

# Executive Master's Degree Management of Dental Clinics

M M D C



## Executive Master's Degree Management of Dental Clinics

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-management-dental-clinics](http://www.techtute.com/us/school-of-business/professional-master-degree/master-management-dental-clinics)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 36*

08

Our Students' Profiles

---

*p. 44*

09

Course Management

---

*p. 48*

10

Impact on Your Career

---

*p. 54*

11

Benefits for Your Company

---

*p. 58*

12

Certificate

---

*p. 62*

# 01 Welcome

The dental sector is increasingly competitive thanks to the appearance of numerous dental clinics in recent years. In addition to excellence at the health level, a dental clinic also needs to achieve excellence at the business level in order to succeed and, therefore, the specialization of business professionals in this field is essential to provide the necessary nudge to elevate these companies to their sector's elite. In this way, it is essential that professionals acquire the necessary skills in financial, logistics, marketing, communication, and human resources management, for example. And you will find all this in this very complete TECH program.



Executive Master's Degree in Management of Dental Clinics.  
TECH Technological University





“

*Present-day executives must stand out for their technological know-how, practice active listening with their workers, and be self-critical of their work”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

04

# Objectives

This program is designed to strengthen the managerial and leadership skills of professionals in the field of dental clinics, in addition to developing new skills and abilities that will be essential in their professional development. After concluding the program, graduates will be able to make global decisions with an innovative perspective and an international vision.



“

*At TECH ,we will teach you how  
to strategically run a dental clinic”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Executive Master's Degree in Management of Dental Clinics qualifies students to:

01

Use theoretical, methodological and analytical tools to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment

04

Describe the current situation and future trends of dental clinic management and administration to be able to define objectives and differentiating successful strategies

02

Promote 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 starting with the creation of their clinical-dental business, as well as innovating in the management and direction model of the clinical-dental business they already have



03

Professionalize the clinical-dental sector, through continuous and specific specialization in the field of business management and direction

05

Become familiar with the terminology and concepts specific to business management and administration to effectively apply them to dental clinics



06

Discover and analyze key points of successful business models of leading dental clinics in order to increase the motivation, inspiration and strategic mindset of future managers

08

Learn the most widely used validation method for the creation and innovation of business models in all business sectors, with practical and specific application in the clinical-dental sector



09

Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business

07

Learn to effectively identify and describe the value proposition of the dental practice business, as a solid basis for establishing a subsequent marketing and sales strategy

10

Delve into the digital communication tools that are essential to master in this 2.0 era, in order to convey the value proposition of the dental clinic to the target patients through the most appropriate channels

11

Acquire management skills based on leadership that facilitate effective communication with the team, favoring the creation of a healthy work environment focused on common objectives and the achieving results

14

Reflect on the characteristics of the leader in organizations and enhance managerial skills for successful leadership by applying the latest techniques of coaching and emotional intelligence

12

Learn the fundamental concepts of human resources management to lead recruitment processes and protect the talent of the team that works at the dental clinic

13

Develop an effective method for team management, decision making and conflict resolution based on the emotional intelligence model and organizational coaching techniques

15

Design work procedures focused on a productivity and quality model for the dental clinic, based on the philosophy of continuous improvement



16

Use digital tools that facilitate the effective planning and management of dental practice tasks, resulting in significant cost savings in the short term

18

Master the main financial tools to facilitate key decisions based on objective data

19

Acquire important knowledge about cost analysis to understand the current state of your company in terms of profitability and being able to define future scenarios

17

Apply tools and work procedures that are essential for an optimal purchasing and resource warehouse management, avoiding unproductive expenditure flow

20

Explain the main duties and moral obligations related to the development of dental professionals in the business environment, focusing especially on patient treatment



# 05 Skills

After passing the assesment of the Executive Master's Degree in Management of Dental Clinics professionals will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.





“

*Successfully run a dental clinic  
after acquiring the knowledge  
that this very complete Executive  
Master's Degree offers you”*

01

Hierarchize the role of each member of the team within the dental clinic

03

Effectively apply the hiring modalities to manage payroll and therefore achieve a correct formalization of the remuneration of the members of the team of our dental clinic

02

Adequately manage existing strategies for the incorporation, remuneration and attraction of human talent

04

Define action protocols that allow a correct performance of the tasks in the dental clinic, incorporating monitoring tools for the control and evaluation of applying these protocols





05

Conduct satisfaction surveys to develop and implement improvements that meet the needs of patients in the dental clinic

