

INTRODUCTION TO DENTAL PRACTICE MANAGEMENT

Do you want to become a practice manager? Or have you stepped into the role after being a dental nurse or receptionist? If so, this course is perfect for you – it will give you an excellent foundation for being a successful, knowledge-rich manager.

ENROLMENT
open

FLEXIBLE
learning hours

COMPLETE
in 2-3 months

The course is taught by Nicki Rowland BSc, Dip Man. Nicki has lived and breathed practice management since opening Perfect 32 Dental Practice in East Yorkshire with her husband in 2005. Over the past ten years, she has nurtured her team to achieve exemplary standards in both clinical and customer service-based areas of work.

£149.00 inc. VAT

7.5 HOURS
of verifiable CPD



TUTORIALS COVERED AND LEARNING OBJECTIVES

1. The Role of a Manager
2. Compliance
3. Leadership and Management
4. Effective Communication
5. Resource Management
6. Staff Development
7. Finance
8. Human Resources
9. Marketing

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7.5 verifiable CPD hours.

Call 0207 193 0584 or book online.

THE ROLE OF A MANAGER

- Explore what it means to be a Practice Manager and why it is an executive role
- Look at changes in CQC inspections and the GDC's Standards for the Dental Team that influence the management of a dental practice
- Discover the essential functions of a Practice Manager
- Understand the importance of developing a strategy in practice

COMPLIANCE

- Understand how the CQC came into existence and what it aims to achieve
- Explore CQC inspections and why they were changed in 2015
- Understand what is required to meet GDC standards
- Look at what Practice Managers need to know

LEADERSHIP AND MANAGEMENT

- Explore the difference between leadership and management
- Look at how to learn and develop as a leader and manager
- Explore conditions for good leadership and management
- Discuss how to manage relations with staff, patients and other stakeholders

EFFECTIVE COMMUNICATION

- Understand what effective communication entails
- Explore why effective communication is important in your practice
- Look at different types of communication
- Learn how to improve your communication skills

RESOURCE MANAGEMENT

- Understand what resources are required in a dental practice
- Understand the importance of managing resources effectively
- Explore the efficient and safe use of resources
- Discuss the importance of security of the resources in your practice

STAFF DEVELOPMENT

- Look at the importance of staff training
- Explore the importance of strategic business planning
- Discuss essential elements of appraisals, Skills Gap Analyses and Personal Training Plans
- Explore how to assess the effectiveness of training and Return On Investment (ROI)

FINANCE

- Understand the purpose of the main financial documents in a dental practice
- Identify the practice's sources of finance and funding
- Understand the importance of cash flow management and cash flow forecasting
- Explore the role of Key Performance Indicators in monitoring the achievement of practice objectives
- Understand the processes of setting, monitoring and controlling a budget in practice



HUMAN RESOURCES

- Learn how to master the recruiting, interviewing and employment of a new team member
- Understand the importance of appraisal systems and how to monitor, appraise and direct staff performance
- Explore methods of managing poor staff performance and grievances
- Discuss legal compliance and relevant policies and procedures
- Explore employee benefit design and rewards

MARKETING

- To understand marketing and the principles behind it
- To learn how to analyse your patient base and create a bespoke marketing mix
- To explore the psychology of buying to maximise sales in your practice
- To discuss why building a strong brand allows for growth through your services and patient relationships
- To look at promoting campaigns and maximising publicity
- To cover ethical marketing and GDC guidelines



Dental Nurse Network

Professional growth for dental nurses