

To enrol in The Level 4 Certificate in Dental Practice Management, simply complete the reverse of this card and post to:

**The Dentistry Business  
Apartment D  
Levenhurst  
Delamer Road  
Altrincham  
WA14 2NQ**



**thedentistrybusiness**

THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

The programme costs £2000, including all assessment and administrative fees due to the University of Chester (£675), all course materials (excluding books on the reading list), unlimited email support between formal sessions, refreshments and lunch on training days. Your local Business Link organisation may have funds available to support the costs of this programme.

Dates for 2010 / 2011 are as follows; locations in Manchester and London are confirmed and a third location will be determined dependent on demand.

L4 Professional Certificate	Manchester	London	TBA
<b>Introductory session</b> • Course content, process • Study skills	October 12	October 13	October 14
<b>Module 1</b> • Planning and Controlling a Dental Practice • Assessment during Winter break	October 26 November 23 December 21	October 27 November 24 December 22	October 28 November 25 December 23
<b>Module 2 (2011)</b> • Managing People and Developing Teamwork in the Dental Practice • Assessment during Easter break	January 25 February 22 March 22	January 26 February 23 March 23	January 27 February 24 March 24
<b>Module 3 (2011)</b> • Creating a Service-led Dental Practice • Assessment during Summer break	May 10 June 7 July 5	May 11 June 8 July 6	May 12 June 9 July 7

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THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

Please contact Sim Goldblum by email: [sim@thedentistrybusiness.com](mailto:sim@thedentistrybusiness.com)

or phone **0161 408 2030** for an application form

**[www.thedentistrybusiness.com](http://www.thedentistrybusiness.com)**

The Dentistry Business, Apartment D, Levenhurst, Delamer Road, Altrincham WA14 2NQ

**BITE**  
EXTRA

## LEVEL 4 CERTIFICATE IN DENTAL PRACTICE MANAGEMENT

A 10-day programme conducted over 12 months

Awarded by  University of  
Chester



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THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

**The Dentistry Business** is a 3-man team comprising two highly knowledgeable dentists who have worked in both NHS and private sectors and a business executive with extensive corporate experience in marketing and finance. Between them they have encountered every type of practice situation, making them uniquely qualified to pass on their expertise to you.

The Dentistry Business offers modular and 1-day courses on many different aspects of dental practice as well as one-to-one work with dentists who require more specific support.



### Level 4 Certificate in Dental Practice Management:

With limited University accredited training available in the specific area of Dental Practice Management, this unique course, provides an opportunity to gain a formal award from The University of Chester, whose 60 credits are transferable to other higher education programmes.

- ✓ **The Professional Certificate, is designed for Practice Managers or those who aspire to such a position**
- ✓ **Provides the theoretical and practical tools required to support a Practice owner**
- ✓ **Provides an in-depth understanding of the mechanics of running a business and the techniques required to address the many problems that occur at both strategic and tactical levels**

Once you are accepted onto the course, you will become a student of the University of Chester and will have access to its online and offline resources, including its library. A reading list will be provided at the start of the programme and will include textbooks, articles from journals and other useful and relevant sources.

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THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

All teaching will be led by the 3 partners in **The Dentistry Business** - dentists Lester Ellman and Carl Parnell, and businessman Sim Goldblum - each of whom is an Honorary Lecturer at the University of Chester. Email, online and telephone support will be provided between each session.

Each day will include a blend of lectures, case studies and team activities. At the end of each module there will be an assessment, which will be directly relevant to your practice and designed with you to help you apply your learning to your practice.

Success in each module will earn 20 credits and all modules will have to be passed to earn the Certificate.

## Key areas of study:

### Module 1: Planning and controlling a dental practice

- Understanding the current state of dentistry
- Understanding the legislative and regulatory framework
- Creating a practice vision and strategy
- Planning and basic control of practice operations and finances

### Module 2: Managing people and developing teamwork in dental practice

- Personnel - creating job descriptions and implementing evaluation procedures
- Recruitment - the process from creating an advert to offer letters and induction programmes
- Development - training, career structures and lifelong learning and motivation
- Teamwork - creating and leading a team, sharing ideas, assigning responsibilities, what to do when things go wrong

### Module 3: Creating a service-led dental practice

- Identifying what makes the ideal patient for your practice
- Reshaping your patient base to meet your criteria
- Recruiting and retaining the patients you want
- Meeting and exceeding patient expectations
- Presenting and communicating with patients, staff and external agencies

## Level 4 Certificate in Dental Practice Management

Please reserve me ..... places on the "Level 4 Certificate in Dental Practice Management" programme

• I / We would like to attend the Programme in  Manchester  London  Location 3 - TBA

• Payment Options\*:  Cheque in Full  Credit Card in Full  BACS Transfer in Full  Credit Card in 5 monthly instalments

Name \_\_\_\_\_  
Practice Address \_\_\_\_\_

Postcode \_\_\_\_\_  
Email Address (for confirmation) \_\_\_\_\_ I enclose cheque for £ \_\_\_\_\_

made payable to "The Dentistry Business"

Please charge my credit card (MC, V, Amex, Maestro) with £ \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

Expiry Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Security No. (3 digits / Amex 4 digits) \_\_\_\_\_ Name of Cardholder: \_\_\_\_\_

Cardholder Address: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To register on the "Level 4 Certificate in Dental Practice Management" please complete the booking form, indicating your preferred method of payment and return in an envelope to: **The Dentistry Business, Apt D, Levenhurst, Delamer Road, Altrincham WA14 2NQ**

\* Fees can be paid: in full when making the booking. First instalment on booking and subsequent instalments immediately prior to the 1st, 2nd, 3rd and 4th modules. By BACS transfer, please call us for details - 0161 408 2030