07

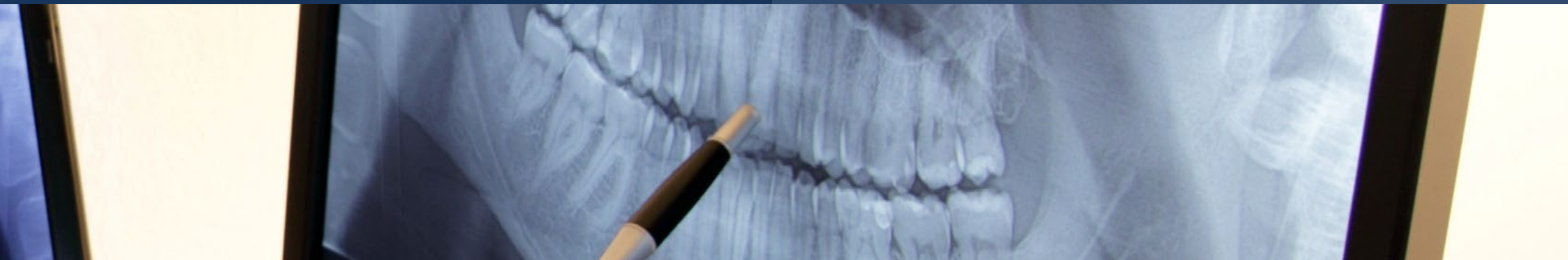
Detect and anticipate new management trends in the clinical-dental sector

06

Identify the types of costs that occur in a dental clinic in order to calculate the cost/hour of the clinic and establish appropriate pricing

08

Know how to develop the best business strategy according to the objectives to be achieved



09

Know how to manage and lead a work team in the clinical-dental environment

10

Organize and implement the purchasing function in a clinic

11

Define and evaluate supplier, sourcing and supply selection processes, contributing to ensure the flow of materials necessary for the proper functioning of the clinic





12

Control Stocks in an efficient way, thus improving the management of fixed capital

13

Negotiate in an intelligent and simple way to obtain the most favorable conditions for the correct development of the dental clinic

14

Advance the dental profession on an ethical and moral basis

06

# Structure and Content

Executive Master's Degree in Management of Dental Clinics is a program tailored to the professional, which is taught in a 100% online format so that you can choose the time and place that best suit your availability, schedules and interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundations of your success as a dental clinic manager.



“

*Develop the precise skills to bring success to the dental clinics in which you develop your profession. And, to help you achieve it, TECH offers you this very complete program*

## Syllabus

The Executive Master's Degree in Management of Dental Clinics from TECH Technological University is an intensive program that prepares students to face business challenges and decisions at healthcare level, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Across 1,500 hours, you will analyze a multitude of practical cases through individual work, achieving intensive learning that will be very useful for your daily work. It is, therefore, a real immersion in real business situations.

This Executive Master's Degree delves into dental centers' different areas in depth, and is designed to specialize managers who understand senior management from a strategic, international and innovative perspective.

A plan designed for students, focused on improving their career and preparing them to achieve excellence in management and direction management and administration of dental clinics. A program that understands your needs and those of your business through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 10 modules:

**Module 1.** Pillars of Dental Clinic Management

**Module 2.** Designing Your Dental Clinic

**Module 3.** Introduction to Marketing

**Module 4.** Marketing 2.0

**Module 5.** The Value of Human Capital

**Module 6.** Team Management

**Module 7.** Quality and Time Management in the Dental Clinic

**Module 8.** Purchasing and Storage Management

**Module 9.** Costs and Finances Applied to Dental Clinics

**Module 10.** Dental Deontology





### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Management of Dental Clinics completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Pillars of Dental Clinic Management**

<p><b>1.1. Introduction to Dental Clinic Management</b></p> <p>1.1.1. The Concept of Management</p> <p>1.1.2. The Purpose of Management</p>	<p><b>1.2. The Corporate Vision of the Dental Clinic</b></p> <p>1.2.1. Definition of a Company: Approach to the Dental Practice as a Service Company</p> <p>1.2.2. Company Elements Applied to Dental Clinics</p>	<p><b>1.3. The Figure of the Manager</b></p> <p>1.3.1. Description of the Managerial Position in Dental Clinics</p> <p>1.3.2. Duties of the Manager</p>	<p><b>1.4. Types of Company Organization</b></p> <p>1.4.1. The Owner</p> <p>1.4.2. The Legal Person as the Owner of a Dental Clinic</p>
<p><b>1.5. Knowing the Clinical-Dental Sector</b></p>	<p><b>1.6. Terminology and Key Concepts in Business Management and Administration</b></p>	<p><b>1.7. Current Success Models of Dental Clinics</b></p>	

