to the forefront of medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



### Interactive Summaries

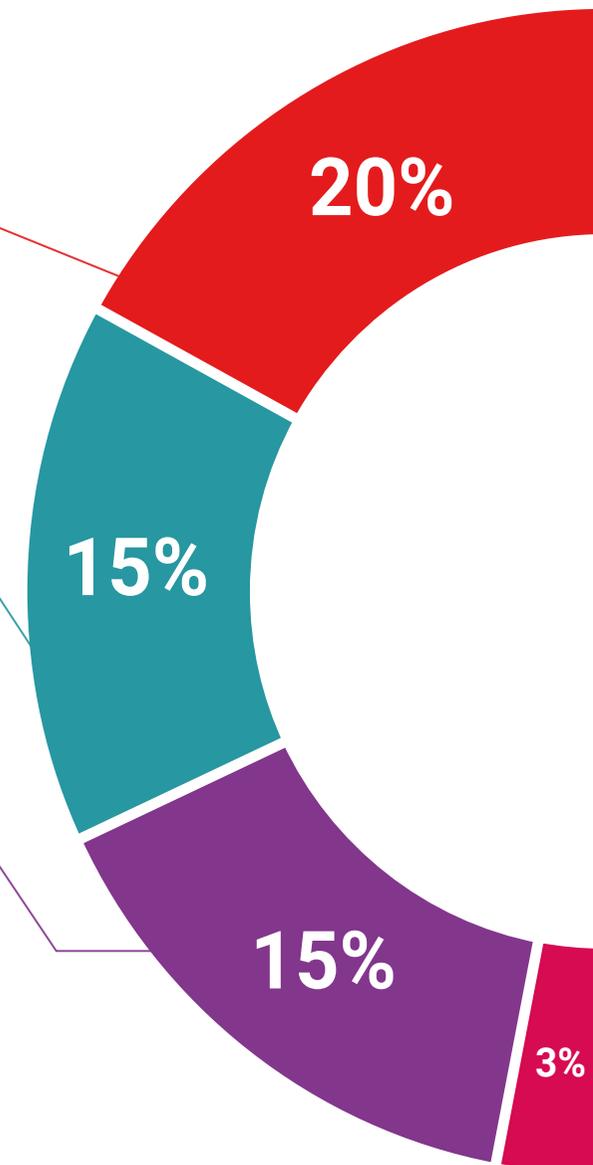
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

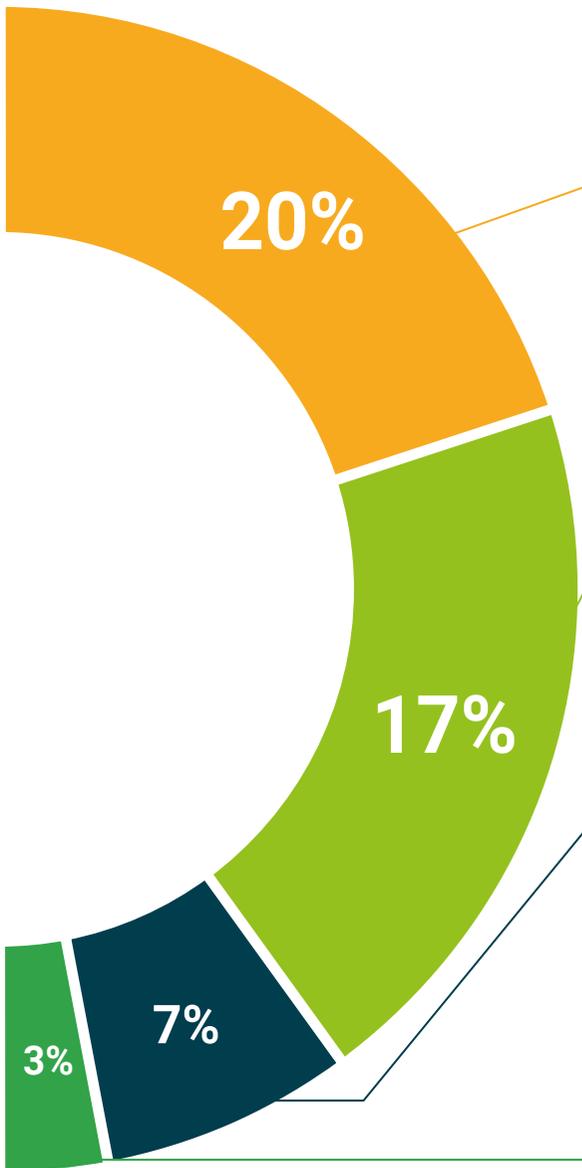
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.  
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Diploma in Aesthetic Medicine in the Dental Clinic guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Technological University.





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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Postgraduate Diploma in Aesthetic Medicine in the Dental Clinic** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Aesthetic Medicine in the Dental Clinic**

Official N° of hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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 Diploma**  
Aesthetic Medicine  
in the Dental Clinic

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
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# Postgraduate Diploma

## Aesthetic Medicine in the Dental Clinic

