



Course Description

DEH4851 | Dental Hygiene Practice Management | 3.00 credits

This course is designed to assist the dental hygienist in understanding and applying the principles of management related to dental hygiene practice. The concepts of patient, business office, and dental team management will be explored. Strategies will be presented on the marketing and promotion of dental services and products to the general public.

Course Competencies

Course Competency 1: Learn the business aspect of a dental hygiene practice by:

1. Analyzing the legal and ethical issues in a dental business office.
2. Describing how office overhead, production, and collections affect practice.
3. Discussing how to create a profitable dental hygiene department.
4. Creating a productive dental hygiene schedule.
5. Explaining the benefit of block scheduling.

Course Competency 2: Identify the foundational principles of effective patient management by:

1. Explaining how to provide an environment of quality client service.
2. Discussing interpersonal factors that promote a successful dental team.
3. Demonstrating how to close a dental hygiene treatment plan.
4. Evaluating the advantages and disadvantages of dental software management systems.

Course Competency 3: Describe marketing and patient acquisition for a dental hygiene practice by:

1. Discussing methods for recruiting new dental clients.
2. Analyzing various patient recall systems.
3. Describing the four P's of marketing.
4. Comparing and contrasting types of social media used in marketing.
5. Describing three types of dental-marketing funnels.