**Module 2. Designing Your Dental Clinic**

<p><b>2.1. Introduction and Objectives</b></p>	<p><b>2.2. Current Situation of the Clinical-Dental Sector</b></p> <p>2.2.1. International Scope</p>	<p><b>2.3. Evolution of the Clinical-Dental Sector and its Trends</b></p> <p>2.3.1. International Scope</p>	<p><b>2.4. Competitive Analysis</b></p> <p>2.4.1. Price Analysis</p> <p>2.4.2. Differentiation Analysis</p>
<p><b>2.5. SWOT Analysis</b></p>	<p><b>2.6. How to Design the Canvas Model of Your Dental Clinic</b></p> <p>2.6.1. Customer Segments</p> <p>2.6.2. Requirements</p> <p>2.6.3. Solutions</p> <p>2.6.4. Channels</p>	<p>2.6.5. Value proposition</p> <p>2.6.6. Income Structure</p> <p>2.6.7. Cost Structure</p> <p>2.6.8. Competitive Advantages</p> <p>2.6.9. Key Metrics</p>	<p><b>2.7. Method to Validate Your Business Model: Lean Start-up Cycle</b></p> <p>2.7.1. Case 1: Validating Your Model at the Creation Stage</p> <p>2.7.2. Case 2: Application of the Method to Innovate With Your Current Model</p>
<p><b>2.8. The Importance of Validating and Improving the Business Model of Your Dental Practice</b></p>	<p><b>2.9. How to Define the Value Proposition of Our Dental Clinic</b></p>	<p><b>2.10. Mission, Vision, and Values</b></p> <p>2.10.1. Mission</p> <p>2.10.2. Vision</p> <p>2.10.3. Values</p>	<p><b>2.11. Defining the Target Patient Key Decisions for the Success of Your Dental Clinic</b></p>
<p><b>2.12. Optimal Location of My Clinic</b></p> <p>2.12.1. Plant Layout</p>	<p><b>2.13. Optimal Staff Sizing</b></p>	<p><b>2.14. Importance of a Recruitment Model in Line with the Defined Strategy</b></p>	<p><b>2.15. Keys for Defining Price Policy</b></p>
<p><b>2.16. External financing vs Internal Financing</b></p>	<p><b>2.17. Strategy Analysis of a Dental Practice Success Story</b></p>		

**Module 3. Introduction to Marketing**
**3.1. Main Principles of Marketing**

- 3.1.1. Basic Marketing Variables
- 3.1.2. The Evolution of the Concept of Marketing
- 3.1.3. Marketing as an Exchange System

**3.2. New Trends in Marketing**

- 3.2.1. Evolution and Future of Marketing

**3.3. Emotional Intelligence Applied to Marketing**

- 3.3.1. What is Emotional Intelligence?
- 3.3.2. How to Apply Emotional Intelligence to Your Marketing Strategy

**3.4. Social Marketing and Corporate Social Liability**
**3.5. Internal Marketing**

- 3.5.1. Traditional Marketing (Marketing Mix)
- 3.5.2. Referral Marketing
- 3.5.3. Content Marketing

**3.6. External Marketing**

- 3.6.1. Operational Marketing
- 3.6.2. Strategic Marketing
- 3.6.3. Inbound Marketing
- 3.6.4. E-mail Marketing
- 3.6.5. Influencer Marketing

**3.7. Internal Marketing vs External Marketing**
**3.8. Patient Loyalty Techniques**

- 3.8.1. The Importance of Patient Loyalty
- 3.8.2. Digital Tools Applied to Patient Loyalty

**Module 4. Marketing 2.0**
**4.1. The Importance of Branding for Differentiation**

- 4.1.1. Visual Identity
- 4.1.2. The Stages of Branding
- 4.1.3. Branding as a Differentiation Strategy
- 4.1.4. Jung Archetypes to Give your Brand Personality

**4.2. The Dental Clinics Website and Corporate Blog**

- 4.2.1. Keys for an Effective and Functional Website
- 4.2.2. Choice of the Tone of Voice for the Communication Channels
- 4.2.3. Advantages of Having a Corporate Blog

**4.3. Effective Use of Social Networks**

- 4.3.1. The Importance of Strategy in Social Networks
- 4.3.2. Automation Tools for Social Networks

**4.4. Use of Instant Messaging**

- 4.4.1. The Importance of Direct Communication With Your Patients
- 4.4.2. Channel for Personalized Promotions or Mass Messages

**4.5. The Importance of Transmedia Storytelling in Communication 2.0**
**4.6. How to Create Databases Through Communication**
**4.7. Google Analytics to Measure the Impact of Your Communication 2.0**
**4.8. Analysis of the Situation**

- 4.8.1. Analysis of the External Situation
- 4.8.2. Analysis of the Internal Situation

**4.9. Establishing Goals**

- 4.9.1. Key Points for Establishing Goals

**4.10. Key Performance Indicators (KPIs) in the Digital Era**

- 4.10.1. Types of Strategies

**4.11. Action Plan**
**4.12. Budgets**

- 4.12.1. Budget Allocation
- 4.12.2. Forecast of Results

**4.13. Control and Monitoring Methods**

**Module 5. The Value of Human Capital**

**5.1. Introduction to the Management of Human Resources**

**5.2. Corporate Culture and Work Environment**

**5.3. The Team**

- 5.3.1. The Dental Team
- 5.3.2. The Auxiliary Team
- 5.3.3. Administration and Management

**5.4. Organization Chart in Our Dental Clinic**

- 5.4.1. Organization Chart of the Clinic: Hierarchy
- 5.4.2. Description of the Organization Charts Departments
- 5.4.3. Description of the Positions at Each Department
- 5.4.4. Assigning Tasks for Each Position
- 5.4.5. Department Coordination

