

REGISTRATION APPLICATION

Certificate in Dental Practice Management

DE 9154

Building a Business Worth Smiling About.

SEPTEMBER 29–OCTOBER 1, 2017 NOVEMBER 3–5, 2017 DECEMBER 1–3, 2017

TUITION

Dentist \$ 6495

Additional person
– same office will receive a 15% discount

Continental breakfast, luncheon, and all course materials included.

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

Cancellation Policy:

Cancellations must be received in writing at least 30 days prior to the start of the program to be eligible for a full refund. Cancellations received between 30 and 5 days prior to the first day of the program will receive a 50% refund.

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

ADA CERP®

Continuing Education Recognition Program
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.

PLEASE TYPE OR PRINT CLEARLY

Last Name First Name Initials

Mailing Address

City Province Postal Code

Daytime Telephone Number Fax No.

Email Address

BC College No. Year of Grad

Payment by Cheque:

Please make cheque payable to UBC Sauder School of Business and forward to the following address:

Attn: UBC Executive Education
UBC Sauder School of Business
#1600 – 800 Robson Street
Vancouver BC V6Z 3B7

To register online: www.sauder.ubc.ca/dentists

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.

UBC DENTISTRY



CONTINUING DENTAL EDUCATION



Enroll or speak with an advisor:

→ www.sauder.ubc.ca/dentists

604.822.6947

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Executive Education Fall 2017

UBC DENTISTRY | THE UNIVERSITY OF BRITISH COLUMBIA
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EXECUTIVE EDUCATION FOR DENTISTS

Building a Business Worth Smiling About.

→ View our website for our full program calendar
www.dentistry.ubc.ca/cde

Certificate in Dental Practice Management

As 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 UBC Sauder professors and successful dental practitioners, and based on industry best practices and key measurements, the concepts and skills presented in this certificate program will help you work more effectively with your staff, streamline your systems and make smart decisions for the future.

Takeaways

This program provides the following takeaways in an integrated, applicable manner, focused on dental practices:

Business Strategy

- Identify your goals and evaluate business challenges and opportunities
- Understand industry trends as they affect your practice and dentistry
- Consider numerous ways to reduce your costs
- Appreciate all of the advantages and disadvantages of new technology

Accounting/Finance

- Assess your own practice, and identify and measure Key Performance Indicators
- Determine what your practice is worth
- Interpret your Financial Statements to uncover hidden costs
- Evaluate cost structures and cash flow

Leading People

- Broaden your understanding of effective leadership

- Build a culture that reflects your strategy and values
- Design an effective performance management and reward system
- Address one-on-one challenges; lead others to lead themselves

Services Marketing

- Understand what drives patient behavior and how patients evaluate your practice
- Identify problem areas in service delivery that frustrate both patients and staff
- Implement techniques to measure patient perceptions and satisfaction
- Improve service delivery to increase patient satisfaction and staff morale

Operations

- Identify what drives efficiency in your practice
- Streamline your Service Operations
- Understand cost drivers in your service
- Design your operations to meet your strategy

Dates

The program consists of three 3-day modules delivered in September – December 2017.

September 29– October 1, 2017	Module 1: Strategy and Operations
November 3–5, 2017	Module 2: Finance & Accounting and Service Marketing
December 1–3, 2017	Module 3: Managing People

Price

The complete program includes continental breakfast and lunch each day on each of the three modules for a total price of \$6495.

Additional person from the same office will receive a 15% discount. For more program details or to register please visit the program website at www.sauder.ubc.ca/dentists or contact a Learning Advisor at 604-822-6947 or exec.ed@sauder.ubc.ca

Online registration: www.sauder.ubc.ca/dentists

Location

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

Times

8:30 am – 4:30 pm

Course Leaders



Dr. Jim Armstrong 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 on the Board of Directors for the Canadian Dental Association. 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, econometric modelling, finance, and strategy/policy as it pertains to the dental profession.



Dr. Anthony Boardman is the Van Dusen Professor of Business Administration at the UBC 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 is an Associate Professor and Chair of the Operations and Logistics Division at the UBC Sauder School of Business. He teaches supply chain management, applied game theory and inventory management in the MBA core, and has consulted for organizations such as Mattel and Boeing, as well as companies in healthcare and retail.



Dr. Tim Silk teaches brand management, new product development and consumer behaviour at the UBC Sauder School of Business. His work focuses on consumer behaviour in pricing. An award-winning professor, he has taught at and consulted for companies including Bell, Best Buy and Visa. He is a leading expert on rebate promotions and has helped shape consumer-friendly policies for government agencies. Formerly, he was a marketing manager and a race car driver.



Scott Sinclair is a lecturer at the UBC Sauder School of Business. He has been actively involved in professional accounting education for more than 30 years. He was the principal author for the CA School of Business in Western Canada between 2000 and 2010, and has won multiple awards for teaching excellence. He has also worked for Coopers & Lybrand Chartered Accounts, serving small business and mining clients.



Dr. Daniel Skarlicki is the Edgar Kaiser Professor and Chair of Organizational Behaviour at the UBC Sauder School of Business, where he also teaches marketing and behavioural sciences. He has taught executive programs in organizations across North and South America, Europe and Asia. His clients include Cathay Pacific, the Government of Canada, Vancity and Glaxo. An active educator, he has won numerous teaching and research awards.

Testimonials

“I have never found a course like this available for dentists and their team members. It is unique and informative. The course exceeds all expectations and delivers material and, most importantly, effective tools to improve all aspects of dental practice management. It covers everything they don’t teach at dental school but is so important in creating a successful dental practice and a delightful career.”

“I appreciated learning from business educators, not individuals who specialize in teaching dentists. I liked that the teaching was based on real time Canadian and BC economic data. I think non-dental educators brought new insights to the module.”

“I liked most the academic rigor of the approach. I find most practice management courses to be very sales oriented without much data to back up their claims.”

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 lunches.*