

# CERTIFICATE IN DENTAL RECEPTION

The course is suitable for all members of the dental team and is aimed at receptionists, managers and nurses who have had no formal receptionist training. The course consists of online recorded tutorials, online quizzes and access to live online classrooms (webinars), giving you an opportunity to speak directly to the tutor and ask questions. The course requires a commitment of between one and two hours each week for six weeks. Learning modules are released on a weekly basis.

**STARTS\***  
30 March 2020

**FLEXIBLE**  
online learning hours

**COMPLETE**  
in 2-3 months

**PRICE**  
£110.00 inc. VAT



## Benefits

- Online tutorials
- Downloadable booklet
- Tutor support
- Flexible learning
- Nationwide availability
- Complete at your own leisure within three months
- Six hours of Verifiable CPD
- Certificate of Completion awarded upon successful completion.

The course is taught by Nicki Rowland BSc, Dip Man. Over the past ten years, she has nurtured teams to achieve exemplary standards in both clinical and customer service-based areas of work.

## Online Learning

Video tutorials, multi-choice questions and online lectures.\*

## Tutor Support

Email, teleclasses and webinars.

\*Access to online tutorials expires 30<sup>th</sup> June 2020.

# LEARNING OBJECTIVES

## Customer Service

*The Ultimate Patient Experience*

- Understand what exemplary customer service looks like
- Understand why creating a good first impression and a lasting impression are key to retaining patients
- Explore how to give added value to the patient journey
- Learn 'bullet-proof' telephone skills
- Build a positive, trusting mental 'picture' of your service in your patients' minds.

## Communication

*How Effective Communication Results in Business Success*

- 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
- Understand what methods of communication the CQC are inspecting for in your practice.

## Marketing

*The Forgotten Role of the Front Line Team*

- Understand marketing and the principles behind it
- Understand why the front line team are also the marketing team for the practice
- Explore the psychology of buying to maximise sales in your practice
- Understand why building a strong brand allows for growth through your services and patient relationships
- Explore how to promote campaigns and maximise publicity.

## Meeting CQC Requirements

*What You Need to Know on the Front Line*

- Understand what CQC aims to achieve and why the inspection regime changed in 2015
- Explore Fundamental Standards and KLOEs and what they mean in practice
- Discover why dental practices are failing their CQC inspections
- Explore how reception fits into the CQC picture.

## Information Governance

*Are You Ready for GDPR?*

- Explore what Information Governance (IG) means to dental practices
- Explore what defines 'personal data'
- Understand the twelve steps required to comply with GDPR
- Discover what IG requirements you need to meet in your practice

## Complaints Handling

- Gain a deeper understanding of why patients complain
- Understand how to handle patient complaints effectively
- Explore how to handle your personal emotions when dealing with a complaint
- Understand the GDC guidelines for handling complaints



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**Dental Nurse Network**  
Professional growth for dental nurses