**5.5. Introduction to Labor and Human Resource Management**

**5.6. Strategies for Human Capital**

- 5.6.1. Strategies for Selecting Staff
- 5.6.2. Recruitment Strategy

**5.7. Remuneration Policies**

- 5.7.1. Fixed Remuneration
- 5.7.2. Variable Remuneration

**5.8. Strategy for Retaining Talent**

- 5.8.1. What is Talent Retention?
- 5.8.2. Advantages of Retaining Talent in a Dental Clinic
- 5.8.3. Ways of Retain Talent

**5.9. Strategy for Managing Absences**

- 5.9.1. The Importance of Planning for Managing Absences
- 5.9.2. Ways of Managing Absences at a Dental Clinic

**5.10. The Labor Relationship**

- 5.10.1. The Work Contract
- 5.10.2. Working Hours

**5.11. Recruitment Modalities**

- 5.11.1. Work Contract Types and Modalities
- 5.11.2. Substantial Modifications of the Work Contract
- 5.11.3. Ineffectiveness, Suspension and Termination of the Work Contract

**5.12. Payroll Management**

- 5.12.1. Consultancy: the Dentist's Intelligent Ally
- 5.12.2. Social Security Contributions
- 5.12.3. Withholding of Personal Income Tax

**5.13. Legal Regulations**

- 5.13.1. The Social Security System
- 5.13.2. Social Security Regimes
- 5.13.3. Registrations and Withdrawals

**Module 6. Team Management**

<b>6.1. Fundamental Principles</b>	<b>6.2. The Importance of Applying the 33% Rule</b>	<b>6.3. Advantages of Implementing a Culture of Leadership at the Dental Clinic</b>	<b>6.4. What Type of Leadership is Better to Manage Your Dental Clinic?</b> 6.4.1. Self-Critical Leadership 6.4.2. Objective-Based Leadership 6.4.3. Value-Based Leadership
<b>6.5. Personal Leadership Skills</b> 6.5.1. Strategic Thinking 6.5.2. The Importance of the Leader's Vision 6.5.3. How To Develop a Healthy Self-Critical Attitude	<b>6.6. interpersonal Leadership Skills</b> 6.6.1. Assertive Communication 6.6.2. The Ability to Delegate 6.6.3. Giving and Receiving Feedback	<b>6.7. Emotional Intelligence Applied to Conflict Solving</b> 6.7.1. Identifying the Basic Emotions Involved in Taking Action 6.7.2. The Importance of Active Listening 6.7.3. Empathy as a Key Personal Skill 6.7.4. How to Identify Emotional Hijacking 6.7.5. How to Achieve Win-Win Agreements	<b>6.8. The Benefits of the Organizational Constellation Technique</b>
<b>6.9. Motivational Techniques for Retaining Talent</b> 6.9.1. Recognition 6.9.2. Assigning Responsibilities 6.9.3. Promoting Labor Health 6.9.4. Offering Incentives	<b>6.10. The Importance of Evaluating Performance</b>		

**Module 7. Quality and Time Management in the Dental Clinic**

<b>7.1. Quality Applied to the Treatments Offered</b> 7.1.1. Definition of Quality in Dentistry 7.1.2. Standardizing Processes in the Dental Clinic	<b>7.2. Quality Management Principles</b> 7.2.1. What is a Quality Management System? 7.2.2. Benefits for the Organization	<b>7.3. Quality in Task Performance</b> 7.3.1. Protocols: Definition 7.3.2. Protocols: Purpose of Their Implementation 7.3.3. Protocols: Benefits of Their Implementation 7.3.4. Practical Example: First Visit Protocol	<b>7.4. Tools for Monitoring and Revising Protocols</b>
<b>7.5. Continuous Improvement in Dental Clinics</b> 7.5.1. What is Continuous Improvement? 7.5.2. Phase 1: Consultancy 7.5.3. Phase 2: Learning 7.5.4. Phase 3: Monitoring	<b>7.6. Quality in Patient Satisfaction</b> 7.6.1. Satisfaction Surveys 7.6.2. Applying Satisfaction Surveys 7.6.3. Improvement Reports	<b>7.7. Practical Cases of Quality at the Dental Clinic</b> 7.7.1. Practical Case 1: Protocol for Managing Emergencies 7.7.2. Practical Case 2: Producing a Satisfaction Survey	<b>7.8. Managing Safety and Health a Work in a Dental Clinic</b> 7.8.1. The Imporatnce of efining the Main Tasks in a Dental Clinic 7.8.2. "One Task, One Person Responsible" Productivity Technique 7.8.3. Digital Task Managers
<b>7.9. Standardizing Time in Dentistry Treatments</b> 7.9.1. The Importance of Gathering Time Data 7.9.2. How to Document Time Standardization	<b>7.10. Research Methodology to Optimize Quality Processes</b>	<b>7.11. Describing a Quality Management Model for Dentistry Services</b>	<b>7.12. Health Audit: Phases</b>

