

Certificate in Dental Practice Management

Developing a business worth smiling about

In all successful organizations, the efficient management of systems, costs and revenues is critical to success. For dental professionals understanding how to manage these factors and improve customer retention through quality of care are key to developing a sustainable, patient-centric practice.

Designed and delivered by Sauder professors and dental practitioners, and based on industry best practices and key measurements, the concepts and skills presented in this certificate program will help you streamline your systems and make smart decisions for the future.

Takeaways

- Assess your own practice and identify and measure Key Performance Indicators and ideal Ratios
- Develop a concrete action plan for moving forward
- Understand industry trends as they affect your practice and industry
- Assess and minimizing risk
- Understand your Financial Statements to uncover hidden costs
- Identify goals and establish an action plan for your practice
- Establish a sound Service Marketing strategy
- Better manage and motivate staff
- Understand what your practice is worth
- Evaluate cost structures and cash flow
- Expand your understanding of leadership
- Build a team culture that reflects your strategy and values
- Foster better employee communication
- Assess the lifetime value of patients
- Manage the intangibles: How patients evaluate services
- Identify what drives efficiencies in your practice
- Streamline your Service Operations
- Evaluate business challenges and opportunities

Special Features

In addition to formal classroom sessions, the program includes prominent guest speakers on topics such as Personal Wealth Management, Investment Strategies and other areas critical to personal and professional success. You will also have opportunities to share experiences with your peers through networking dinners.

Faculty



Mr. Steve Alisharan

Steve is a lecturer in accounting and management information systems at the Sauder School of Business. He is also a Chair of the MBA Core and former Director of the Executive Education division. A Chartered Accountant and Certified Management Accountant, he teaches professional accounting courses and executive seminars.



Dr. Jim Armstrong

Jim is the CEO of Aarm Dental Group. He is an MBA trained dentist through 2 MBA programs 12 years apart; and a past president of the BCDA. Jim serves as an editorial consultant for the JCDA and a CDA media expert on dental management issues. Jim chairs the Economics Committee for the BCDA which produces the fee guide for the BCDA. His research and writing interests are in the areas of service marketing, finance, and strategy/policy as it pertains to the dental profession.



Dr. Anthony Boardman

Anthony is the Van Dusen Professor of Business Administration at the Sauder School of Business. His interests include strategic analysis and implementation and the effects of ownership on performance. He teaches strategic analysis to business executives internationally, and serves as a consultant to organizations on strategic and economic issues.



Dr. Mahesh Nagarajan

Mahesh is an Assistant Professor in the Operations and Logistics Division at the Sauder School of Business. His areas of expertise include supply chain management, applied game theory and inventory management.



Dr. Tim Silk

Tim teaches marketing courses in Sauder's MBA program. An award winning teacher, he has taught and consulted on product and branding issues for major organizations in the U.S. and Canada. Formerly he was an advertising account executive and a marketing manager for a soft-drink company.



Dr. Daniel Skarlicki

Daniel is the Edgar Kaiser Chair of Organizational Behaviour at the Sauder School of Business. He conducts executive programs on negotiations and performance management across North and South America, Europe and Asia. His research interests focus on how people respond to justice and injustice in the workplace.

Executive Education

Dates

The program, delivered in three 3-day modules delivered in each of April, May and June.

April 13-15, 2012	Module 1 – Foundations – Industry Trends, Understanding your numbers, Leadership
May 10-12, 2012	Module 2 – Leading People, Service Marketing
June 21-23, 2012	Module 3 – Strategy, Operations and Developing a Business plan

Price

For Cancellations received:

- at least 21 days before the seminar, you will receive a refund, less a \$56 administration fee.
- TWENTY to SIX days before the seminar, you will receive a refund, less a \$168 administration fee.
- FIVE to ONE day(s) you are NOT eligible for any refunds.

The complete program includes continental breakfast and lunch each day and a one networking dinner on each of the three modules for a total **price of \$6600. Additional person from the same office is \$4950.**

For more program details or to register please visit the program website at www.dentistry.ubc.ca/cde or call Gordon Rein 604.822.0083.

To register by phone please call 604-822-6156.

Location

Courses are held at BC Robson Square 800 Robson Street, Vancouver BC.

Times

8:30 am – 4:30 pm

If you cancel within 24 hours, or do not attend the seminar, you are NOT eligible for any refunds.

Substitutions are welcome. If you cannot attend, substitutions are permitted any time up to and including the first day of the seminar.

REGISTRATION APPLICATION

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TUITION:

- Dentists: \$ 6600
- Additional person - same office \$ 4950

Continental breakfast, luncheon and one networking dinner included per module.

PLEASE TYPE OR PRINT CLEARLY

- Dr.
- Mr.
- Ms.

_____ Last Name _____ First Name _____ Initials _____

_____ Mailing Address _____

_____ City _____ Province _____ Postal Code _____

_____ Daytime Telephone Number _____ Fax No. _____

_____ Email Address _____

BC College No. _____ Year of Grad _____

Continuing Dental Education at the University of British Columbia is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp.

DISCLAIMER: Dental education institutions have an obligation to disseminate new knowledge related to dental practice. Some presentations may include controversial materials or commercial references. Sponsorship of a continuing education course by The University of British Columbia does not imply endorsement of a particular philosophy, procedure or product by The University of British Columbia.

Fee in full must accompany registration. The tuition fee is deductible for Canadian Income Tax purposes.

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Payment by Cheque: Please make cheque payable to **The University of British Columbia** and forward to the following address: **Registration, Continuing Dental Education** The University of British Columbia, #105 - 2194 Health Sciences Mall, Vancouver, BC V6T 1Z3.

If paying by credit card, please register online at dentistry.ubc.ca/cde

To register online:

Go to www.dentistry.ubc.ca, click on "Continuing Education" & "Register for a Course"

To register by phone:

Local Calls 604-822-6156 or Long Distance (Toll Free) 1-877-328-7744