Advanced Dental Practice Management Programme
1. INTRODUCTION
2. OBJECTIVES AND TARGETS
3. METHODOLOGY
4. CONTENT
5. PROGRAMME DIRECTOR
6. ESADE
7. ¿WHY ESADE BUSINESS SCHOOL?
8. SPANISH SOCIETY OF PERIODONTICS AND OSSEOINTEGRATION (SEPA)
9. CONTACT
Increased competition and the current economic crisis have brought about an unfavorable business climate for dental practices, but also have had a positive effect on the wider social consciousness concerning dental hygiene and health issues, the development of dental insurance policies and new developments in the sector, among others.

In this complex environment it has become more and more necessary for dental practice managers and partners to be open and receptive to identifying new opportunities in the market, and to know how to carry out activities which capitalize on bringing value to the patient and the development of sustainable advantages in the face of competition.
This management programme aims to give participants a strategic vision and methodological management tools that help them to face future challenges more efficiently and to achieve greater returns.

It is addressed to dental practices partners and managers who wish to improve their management skills and capabilities, and for all those who wish to grow their business with resource innovation and optimization.
Learning by doing approach: **active participation, exercises and case discussion.**

The methodology is soundly practical, working with case studies and in parallel developing a solid conceptual framework.

- "The reality of the Star Smile Dental Clinic" case
- "Motivating the team of Star Smile Dental Clinic" case
- "Investing in Star Smile Dental Clinic" case

In addition to the case method, which encourages participation and reflection by "learning by doing", there will be the following types of activities in each session:

- **Testimonials** that employ "best practices" in the development and execution of the topics touched on during the sessions.
- **Workshops** developed using these best practices.
- **Seminar on Management skills**.
<table>
<thead>
<tr>
<th>DAY</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1 (8 hours)</td>
<td>Competitive Strategies</td>
</tr>
<tr>
<td>Day 2 (8 hours)</td>
<td>Marketing Strategies</td>
</tr>
<tr>
<td>Day 3 (8 hours)</td>
<td>Managing the Dental Practice</td>
</tr>
<tr>
<td>Day 4 (8 hours)</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Day 5 (8 hours)</td>
<td>Leadership &amp; Human Resources Management</td>
</tr>
<tr>
<td>Day 6 (5 hours)</td>
<td>Strategic &amp; Operational Planning for the Dental Practice</td>
</tr>
</tbody>
</table>

Days 1, 3 and 5: after-class Guest Speaker dinner
• Day 1: “Competitive strategies”. This session will help the participant to understand how to compete. Some of the topics covered are:
  • Competitive environment analysis.
  • Patient profiles.
  • Buying process actors.
  • Competitive strategies and their pros and cons.
  • Types of dental office.

• Day 2: “Marketing strategies”. In this sessions the marketing options, both strategic and operational, will be analyzed. Some of the topics covered are:
  • The “dental product”.
  • Service concept.
  • Price and financial aspects of the service.
  • Communication with patients and dental practice stakeholders.
  • Dental practice positioning strategies.

• Day 3: “Managing the dental practice”. In this session the participants will learn how to work out several aspects of the dental practices management. Some of the topics covered are:
  • How to present the treatment to the patient.
  • How to manage and plan the appointment book.
  • How to manage patient’s complains.
  • Patients loyalty.
  • Interaction between clinical and non-clinical units of the office.
• Day 4: “Financial management”. This session will deal with the economics and financial aspects of the dental practice. Some of the topics covered are:
  • Income statement, treasury management and balance sheet.
  • Static and dynamic balance sheets analysis.
  • Economic and financial ratios.
  • Investment decisions and breakeven point.

• Day 5: “Leadership & human resources management”. The motivation, capability and aptitude of the office team have a strong impact on patient perception and satisfaction. For this reason, people management is one of the most complex and, at the same time, relevant tasks of the dental practice leader. Some of the topics covered in this session are:
  • Leadership styles.
  • How to get the best out of the team.
  • Negotiating salaries.
  • Staff evaluations.
  • Team management.
  • Team motivation.
  • Managing office conflicts.
  • Roles, functions and profiles definitions.

• Day 6: “Strategic & operational planning of the dental practice”. In this session the participants will learn (and practice) how to prepare long- and short-term plans which will help the dental practice to decide what to do in the coming years in order to growth and be profitable. Some of the topics covered are:
  • External analysis.
  • Internal analysis.
  • Strengths, weaknesses, opportunities & threats (SWOT) analysis.
  • Vision & strategic objectives.
  • Implications.
  • Implementation planning & monitoring
Prof. Dr. Carlo Maria Gallucci Calabrese  
carlo.gallucci@esade.edu

Full Professor of Marketing at ESADE Business School-Ramon Llull University. Barcelona, Spain.