**Module 8. Purchasing and Storage Management**

8.1. The Importance of an Appropriate Purchasing Plan	8.2. Responsibilities of the Purchasing Duty in a Dental Clinic	8.3. Efficiently Managing our Warehouse 8.3.1. Storage Costs 8.3.2. Safety Inventory 8.3.3. Registering the Incoming and Outgoing of Material	8.4. Stages in the Process of Purchasing 8.4.1. Searching for Information and Suggesting Alternatives 8.4.2. Evaluation and Decision Making 8.4.3. Follow-Up and Monitoring
8.5. Ways of Running Accounts and Account Management 8.5.1. Adjusting Order Types to Our Needs 8.5.2. Risk Management	8.6. Relationship With the Supplier 8.6.1. Types of Relationships 8.6.2. Payment Policy	8.7. Negotiations in Purchases 8.7.1. Necessary Knowledge and Skills 8.7.2. Stages in the Negotiation Process 8.7.3. How to Negotiate Successfully	8.8. Quality in Purchases 8.8.1. Benefits for the Clinic as a Whole 8.8.2. Measuring Parameters
8.9. Indicators of Efficiency	8.10. New Trends in Purchase Management		

**Module 9. Costs and Finances Applied to Dental Clinics**

9.1. Basic Principles of Economy	9.2. The Balance Sheet 9.2.1. Structure of the Balance Sheet 9.2.2. Assets 9.2.3. Liabilities 9.2.4. Net Assets 9.2.5. Interpreting the Balance Sheet	9.3. Results Research 9.3.1. Structure of the Income Statement 9.3.2. Interpreting the Income Statement	9.4. Introduction to Cost Accounting
9.5. Benefits of Its Implementation	9.6. Fixed Costs in the Dental Clinic 9.6.1. Establishing Fixed Costs 9.6.2. Fixed Costs of a Typical Dental Clinic 9.6.3. Cost/Hour of the Professional	9.7. Variables Costs in the Dental Clinic 9.7.1. Establishing Variable Costs 9.7.2. Variables Costs of a Typical Dental Clinic	9.8. Cost/Hour of a Dental Clinic
9.9. Treatment Costs	9.10. Benefit of the Treatment	9.11. Pricing Strategy	9.12. Introduction
9.13. Invoices and Other Payment Documents 9.13.1. The Invoice: Meaning and Minimum Content 9.13.2. Other Payment Documents	9.14. Managing Collections and Payments 9.14.1. Administrative Organization 9.14.2. Managing Collections and Payments 9.14.3. The Treasury's Budget 9.14.4. ABC Analysis of Patients 9.14.5. Unpaid Receivables	9.15. Modes of External Financing 9.15.1. Bank Financing 9.15.2. Leasing 9.15.3. Differences Between Leasing and Renting 9.15.4. Discounts on Commercial Items	9.16. Analysis of the Liquidity of Your Clinic
9.17. Analysis of the Profitability of Your Clinic	9.18. Debt Analysis		

**Module 10. Dental Deontology**

**10.1. Basic Concepts**

- 10.1.1. Definition and objectives
- 10.1.2. Scope of Application
- 10.1.3. Clinical Act
- 10.1.4. The Dentist

**10.2. General Principles**

- 10.2.1. The Principle of Equality Among Patients
- 10.2.2. Priority of the Patient's Interests
- 10.2.3. Vocational Duties of the Dentist

**10.3. Patient Care**

- 10.3.1. Dealing With the Patient
- 10.3.2. Underage Patient
- 10.3.3. The Practitioner's Freedom of Choice
- 10.3.4. The Freedom to Accept or Reject Patients

**10.4. Medical History**

- 10.4.1. The Patient's Right to Clinical Information
- 10.4.2. Informed Consent
- 10.4.3. Clinical Reports

**10.5. Professional Secrecy**

- 10.5.1. Concept and Content
- 10.5.2. Extension of the Obligation
- 10.5.3. Exceptions to Professional Secrecy
- 10.5.4. Computer Files

**10.6. Advertising**

- 10.6.1. Basic Requirements of Professional Advertising
- 10.6.2. Mentioning Titles
- 10.6.3. Professional Advertising
- 10.6.4. Actions with a Possible Advertising Effect



*We offer you the resources you need to develop the skills that will enable you to work successfully in this sector"*



07

# 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.





“

*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"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



### 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



08

# Our Students' Profiles

This Executive Master's Degree in Management of Dental Clinics is aimed at professionals from the entrepreneurial area specialized in working at dental clinics, who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





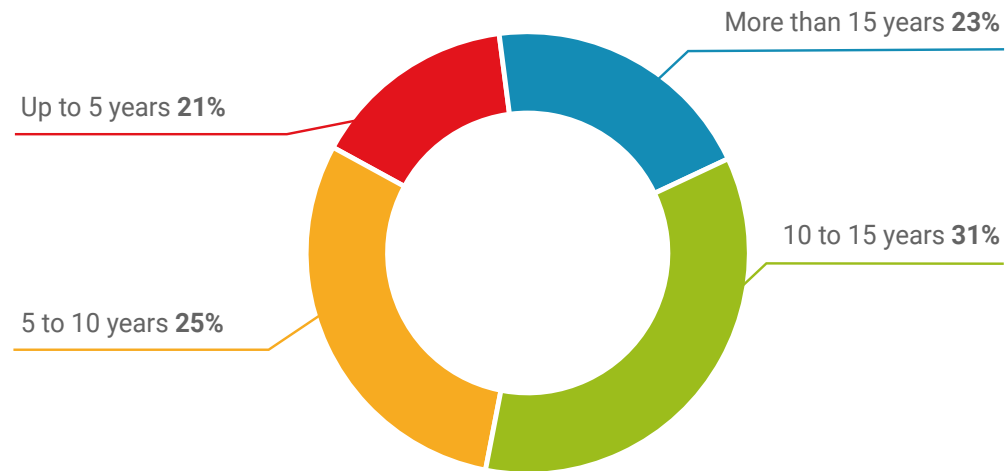
“

*This program will give you the keys to develop successfully in the management of dental clinics”*

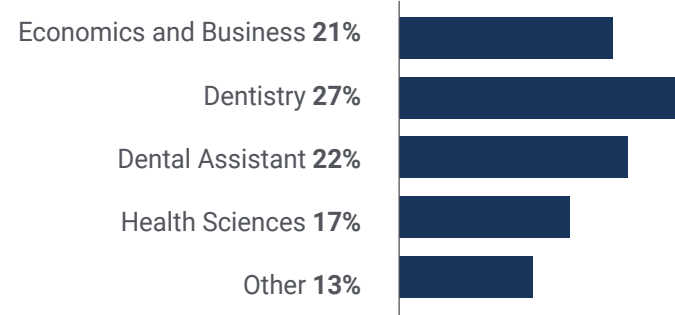
### Average Age

Between **35** and **45** years old

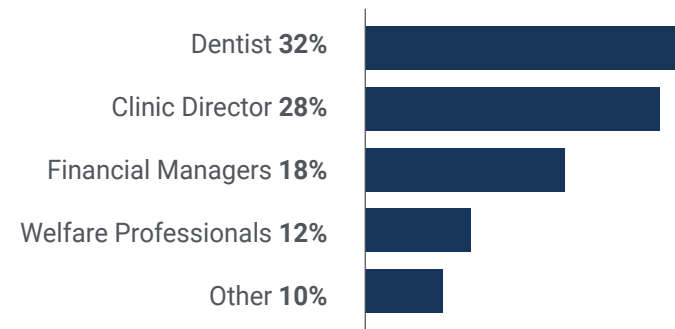
### Years of Experience



### Training

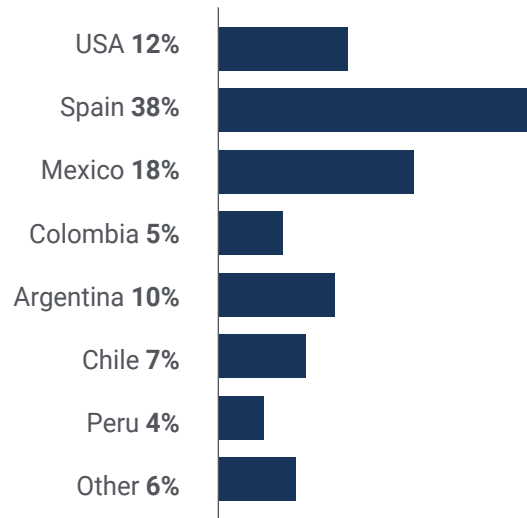


### Educational Profile



## Geographical Distribution

---



## Mónica Mendoza

---

Director of a dental clinic

*"Thanks to this Executive Master's Degree I have been able to acquire the specific knowledge I needed to manage dental clinics efficiently. The quality of the content and the teaching staff have been essential to carrying out the program successfully and its innovative methodology has allowed me to learn in a simple way"*

09

# Course Management

The program's teaching staff includes experts of reference in the management of dental clinics, who bring the experience of their years of work into this program. Furthermore, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Executive Master's Degree in an interdisciplinary way, making it a unique and highly nourishing educational experience for students.