Degrees

•PhD in Economics and Business Sciences, Pontificia Comillas University (ICADE-ICAI), Madrid, Spain.
•Master in Business Administration (MBA), ESADE, Barcelona, Spain.
•Bachelor degree in Economics and Commerce, Messina University, Italy.
•Executive Program in Management, University of California, Los Angeles (UCLA), USA.
•Strategic Marketing Management Program, Harvard Business School, Boston, USA.

Profile

Carlo’s areas of expertise are Marketing, Strategic Planning and Health Care Management.
He is member of the ESADE’s Executive Board and Management Council.
He is member of the board of the Foundation for Social and Business Development, Buenos Aires, Argentina, of the Xavier Foundation, Barcelona, and of the Italian Chamber of Commerce of Barcelona, among others.
He is the chairman of the Globalisation and Membership Committee and member of the Executive Board of CEMS, a strategic alliance of 27 international universities and more than 80 multinational companies.
Visiting Professor at several universities in America and Europe. Research projects, articles and conferences in many American and European countries.
Prior to his academic career, he held management-level positions in multinational companies.
He is a Marketing and Strategic Planning consultant for domestic and international companies.
With 50 years of experience, ESADE has become a frame of reference in the global scenario of executive programs. Our Executive Education programmes offer an expanded, updated and innovative portfolio of development solutions for executives throughout all stages of their professional lives, based on our core values: cooperative leadership, discipline, corporate social responsibility, decision-making responsibility and open and critical thinking.

ESADE has extensive experience in delivering programmes in different industry sectors from which it has learned to design and roll-out programmes which benefit, to a maximum, participants and the company for which they work. Our custom-designed programmes are designed by high-level specialists with extensive experience in both the academic and business environments and who are often the creators of trends and new concepts in their field of specialization. The results are innovative programmes that utilize methodologies focused on the global development of the participants, both professionally and personally, and cross-functional projects with high practical impact within organizations.

ESADE has partnership agreements with more than 100 universities and business schools worldwide.

In Europe some of its main partners are London School of Economics and Political Sciences, in the UK, HEC, in France, Università Commerciale Luigi Bocconi, in Italy, University of St. Gallen, in Switzerland, or Stockholm School of Economics, in Sweden.
International PRESTIGE
ESADE is one of the top-10 business schools in the world according to the main international rankings*.

RECOGNIZED by Companies
ESADE the number 1 (most highly valued) international business school by company opinion*

INNOVATIVE with Regards to Learning
ESADE’s learning model, based on the development of managerial skills and competencies, is a pioneer in Europe.

COMMITTED to Society
ESADE is the second most highly ranked business school in the world for the corporate social approach and ethics of its MBA program. Its Institute for Social Innovation is the cornerstone of our social commitment.

* Business Week, Financial Times, The Economist…

Creates LINKS with People
ESADE is the business school with the second largest alumni association in Europe (with more than 40,000 alumni).

HIGH QUALITY, Relevant Learning
ESADE’s commitment is to provide high quality, relevant learning for companies that translates into results.

Top-Notch FACULTY with Business Experience
ESADE has a widely recognized faculty, that on top of developing high-quality research, has also relevant business experience.
Your Strategic Partner in Global Learning

ESADE EXECUTIVE EDUCATION

RANKING FINANCIAL TIMES 2012

4th worldwide in Custom Programs

RANKING FINANCIAL TIMES 2012

5th in the world, Executive Education

RANKING BUSINESS WEEK 2011

5th worldwide in Open Programs

www.esed.esade.edu

one to one. business to business. growing together
The Spanish Society of Periodontics and Osseointegration (SEPA) aims to maintain its approach as a vital Society, one that is open to the world and moving forward all the time. We have an obligation, therefore, to keep up communication with those whose common goal is to boost health and improve quality of life.

Our stated objective is to be able to offer precise and rigorous information on quality training for different stages of our professional lives, in research, prevention, diagnosis, treatment, and on innovation in the field of periodontics and implantology which SEPA promotes. We also encourage co-operation with other professional societies and the industry in general.

We want everyone to get behind SEPA in the interests of daily betterment.
Spanish Society of Periodontics and Osseointegration (SEPA)

C/ Antonio López Aguado, 4, Bajo Dcha
28029 Madrid
Spain
Telephone: +34 913 142 715
Fax: +34 913 235 745
sepa@sepa.es
www.sepa.es

Contact person: Ms. Mónica Guinea
monicaguinea@sepa.es