“

*At TECH we have the most specialized teaching team on the market”*



## Management



### Mr. Guillot, Jaime

- ♦ Entrepreneur and Investor Web3
- ♦ CEO Mergelina Investments
- ♦ Chief Operating Officer of Demium Startups
- ♦ Co-Founder and Chief Strategy Officer of Hikaru VR Agency
- ♦ Co-founder and CEO of Drone Spain
- ♦ Co-founder of IMBS School of Business
- ♦ Founder of the Internet & Mobile Business School
- ♦ Founder and CEO of Fight Technologies
- ♦ Highly experienced in business creation
- ♦ Professor at Bankinter's Master's Degree in Innovation and Business Creation
- ♦ Executive Coach certified by the European School of Leaders (EEL)
- ♦ Operational Manager. BBVA
- ♦ Trainer in leadership and emotional management programs for companies
- ♦ Degree in Business Administration and Management UPV
- ♦ Industrial Specialization
- ♦ Trained in languages such as English, German and Chinese
- ♦ Volunteer of the Association of Educational Attention to People with Specific Needs



### Mr. Gil, Andrés

- ♦ Expert in Innovation and Strategic Management
- ♦ Director-Manager at Pilar Roig Dental Clinic
- ♦ Co-founder and CEO at MedicalDays
- ♦ Postgraduate Certificate's Degree in Dental Direction and Clinical Management. DentalDoctors Institute
- ♦ Diploma in Cost Accounting. Chamber of Commerce of Valencia
- ♦ Agricultural Engineer UPV
- ♦ Master in Management and Direction. Michigan State University
- ♦ Accounting. Course Centre for Financial Studies
- ♦ Leadership and Team Management Course. César Piqueras

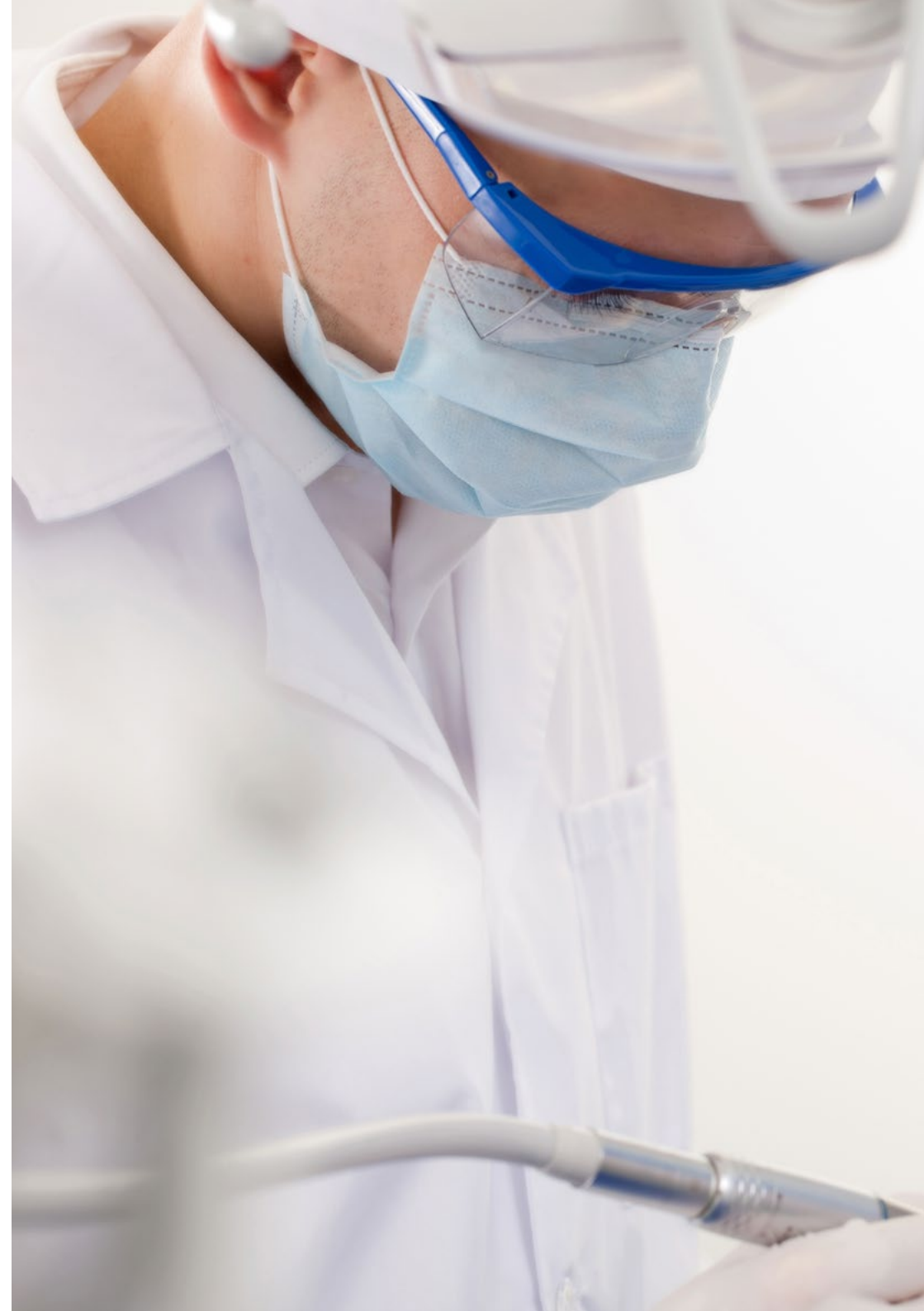
## Professors

### Ms. Fortea Paricio, Anna

- ◆ Specialist in Marketing and Communication in Trade Marketing specialist
- ◆ Digital Marketing and Web Analytics at Google & IAB Fortea Course
- ◆ Degree in Business Administration and Management. University of Valencia
- ◆ Master's Degree in Consumer Neuromarketing. UB
- ◆ Master's Degree in Market Research Techniques. University of Valencia

### Mr. Dolz, Juan Manuel

- ◆ Business digitalization consultant
- ◆ Director of the technical team at Irene Milián Group
- ◆ Highly experienced in business creation
- ◆ Co-founder and CTO at MedicalDays
- ◆ Co-founder and COO Drone Spain
- ◆ Co-founder and COO Hikaru VR Agency
- ◆ HalloValencia Cofounder
- ◆ Degree in Business Administration and Management University of Valencia
- ◆ Freemover Scholarship, International Management, Communications and Sales, Leadership. Berna University
- ◆ Diploma in Business Science. University of Valencia
- ◆ Professional training in Digital Marketing. Internet Startup Camp. UPV





“

*Make the most of this opportunity to learn about the latest advances in this subject to apply it to your daily practice”*

# 10

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the students' disposal so that they can acquire the necessary skills and abilities to achieve this change.







“

*Our main challenge is to help you generate a positive change in your career path”*

## Are you ready to take the leap? Excellent professional development awaits you.

The Executive Master's Degree in Management of Dental Clinics from TECH is an intensive program that prepares students to face business challenges and decisions in the area of dental clinics, both nationally and internationally.

The main objective is to promote personal and professional growth. Help students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

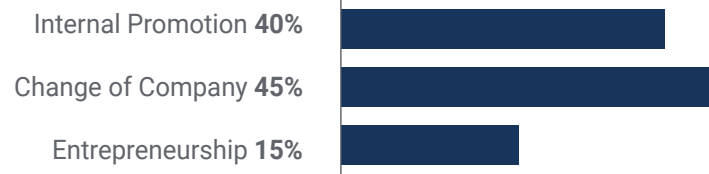
*Our educational program will allow you to acquire the skills you need to work as a dental clinic director.*

*If you are looking for a job opportunity in the field of management of dental clinic, TECH offers you all of our resources to increase your knowledge in this field.*

### Time to change



### Type of change





### Salary increase

---

This program represents a salary increase of more than **25.22%** for our students



11

# Benefits for Your Company

The Executive Master's Degree in Management of Dental Clinics contributes to bring the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but also on a professional level, enhancing the training and the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



“

*Acquire the necessary knowledge to provide your dental clinic with the global vision it needs to achieve excellence”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Executive Master's Degree in Management of Dental Clinics guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma issued by TECH Technological University.







“

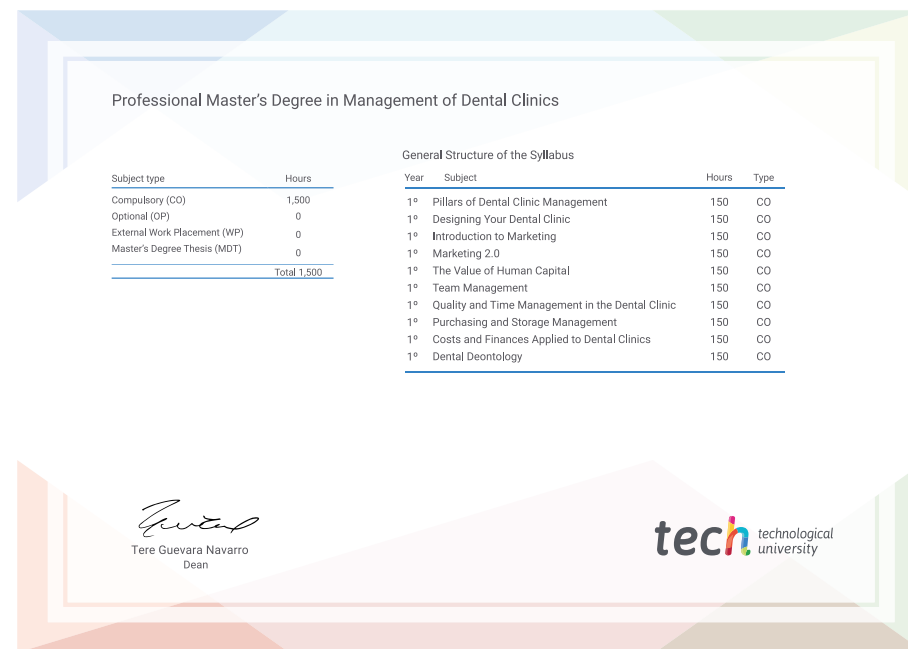
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Executive Master's Degree in Management of Dental Clinics** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** diploma issued by **issued by TECH Technological University** via tracked delivery\*.

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

Title: **Executive Master's Degree in Management of Dental Clinics**  
 Official N° of hours: **1,500 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.



## Executive Master's Degree Management of Dental Clinics

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree Management of Dental Clinics

